



# SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT MANGALURU

NAAC RE-ACCREDITED (2017) WITH 'A' GRADE

## DYNAMISM INSIGNIA



College Annual  
2017-18





## ಎಸ್.ಡಿ.ಎಂ. ಕಾಲೇಜು ಆಫ್ ಬಿಸಿನೆಸ್ ಮೇನೇಜ್‌ಮೆಂಟ್, ಮಂಗಳೂರು

ಮಂಡುನಾಥನಾ ನಾಮದ ಮಂದಿರ ಹಬ್ಬಲಿ ವಿಸ್ತರಣೆ  
ನಿತ್ಯಜ್ಞಾನದಾ ಜ್ಯೋತಿಯ ಕಿರಣಗಳೇರಲಿ ಎತ್ತರಣೆ  
ಚಂದಿರನತ್ತರಣೆ  
ಹೊಂದೇರನ ವಿಸ್ತರಣೆ||

೧. ಕವಲತಡಿಯ ಈ ನಾಡ ಮಂಗಳೆಯ ಬೀಡ ಮಧ್ಯೆ ಇಹುದು  
ಪಡುವ ತಂಕಾದ ಬಡಗು ಮೂಡಣದ ಕಡೆಗೆ ಹಬ್ಬುತಿಹುದು  
ನವಮು ನುಬುನು ಬಜಬಾದ್ಯ ಮೌಢ್ಯಗಳ ಕೊಡಹಿ ತಡಹುತಿಹುದು  
ವಿವಿಧಗಳಿಗಿಂತಿ ನವಮು ಮುಕ್ತಗಳಿಗೆ ಸನ್ಮತಿಯ ನೀಡುತಿಹುದು  
ವಿವಿಧಗಳಿಗಿಂತಿ ನವಮು ಮುಕ್ತಗಳಿಗೆ ಸನ್ಮತಿಯ ನೀಡುತಿಹುದು  
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೨. ನಿತ್ಯ ನೀಡುತಾ ತುಂಬಿ ಬೊಗಸೆಯಲಿ ಅಮೃತ ಕುಡಿಯಿರೆಂದು  
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ಹಿಂದು ಇಂದು ಮುಂದೆಂದು ಸ್ಮರಿಸುವೆವು ಜ್ಞಾನದಾತರೆಂದು  
ರಮ್ಯ ಸಾಗರದ ಸೊಗಸಿನಲೆಗಳುಯ್ಯಾಲೆ ಮಡಿಲಲೆಂದು  
ನಿರವಾಗಿ ಬೆಳೆಯಲೆಂದು  
ಚರಕಾಲ ಬಾಳಲೆಂದು
೩. ಸುತ್ತ ಸುಳಿದವರು ಇತ್ತ ಬಂದವರು ಮತ್ತೆ ಮರಳುವವರೂ  
ಸತ್ಯ ಜ್ಞಾನದ ದೀಪ ಬೆಳಗಲು ತೈಲವರೆದ ಹಿತರೂ  
ಸಾಗಿಮುಂದೆ ಅನುರಾಗ ಹೊಂದಿ ಈ ಗುಡಿಯ ಅರಳುತ್ತಿರಲೀ  
ದೂರದೂರದಾ ವಿಶ್ವದೆಲ್ಲೆಡೆಗು ಟಿಸಿಲು ಚಿಗುರುತ್ತಿರಲೀ  
ಹೊಂಗಿರಣ ಹೊಮ್ಮತಿರಲೀ  
ನಂಬಿಕೆಯ ಕೊನರುತ್ತಿರಲೀ ||
- ೪ ಜ್ಞಾನದೇಗುಲನಂದ ಸಂಭ್ರಮದ ಹರುಷದೊಸಗೆ ಸುತ್ತ  
ಗುರಗಳೆಲ್ಲರ ಧರ್ಮದರ್ಶಿಗಳ ಶುಭದ ಹರಕೆಯತ್ತ  
ಮುಂದೆ ಬರಲಿರುವ ಹಿಂದೆ ಅಗಲಿರುವ ಬಂಧುಮಿತ್ರ ಸುವನ  
ಎಂದು ಮರೆಯೆವು ಇಂದು ಮಣಿಯುವೆವು ಇದಿಕ್ಕೊ ನಮ್ಮ ಕವನ  
ತಂಗಾಳಿ ಬೆರೆತ ಪವನ  
ಝೇಂಕಾರ ಧ್ವನಿಯ ನಮನ

ರಚನೆ : ಪ್ರೊ. ಡಿ. ವೇದಾವತಿ

## Shri Dharmashtala Manjunatheshwara College of Business Management Mangaluru



### VISION

Develop competencies, empower with requisite skills, provide world class professional management education at the reasonable cost and spread indian ethos.

### MISSION

Enrich the quality of life by creating and sustaining the urge to continuous learning by developing leadership, entrepreneurship, patriotism and positive attitude towards life through practical training which gives exposure to global business and industry.

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# Annual Report

## Re-Living the Memories





## COLLEGE ANNUAL REPORT 2017-18

Honorable Chief Guests of the Day Prof. B. S. Nagendra Prakash & Mr. Rajaneesh Siddhi L. R., Members of Shri Dharmasthala Manjunatheshwara Educational Society, members of staff & student council, ladies & gentlemen, I am immensely delighted to present the annual report on the occasion of the 39<sup>th</sup> College Day Celebrations of S.D.M. College of Business Management, Mangaluru. At the outset, I would like to highlight the greatest achievement of the year securing 'A' Grade with CGPA of 3.30 in NAAC re-accreditation held in July 2017. We attribute this success to the abundant blessing of Lord Manjunatha Swamy and guidance of our revered President Dr. D. Veerendra Heggade and the support of our Management. It is also the result of teamwork of all the stake holders guided by IQAC which has embarked on achieving excellence as the core philosophy. We firmly believe with the words of wisdom of Mr. Ronnie Oldham who said,

*Excellence is the result of caring more than others think is wise*

*Risking more than others think is safe*

*Dreaming more than others think is practical and*

*Expecting more than others think is possible.*

Accordingly, walking that extra mile has gave us a rich dividend in terms of good NAAC Grade.

As on today the total students strength of our college is 1344 out of which 615 are girls 729 are boys. The college has 37 full time lecturers, 3 part time lecturers, a qualified Librarian, a Physical Director, 24 full time non-teaching staff constituting a total of 66. The college secured 5 ranks in Mangalore University Examinations. Various Curricular and extra curricular activities chalked out by departments and associations are the corner stone on which our academic excellence is built. We believe in learning that takes the students beyond the class room and into the real world where they must use instinct negotiating skills, team work, collaboration and experiential learning. Hence, IQAC takes all care to design multi

various activities to give the much needed exposure to all the students through inclusive policy. More than 175 programmes were conducted for which about 162 renowned personalities and our alumni were invited as guest speakers to guide and motivate the students.

10 departments of the college like Financial Management, Human Resource Management, Marketing, Economics, Computer Applications, Business Law and Commerce Department, English, Kannada and Hindi ensure decentralization and promote inclusive development. Departmental objectives compliment the vision and mission of the institution based on which wide spectrums of programmes are conducted to supplement the academic input. These include:

### 1 12 Add on Courses in various subjects.

### 2 Academic Programmes & Guest lectures by experts :

- ✎ Stress Management through Ayurveda
- ✎ IT Training
- ✎ Management Training
- ✎ Role of HR in organisation Building
- ✎ Janapada mattu Janapada Saahitya
- ✎ An Entrepreneurial Journey
- ✎ Monitoring loan accounts and NPA's
- ✎ Customer Relationship Management
- ✎ Introduction to Java Database Connectivity
- ✎ GST - Impact on Public
- ✎ Talent Management
- ✎ Handling Procrastination
- ✎ Strategies for Market Research
- ✎ Self-Defense Training for Women
- ✎ Positive Attitude
- ✎ Invisible Influence of Women in the Society

- 📌 Web Domains and Web Hosting
- 📌 Swargaarohana - Yakshagana Prasanga Vishleshane
- 📌 Digital India
- 📌 Big Data
- 📌 Role of Technology in Banking Sector
- 📌 Social Intelligence
- 📌 Importance of Aim in Life
- 📌 Importance of Time
- 📌 Apvaad
- 📌 Expert witness and Patent Litigation
- 📌 Retention Strategies
- 📌 Higher Education in Abroad
- 📌 Yoga Camp
- 📌 Success with Happiness
- 📌 Goal setting in Life
- 📌 Facilitating Effective Leaderships Qualities
- 📌 Advertising Effectiveness through Medias
- 📌 Effectiveness of Rural Entrepreneurship
- 📌 Motivational Techniques
- 📌 Angular - The Web Framework
- 📌 Awareness on Organ Donation
- 📌 Traffic Management
- 📌 Project Documentation in Software Engineering
- 📌 Computer Graphics and its Applications
- 📌 Present Banking Scenario and Regulations
- 📌 Whiz Quiz Competition
- 📌 Panel Discussion Union Budget-2018
- 📌 Information Revolution
- 📌 Moral Values and Character Education
- 📌 A Lifetime of Healthy Smile
- 📌 Consumer Protection - Best practices
- 📌 Rakshabanda Natak
- 📌 Challenges in IT Industries
- 📌 Corporate Life
- 📌 Training and Development for Rural Employees

### 3. Value Education Programmes.

### 4. Orientation & Inauguration of various Associations.

### 5. IQAC Programmes for initiating Quality Improvements :

- 📌 FDP on "Blue ocean strategy - industry institution interaction"
- 📌 FDP on "Research Publication in International Journals"
- 📌 FDP on "Role of research publications in teaching and Learning"
- 📌 FDP on "Blue Print for NAAC 2022"

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

### 7. Field visit to get industrial exposures :

### 8. Programmes in association with other organizations :

- 📌 YASHA 2018 - Interface with Industries & Students

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

- 📌 Visits to schools, Orphanages and working with NGOs
- 📌 One day camp at Mangalajyothi Integrated School, Vamanjoor
- 📌 First-Aid Training programme
- 📌 NSS one day camp at Junior Technical School, Near KPT, Mangaluru
- 📌 Vanamahotsava Celebrations
- 📌 Youth Red Cross Special Annual Camp
- 📌 One day NSS camp at Thumbe Grampanchayat
- 📌 Blood Donation Camp
- 📌 Campus Cleaning programme

### 10. Students Council Programmes :

- 📌 Orientation Programme to First year students
- 📌 Brain storming for Action Plan by SQAC
- 📌 Inauguration of Students' Council
- 📌 Prize Distribution Ceremony
- 📌 College Annual Day Celebrations
- 📌 "INSPIRE 2017" - College Level IT Fest



- ✍ "GENESIS 2017" - University Level Management Fest
- ✍ "SYNERGY 20178" -National Level Management Fest
- ✍ "SYGMA 2018" - State Level IT Fest
- ✍ "Vivekotsava 2018" an Inter-collegiate Fest on the occasion of 155th Birth Centenary of Swami Vivekananda

#### 11. Career Guidance & Placement Cell Activities :

- ✍ Online Registration for Kaushalya Karnataka Yojana
- ✍ Workshop on Competitive Exams
- ✍ Talk on Higher Education in abroad
- ✍ Talk on "Hadoop Managing Big Data
- ✍ Talk on Higher Education in abroad
- ✍ Talk on "Awareness on Banking exams"
- ✍ Talk on "Career Opportunities in the Media and Entertainment Industry"
- ✍ Awareness on answering Aptitude Test
- ✍ Off-campus Recruitment drive
- ✍ On-campus Placement drive

#### 12. Observation of important days :

- ✍ Independence Day Celebrations
- ✍ World Population Day
- ✍ Observation of Sthavana Dina
- ✍ Woman's Day Celebrations
- ✍ Teacher's Day Celebrations
- ✍ Hindi Day Celebrations.
- ✍ National Consumers' Day
- ✍ Sadbhavana Day
- ✍ National Youth Day
- ✍ World Environment Day
- ✍ World Entrepreneurship Day
- ✍ International Yoga day
- ✍ World Literacy Day
- ✍ Human Rights Day

#### 13. PTA Meetings.

##### *Dignitaries visited during the period:*

1. Dr. M. C. Dileep Kumar, Former Vice Chancellor, Shree Sankaracharya University of Sanskrit, Kerala
2. Prof. S M K Quadri, Professor, Department of Computer Science, Jamia Millia Islamia (Central University), New Delhi
3. Dr. Lily Bhushan, Principal, Kandivli Education Society's B. K. Shroff College of Arts & M. H. Shroff College of Commerce, Kandivli (W), Mumbai.
4. Dr. D. Veerendra Heggade, Dharmadhikari, Shree Kshethra Dharmasthala
5. Mr. Ragu Rao, Database Administrator, Dept. of Revenue, Atlanta, USA
6. Mrs. Sandya Bekal, Sr. Application Developer, Automatic Data Processing, Atlanta, USA
7. Dr. Amithab Anand, Assistant Professor, Skema Business School, Sophia Antopoles, France
8. Mr. Jean Marie Mascarenhas, President, Interlog Services, France
9. Dr. Iqbal Thonse Hawaldar, Assistant to the president for AQA, Kingdom University, Bahrain.
10. Prof. K. Byrappa, Vice Chancellor, Mangalore University, Mangalagangothri
11. Prof. S. Prabhakar, Vice President, SDME Society®, Ujire
12. Dr. B. Yashovarma, Secretary, SDME Society®, Ujire
13. Prof. A. Rajendra Shetty, Ex-Principal, SDM Law College, Mangalore
14. Dr. B. M. Hegde, Former Vice Chancellor, Manipal University, Manipal
15. Dr. T. Mallikarjunappa, Dean, Dept. of MBA, Mangalore University, Mangalagangothri
16. Prof. Jayaraj Amin, CDC Director, Mangalore University, Mangalagangothri

17. Dr. Ammalu Kutty, Associate Professor, University College, Mangaluru
18. Dr. L. N. Seshagiri, Associate Professor of English, Govt. First Grade College, Jayanagar, Bangalore
19. Dr. Hemprasad Nath, NSS Co-ordinator, NITK, Surathkal.
20. Mr. Rakesh, Account Executive, Commercial & Tax Consultant, Mangaluru
21. Mrs. Dhanya Shenoy, CA and Counsellor, Mangaluru
22. Pavithra Vikas, Center Head, NIIT, Mangaluru
23. Ishwarya Shetty, Faculty, NIIT Mangaluru
24. Dr. Ullas Namboothiri, Branch Manager, A V S, Mangaluru
25. Mr. Manoj Louis, Associate Professor, Government First Grade College, Kavoor
26. Dr. Jaya Kumar Shetty, IQAC coordinator, SDM College Ujire
27. Dr. K. V. Rao, Director, Science Center, Pilikula, Mangaluru
28. Mr. Keshava Bangera, Lecturer, Narayan Guru Pre-University College, Kudroli, Mangaluru
29. Prof. V Balasubramanian, Marketing Professional, Trisha Classes, Mangaluru
30. Mr. Kishorechandra Hegde, Retired AGM, Vijaya Bank and present Chairman Incharge of Lokayukth, Mangaluru.
31. Prof. Thomas C. G., Asst. Professor, Dept of IT, AIMIT, St. Aloysius College, Beeri, Mangalore
32. Mr. Ashish Agarwal, AGM, JBF Chemicals, Mangaluru.
33. Mr. Kalandar Kaushik, Senior Executive in HR, JBF, Petrochemicals Ltd., Mangaluru
34. Mrs. K. T. Shwetha, Director and Founder, Psychologist of Anirvedha - Resource Centre for Psychological Wellbeing, Mangaluru
35. Mr. Deepak N Raghava, Corporate Trainer, Bangalore.
36. Prof. Arun Gundmi, Faculty, TIME Institute, Mangaluru
37. Mr. Pushparaj Jain, Vice President, CREDAI, Karnataka & MD, Abish Builders, Mangaluru.
38. Captain Brijesh Chowta, Ex-serviceman, Indian army
39. Mrs. Archana, Faculty, Canara College, Mangaluru
40. Mr. Karthik S. Kateel, Marshal Arts Expert, Kateel
41. Mr Kumble Narasimha Prabhu, Managing Director, Solar Trade Links, Mangaluru.
42. Dr. Malini Hebbar, HOD of English Department, St. Agnes College, Mangalore.
43. Mr. Sudhir Kumar, Asst. Training Manager, Diya Systems Pvt. Ltd, Maryhill, Mangaluru.
44. Mr. Tharanath Varkadi, Editor, Ballirenayya Patrike, Karkala
45. Mr. Mohammed Masood, Marketing Head, West Gate Terminus, Highland, Mangaluru.
46. Ms. Anushree Raj, Research Scholar, NITK, Surathkal
47. Mrs. Priya Kotian, Planet Education, Mangaluru
48. Mr. Rathnaraja, Research Scholar, NITK, Surathkal,
49. Prof. Udaya Kumar, Faculty, SDM Law College, Mangaluru
50. Dr. Sujaya, Assistant Professor, HOD, Hindi Dept, Poorna Prajna College, Udupi
51. Ms. Rani Mangala, Physiatrist, Director, Wakeup Counseling Centre, Mangaluru
52. Mrs. Shwetha, Clinical Psychologist, Mangaluru
53. Dr. Kalpana Prabhu, Associate professor and H.O.D of Hindi Department, Canara College, Mangaluru
54. Mr. Nikilesh K., Faculty, MAPS College, Mangaluru
55. Ms. Nishellelonna D'Souza, Senior Manager of Bank Edge, Mangaluru
56. Mr. Prashanth Pai, Art of Living, Mangaluru
57. Mr. Mallana Gowda Patil, Senior Civil Judge, Mangaluru
58. Mr. Renuka Prasad, Assistant Commissioner, Mangaluru
59. Mr. K Balakrishna Rai, Human Rights Activist, Mangaluru
60. Mr. Sorabh Nahata, Director, Air Conditioner Point, Mangaluru
61. Mr. Vasudev Kamath, Associate Vice President, Head - Mangalore Development Centre, Infosys, Mangaluru



62. Mr. Sathish Kumar Kudroli, Ekalavya Awardee, International Powerlifter, Excise Inspector, Mangaluru
63. Shri Jitakamananda, President, Sri Ramakrishna Matt, Mangaluru
64. Mr. Krishna Upadyaya, Chief Co-ordinator, Swacha Puttur Abhiyan, Ramakrishna Mission.
65. Mr. Rishith Karkera, Manager, Radio Mirchi, Mangaluru
66. Mr. Hirsrar Tallani, Founder & CMD, Hirsrar Events & Celebrations, Mangaluru
67. Ms. Deepa Shetty, Senior UI Developer & Technology Support Specialist, Infosys, Mangaluru
68. Dr. Kalpana, Associate Professor, AJ Institute of Medical Science & Research Centre, Mangaluru
69. Mr. Shivashekar, Traffic Police, Mangaluru
70. Mr. Rakesh Kumar, Asst. Professor, AIMIT, St. Aloysius College(Autonomous), Beeru, Mangaluru
71. Mr. N. Ravi Kumar, Manager, Canara Bank, Mangaluru
72. Ms. Noelle Nazrath, Faculty, Maya Academy of Advanced Cinematics, Mangaluru
73. Mrs. Pavithra, NIIT, Bejai, Mangaluru
74. Dr. B. S. Nagendra Prakash, Registrar, Mangalore University
75. Mr. P. Suresh, Dy. General Manager, H.R., M.C.F., Mangaluru
76. Mr. Deepak Ramani, Entrepreneur, Mangaluru
77. Mr. B. Gurudath Shenoy, Retd. AGM, Vijaya Bank, Mangaluru
78. Mr. Sudhir M. Rao. Senior Business Development Manager, Birla Sun Life Insurance Co., Mangaluru
79. Mr. Keshavdas, C.E.O, Indiana Hospital, Mangaluru
80. Mr. Rakesh Roshan, an Entrepreneur of SR IMPEX-Fuel plus, Mangaluru
81. Mr. Prakash Kaushik, CEO of Brizzio and Proprietor of Garodi Service, Mangaluru
82. Mrs. Deepthi, Asst. Professor, Rosario College of Management Studies, Mangaluru
83. Dr. Abida Banu, Dentist, Mangaluru

84. Dr. Sekarlyer, HOD, MBA Dept., Vivekananda College of Engineering & Tech., Puttur
85. Dr. Sunitha, HOD, Hindi Dept., SDPT First Grade College, Kateel
86. Ms. Chaithra Rao, SAP Consultant, Merck Ltd., Electronic City, Bengaluru
87. Dr. Uday Kumar, HOD, Hindi Dept., St. Agnes College, Mangaluru
88. Ms. Monisha Christabel Maben, Project/Finance Officer, Osborne Engineering, Dubai

### **Alumni Guests**

1. Captain Rajaneesh Siddhi L. R., Indian Army.
2. Mrs. Nanditha Acharya Vijesh, Managing Partner, Zari Couture, Mangaluru
3. Ms. Rakshitha Salian, Software Engineer, Thomson Reuters International Service Pvt. Ltd, Mangaluru
4. Mr. Vineeth Kumar, Tulu Actor & Anchor V4 Channel, Mangaluru
5. Mr. Karthik Pai, Assistant Manager, South Indian Bank, Kannur.
6. Mr. Shreyas, Senior Executive, Orange Counte, Bangalore.
7. Ms. Lavanya Shetty, Member of Suraksha Freelance, an event Company, Mangaluru
8. Mr. Narasimha Pai, CS from the Institute of Company Secretaries of India
9. Mr. Raif Zakaria, M D, Auto Motive Agencies, Mangaluru.
10. Mrs. Nihal Rao, Customer Relationship Manager, Veenu Motors, Royal Enfield Service Center, Mangaluru
11. Ms. Megha Kamath, Faculty, Canara College, Mangaluru
12. Ms. Kavyashree Gatty, HR Recruiter, Altisource Business Solutions, Bangalore.
13. Ms. Dhirti Divakar, Technical Recruiter, People Gamut HR Solutions, Mangaluru.
14. Mr. Mohamed Safwan, Catalog Associate, Amazon, Bangalore
15. Mrs. Pranamy Hegde, Manager, Vijaya Bank, Vamanjoor, Mangaluru
16. Ms. Kriti Nahata, Entrepreneur, Canara Enterprises, Mangaluru

17. Sri Padmanabha Bhat, Program Analyst, Barclays Technology Centre India, Pune
18. Mr. Supreeth Raj, LIC of India, Mangaluru
19. Mrs. Manjushree Rai, Proprietor, Manjushree Agency, Mangaluru
20. Mr. Adish Jain, Proprietor, Nagagiri Resort, Kalasa.
21. Mr. Siddharth Raj, Partner, Sri Laxmi Cloth Stores, Mangaluru
22. Ms. Namrutha K., SWO-A(Single Window Operator), Corporation Bank, Padmanoor Branch, Mangaluru
23. Mr. Sagar Balu Vyas, Business Analyst, Ejyle Technologies, Bengaluru.
24. Mr. A. Madanantheshwara Rao, Businessman, Gurudev Tea Traders, Mangaluru
25. Ms. Shilpa H, Artist, Mangaluru
26. Mr. Santhosh Shet, Mangaluru
27. Ms. Swati Rao, Mangaluru

## EVENTS & PROGRAMMES :

### NAAC Peer Team Visit

NAAC Peer Team Visit : Peer Team committee of National Assessment and Accreditation Council (NAAC) visited the college on 21<sup>st</sup> and 22<sup>nd</sup> of July 2017. The committee comprised of Dr. M. C. Dileep Kumar, Former Vice Chancellor, Shree Sankaracharya University of Sanskrit, Kerala; Prof. S M K Quadri, Professor, Department of Computer Science, Jamia Millia Islamia (Central University), New Delhi and Dr. Lily Bhushan, Principal, Kandivli Education Society's B.K. Shroff College of Arts & M.H. Shroff College of Commerce, Kandivli (W), Mumbai. The President of SDME Society Dr. D. Veerendra Heggade, Vice President Prof. S. Prabhakar, Secretary Dr. Yashovarma, Prof. A. Rajendra Shetty, Mangalore University Vice Chancellor Prof. K. Byrappa; Dean of Dept. of MBA, Dr. T. Mallikarjunappa, Mangalore University; CDC Director Prof. Jayaraj Amin were also present on the occasion. The team interacted with the faculties, students, alumni, parents and governing council of the college. The Peer Team appreciated the

developments that have taken place in the Institution and the contribution of the Management, staff and students. They gave a few suggestions for improvement & handed over the report to Mrs. Aruna P. Kamath, Principal of the college. NAAC Co-ordinators Dr. Muralidhar Rao K. S. & Mr. Arun F. Sequeira were present on the occasion.

### Add-on Courses:

Going beyond the University Syllabus, 12 short term courses were introduced to give addition input to the students through various Associations/Departments. Through the inter departmental programmes students of BBM were trained in tally and web designing by the computer department. In turn, BCA students benefited from courses on principles of management, marketing skills etc. BAHRD students got input on income tax. This was an attempt to fill the gap in the syllabus and also an opportunity to the students to pursue their areas of interest.

Department	Add on Courses
<b>BBM &amp; BA(HRD)</b> (Marketing, HRD, Finance)	Indirect Tax Research Methodology Innovation Management Income Tax Journalism Tourism Web Designing Consumer Protection Excel Application Value Education
<b>BCA</b>	Basics of Management Marketing Skills Personality Development
<b>B.Com.</b>	Entrepreneurship Development Tally Digitalization of Business



## **Academic Programmes & Guest Lectures**

Following Academic Programmes & Guest Lectures were organized for the benefit of students by various Associations/ Departments :

### **Finance Association - FONDOS**

Finance Department organized Guest lecture on "GST - Impact on Public" for II BBA A & B students on 18<sup>th</sup> July 2017. The resource person was Mr. Ashish Agarwal, AGM, JBF chemicals, Mangaluru.

The department organized guest lecture on "Present Banking Scenario and Regulations" for II BBA C students on 13<sup>th</sup> Jan. 2018. Mr. N. Ravi Kumar, Manager, Canara Bank, Mangaluru was the Resource Person.

A student faculty program on "Journal Entries" was organized by the department for the II BA(HRD) students on 15<sup>th</sup> July 2017 by Ms. Nidhi Bhandarkar of III BBM 'B'. The objective of the programme was provide an opportunity for final year students to improve their presentation skills at the same time motivating first year students to take up such programmes in future.

### **Marketing Association - VENTA**

Marketing Department organized a guest lecture on "Strategies for Market Research" for II BBA A & II B.Com. students on 13<sup>th</sup> July 2017. The resource person was Mr. Amithabh Anand, Assistant Professor, Dept. PMISSC and Shar Research Group, SKEMA Business School, France.

The department organized a guest lecture on "Corporate Life" for II BBA B students on 14<sup>th</sup> March 2018. Ms. Monisha Christabel Maben, Project/Finance Officer, Osborne Engineering, Dubai was the Resource Person.

**Training Programme on Viral Video Making :** The department organised a training programme for the members of marketing association on Viral Video Making on 29<sup>th</sup> June 2017. The objective of the programme was to create awareness about Digital Marketing. Training was given by Pavithra Vikas, Center Head, NIIT, Mangaluru and Ishwarya Shetty, Faculty, NIIT Mangaluru.

A student faculty program on "Arithmetic Progression" was organized by the department for the II BBA A students on 31<sup>st</sup> July 2017 by Ms. Sandra of III BBM 'B'. The objective of the programme was to inculcate leadership qualities among students.

Student faculty program on "Environmental Causes" was organized by the Association "Venta" for I BA(HRD) students on 19<sup>th</sup> March 2018 by Mr. Shravan & Mr. Monish Sowkar of III BBM. The objective of this programme was to create an awareness on Environmental Causes and Effect.

Student faculty program on "Dividend Policy" was organized by the Association "Venta" for II BBA B students on 13<sup>th</sup> March 2018 by Ms. Chrismitha Mary D'Costa of III BBM. The objective of this programme was to know about the basics of Dividend and its Policy to its shareholders in Corporate World.

### **Human Resource Development Association - RESOURCE HUB**

Guest lecture on "HR Role in Organization Building" was organized by HR Department on 26<sup>th</sup> July 2017 for III BBM A & B students. The resource person was Mrs. Nihal Rao, Customer Relationship Manager, Veenu Motors, Royal Enfield service Center, Mangaluru.

Guest Lecture on "Talent Management" was organized by the department for III BBM & III BA(HRD) students on 13<sup>th</sup> July 2017. The resource person was Mr. Kalandar Kaushik, Senior Executive in HR, JBF, Petrochemicals Ltd., Mangaluru

Guest Lecture on "Retention Strategies" was organized by the department on 9<sup>th</sup> September 2017 for I BA(HRD) students. The resource person was Mr. Mohamed Safwan, Catalog Associate, Amazon, Bangalore

The department organized a guest lecture on "Training and Development for Rural Employees" for I BA(HRD) students on 6<sup>th</sup> March 2018. Mrs. Manjushree Rai, Proprietor, Manjushree Agency, Bejai Kapikad, Mangaluru was the Resource Person.

A student faculty program on "Situational Leadership" was organized by the department for the II BA(HRD) students on 9<sup>th</sup> August 2017 by Ms. Sushmitha K and Ms. Neha Shetty of III BBM 'C'. The objective of the programme was to enhance their communication and presentation skills.

A student faculty program on "Employee Engagement" was organized by the department for II BA(HRD) students on 20<sup>th</sup> Feb. 2018 by Ms. Samantha of III BA(HRD). The objective of the programme was to enhance the communication & presentation skills.

A student faculty program on "Core Competence" was organized by the Association for II BA(HRD) students on 28<sup>th</sup> Feb. 2018 by Mr. Hysum Damudi of III BBM B. The objective of the programme was to enlighten the students about the importance of Core Competence in Strategic Management.

The department organized student faculty programme on "Psychology on Industries" on 8<sup>th</sup> March 2018 for I BA(HRD) students by Ms. Samatha D'souza of III BA(HRD).

### **Economics Association**

Guest lecture on "Digital India" was organized by Economics Department on 26<sup>th</sup> August 2017 for I BBA C students by Mr. Mohammed Masood, Marketing Head, West Gate Terminus, Highland, Mangaluru.

The department organized guest lecture on "Effectiveness of Rural Entrepreneurship" for I BBA B students on 6<sup>th</sup> Jan. 2018. Ms. Kriti Nahata, Entrepreneur, Canara Enterprises, Mangaluru was the Resource Person.

A student faculty program on "Economics and Business Environment" was organized by the department for the I B.Com. students on 17<sup>th</sup> July 2017 by Mr. Dilan Pereira of III BA(HRD). The objective of the programme was to make the students aware of the vast factors of environment effects on business.

**Panel discussion Union Budget-2018 :** The department conducted a panel discussion on 23<sup>rd</sup> February 2018 on the topic "Union Budget-2018". Students presented the topics such as Education, Railways, Agriculture, Banking, Rural Development etc. Mr. Prasanna Kumar T. was moderator of the session. The session was conducted to create an awareness of the implications of union budget of 2018 and enhance their analytical skills. The session was coordinated by Mrs. Shashikala K. G.

**Observation of World Population Day :** A student seminar was organized by the department as a part of the observation of world population day on 11<sup>th</sup> July 2017. Roshin Alex John of II BBA 'B' presented a seminar on the topic "Over population is a strength or weakness for India" for the I BBA.

**Student Seminar on World literacy Day :** A student seminar was organized by the department as a part of the observation of World literacy Day on 8<sup>th</sup> September 2017. Ms. Nidhi J of I BBA 'C' presented a seminar on the topic of "Literacy and Sustainable Development". The objective of this programme was to observe the International Literacy Day to promote literacy and human development. The programme was coordinated by Mrs. Shashikala K.G.

### **Commerce Association - COMMERCIO**

Guest lecture on "Monitoring loan accounts and NPA's" was organized by Commerce Department on 28<sup>th</sup> July 2017 for III B.Com. students. The resource person was Mr. Kishorechandra Hegde, Retired AGM, Vijaya Bank and present Chairman Incharge of Lokayukth, Mangaluru.

Guest lecture on "Customer Relationship Management" was organized by the department on 29<sup>th</sup> July 2017 for III B.Com. students. The resource person was Mr. Jean Marie Mascarenhas, President, Interlog Services, France.

The department organized guest lecture on "Advertising Effectiveness through Medias" for I B.Com students on 13<sup>th</sup> January 2018. Mr. Rishith Karkera, Manager, Radio Mirchi, Mangaluru was the Resource Person.

A student faculty program on "Recruitment and its sources" was organized by the department for the II BA(HRD) students on 18<sup>th</sup> July 2017 by Ms. Chrismitha D'Costa of III BBM 'C'. The objective of the programme was to create a scope for advanced learners to improve their knowledge.

A student faculty program on "Consumer behaviour and Factor Influencing the Purchase Behaviour" was organized by the department for III B.Com. students on 14<sup>th</sup> September 2017 by



Ms. Melissa of III BBM. The objective of the programme was to share the knowledge of advanced learners with the peer group.

A student faculty program on "Consumer Behaviour" was organized by the department for II BBA A students on 26<sup>th</sup> September 2017 by Ms. Rumulla Nisha Pinto of III BBM. The objective of the programme was to inculcate leadership qualities among students.

A student faculty program on "Multi Media messaging V-SAT AND COMAT in the field of banking" was organized by the department for the I Year B.Com. students on 29<sup>th</sup> January 2018 by Mr. Keegan Jake Vas of I B.Com. The objective of the programme was to improve the level of knowledge and communications skills.

A student faculty program on "E-Purse, home banking and personal banking and E-Cash" was organized by the department for the I Year B.Com. students on 30<sup>th</sup> January 2018 by Mr. Keegan Jake Vas of I B.Com. The objective of the programme was to improve the level of knowledge and develop presentation skills.

Student faculty program on "Advertising Effectiveness on Consumer Products" was organized by the department for I B.Com. students on 14<sup>th</sup> March 2018 by Mr. Hysum of III B.Com. The objective of this programme was to provide a platform for advanced learners to improve their level of knowledge.

The department organized student faculty programme on the topic "Customer Perception" on 16<sup>th</sup> March 2018 for I B.Com. students by Ms. Sahana of III B.Com. The objective was to improve presentation skills of the students.

The department organized student faculty programme on "Leadership" on 19<sup>th</sup> March 2018 for I B.Com. students by Ms. Rakshitha of II B.Com. The objective of this programme was to enhance their ability to develop confidence.

The department organized student faculty programme on "Customer Protection" on 12<sup>th</sup> March 2018 for I B.Com. students by Ms. Kshithi of III B.Com. The objective of this programme was to improve communication skills of the students affable.

## **BCA Department - SCAN Association**

Guest lecture on "Introduction to Java Database Connectivity" was organized by BCA Department for III BCA on 6<sup>th</sup> July 2017. The resource person was Prof. Thomas C. G., Asst. Professor, Dept of IT, AIMIT, St. Aloysius College, Beeri, Mangalore.

Guest lecture on "Handling Procrastination" was organized by the department for II BCA B students on 11<sup>th</sup> July 2017. The resource person was Mrs. K. T. Shwetha, Director and Founder, Psychologist of Anirvedha - Resource Centre for Psychological Wellbeing, Mangaluru.

Guest lecture on "Web Domains and Web Hosting" was organized by the department on 21<sup>st</sup> August 2017 for III BCA students by Mr. Sudhir Kumar, Asst. Training Manager, Diya Systems Pvt. Ltd, Maryhill, Mangalore.

Guest lecture on "Big Data" was organized by the department on 31<sup>st</sup> August 2017 for I BCA A students. The resource person was Mrs. Anushree Raj, Research Scholar, NITK, Surathkal.

Guest lecture on "Social Intelligence" was organized by the department on 6<sup>th</sup> September 2017 for III BCA students. The resource person was Dr. B. M. Hegde, Former Vice Chancellor, Manipal University, Manipal.

The department organized guest lecture on "Angular - The Web Framework" for IBCA students on 12<sup>th</sup> Jan. 2018. Ms. Deepa Shetty, Senior UI Developer & Technology Support Specialist, Infosys, Mangaluru was the Resource Person.

The department organized guest lecture on "Project Documentation in Software Engineering" for I BCA students on 20<sup>th</sup> Jan. 2018. Sri Padmanabha Bhat, Program Analyst, Barclays Technology Centre India, Pune was the Resource Person.

The department organized guest lecture on "Information Revolution" for I BCA A students on 14<sup>th</sup> Feb. 2018. Mr. Supreeth Raj, LIC of India, Mangaluru was the Resource Person.

The department organized guest lecture on "Moral Values and Character Education" for I BCA B students on 22<sup>nd</sup> Feb. 2018. Mrs.

Deepthi, Asst. Professor, Rosario College of Management Studies, Mangaluru was the Resource Person.

The department organized guest lecture on "A Lifetime of Healthy Smile" for I BCA B students on 26<sup>th</sup> Feb. 2018. Dr. Abida Banu, Dentist, Mangaluru was the Resource Person.

The department organized guest lecture on "Challenges in IT Industries" for II BCA students on 8<sup>th</sup> Feb. 2018. Ms. Chaithra Rao, SAP Consultant, Merck Ltd., Electronic City, Bengaluru was the Resource Person.

The department organized guest lecture on "Computer Graphics and its Applications" for II BCA students on 23<sup>rd</sup> Jan. 2018. Mr. Rakesh Kumar, Asst. Professor, AIMIT, St. Aloysius College(Autonomous), Beeri, Mangaluru was the Resource Person.

**IT Training :** IT training programme was organized for I BCA on 10<sup>th</sup> & 11<sup>th</sup> July 2017 by Fest Forum association. The objective of this training programme was to enlighten the students about various IT Fest events, to improve the communication and technical skills, to recognize the aspiring talents, to give a broader vision of how to face IT Fests with confidence and positive attitude and to train every first year student about information technology.

A student faculty program on "Introduction of final project and presentation skill" was organized by the department for the I Year BCA B students on 17<sup>th</sup> Jan. 2018 by Mr. Bhavith Puthran of III BCA. The objective of the programme was to understand the final semester project and also enhance their communication and presentation skills.

A student faculty program on "Interesting facts about Computers" was organized by the department for the II Year BCA B students on 18<sup>th</sup> Jan. 2018 by Mr. Sanjay Nayak & Mr. Rayesh Pai of III BCA. The objective of the programme was to acquaint students with interesting yet hidden facts about the computers.

A student faculty program on "Communications Skills" was organized by the department for the II Year BCA B students on 18<sup>th</sup> Jan. 2018 by Ms. Aditi Harish of III BCA A. The objective of

the programme was to influence interpersonal communication and the different ways to build high self-esteem, components of interpersonal communication.

A student faculty program on "Authoring System in Multimedia" was organized by the department for the II Year BCA A students on 29<sup>th</sup> Jan. 2018 by Ms. Shreya of III BCA A. The objective of the programme was to gain knowledge about the importance and uses of multimedia and how to implement it in our presentation.

A student faculty program on "Authoring Tools and Choosing Authoring Tools in Multimedia" was organized by the department for the II Year BCA A students on 30<sup>th</sup> Jan. 2018 by Mr. Akash Raja and Mr. Mohammed Faizof III BCA B. The objective of the programme was to gain knowledge about the importance and uses of multimedia and how to implement it in our presentation.

A student faculty program on "Version Control Softwares" was organized by the department for the I Year BCA A students on 21<sup>st</sup> February 2018 by Mr. Dhanush K.T and Mr. Nishanth Bhat of III BCA. The objective of the programme was to let the students know the use of Version Control Software and how to implement it.

A student faculty program on "Machine Learning Techniques and its Applications" was organized by the department for I BCA students on 1<sup>st</sup> February 2018 by Ms. Babitha of III BCA. The objective of the programme was to provide opportunity for students to inculcate deeper learning in the subject and to improve their confidence level.

A student faculty program on "System Analysis and design (DFD's and ER diagrams)" was organized by the department for II BCA students on 1<sup>st</sup> February 2018 by 14 students of III BCA. The objective of the programme was to provide knowledge to the students about project designing.

A student faculty program on "Basics of Networking" was organized by the department for I BCA students on 8<sup>th</sup>, 9<sup>th</sup> & 12<sup>th</sup> February 2018 by BCA VI semester students. The objective of the programme was to inculcate teaching culture and confidence among the final years.



## Business Law Department

Guest lecture on "Expert Witness and Patent Litigation" was organized by Business Law Department on 6<sup>th</sup> September 2017 for II B.Com students. The resource person was Mr. Nikilesh K., Faculty, MAPS College, Mangaluru.

A student faculty program on "Employment Laws" was organized by the department for the II BBA A students on 15<sup>th</sup> July 2017 by Ms. Krithi Shetty and Ms. Shriprada of III BBM 'C'. The objective of the programme was acquainting the students with the knowledge of various legislations on employment and labour.

## Rovers and Rangers Unit

**International Yoga day :** On account of celebrating International Yoga Day, Rovers and Rangers Association along with Matha Amritanandmai Trust arranged the Yoga session on 21<sup>st</sup> June 2017. Around 50 students performed Yogasanas on the occasion.

## Hindi Department -SPURAN

Hindi Department organized a guest lecture on "Stress Management through Ayurveda" on 27<sup>th</sup> June 2017. Dr. Ullas Namboothiri, Branch Manager, A V S, Mangaluru was the resource person.

Guest lecture on "Apvaad" was organized by the department on 6<sup>th</sup> September 2017 for II B.Com students. The resource person was Dr. Kalpana Prabhu, Associate professor and H.O.D of Hindi Department, Canara College, Mangaluru

The department organized guest lecture on "Rakshabanda Natak" for II B.Com. students on 2<sup>nd</sup> Feb. 2018. Dr. Sunitha, HOD, Hindi Dept., SDPT First Grade College, Kateel was the Resource Person.

**Hindi Day Celebrations :** The department organized Hindi Day Celebrations and a guest lecture on "Role of Technology in Banking Sector" on 27<sup>th</sup> September 2017. The chief guest was Dr. Sujaya, Assistant Professor HOD Hindi Dept, Poorna Prajna College Udupi. Principal Mrs. Aruna P. Kamath addressed the gathering. Mrs. Jyothi and Mrs. Shalini M. co-ordinated the programme.

A student faculty program on "Parinay Gopa Gouthamka - Kavitha me Naarivishleshan" was organized by the department for the I BBA A and B students on 6<sup>th</sup> July 2017 by Ms. Rakshitha of II B.Com. The objective of the programme was to inculcate leadership qualities among the students.

A student faculty program on "Dah Gaya" was organized by the department for I BA(HRD) students on 22<sup>nd</sup> September 2017 by Ms. Navya Jake of III BA(HRD). The objective of the programme was to inculcate leadership qualities among students.

## Kannada Department - VIKASANA

Guest lecture on "ಜನಪದ ಮತ್ತು ಜನಪದ ಸಾಹಿತ್ಯ" was organized by Kannada Department on 31<sup>st</sup> July 2017 for IBBA & IBA(HRD) students. The resource person was Mr. Keshava Bangera, Lecturer, Narayan Guru Pre-University College, Kudroli, Mangaluru.

Guest lecture on "Swargaarohana - Yakshagana Prasanga Vishleshane" was organized by the department on 18<sup>th</sup> August 2017 for II B.Com. & I BA(HRD) students. The resource person was Mr. Tharanath Varkadi, Editor, Ballirenayya Patrike, Karkala.

A student faculty program on "Vicharika Prajnege Adetadegalu" was organized by the department for the II BA(HRD) students on 6<sup>th</sup> July 2017 by Mr. Jayadeva Hiranya of III BBM 'A'. The objective of the programme was to enhance the presentation skill.

A student faculty program on Story Review on "AGANTUKA" written by Shrikrishna Alanahalli was organized by the department for I BBA students on 12<sup>th</sup> February 2018 by Mr. Rakesh B. J. of III BBM A. The objective of the programme was to enhance the presentation skills

A student faculty program on poem review on "Dahanakathe" by K. B. Siddayya was organized by the department for I BBA students on 26<sup>th</sup> February 2018 by Mr. Jayadev Hiranya of III BBM A. The objective of the programme was to enhance the presentation skills.

A student faculty program on poem review on "Goods and Services Tax(GST)" was organized by the department for I BA(HRD) students on 28<sup>th</sup> Feb. 2018 by Ms. Manjushree Kamath of III B.Com. The objective of the programme was to enhance the presentation skills.

## English Department - CROWN OF WISDOM

Guest lecture on "Positive Attitude" was organized by English Department on 18<sup>th</sup> August 2017 for I BBM C students. The resource person was Ms. Dhirti Divakar, Technical Recruiter, People Gamut HR Solutions, Mangaluru.

Guest lecture on "Importance of Aim in Life" was organized by the department on 23<sup>rd</sup> September 2017 for I BBA students. The resource person was Ms. Rani Mangala, Psychiatrist, Director of Wakeup Counseling Centre, Mangaluru.

Guest lecture on "Importance of Time" was organized by the department on 25<sup>th</sup> September 2017 for I BBA students. The resource person was Mrs. Shwetha, Clinical Psychologist, Mangaluru.

The department organized guest lecture on "Facilitating Effective Leadership Qualities" for II BCOM students on 11<sup>th</sup> Jan. 2018. Mrs. Swathi Rao, Chartered Accountant, Mangaluru was the Resource Person.

A student faculty program on "Stress Management" was organized by the department for the II Year BA(HRD) students on 27<sup>th</sup> June 2017 by Ms. Samantha D. of Final year BA(HRD).

A student faculty program on "Campus Opportunities" was organized by the department for I BBA C students on 26<sup>th</sup> September 2017 by Ms. Manjushree Kamath and Mr. Shrijith of III BCA. The objective of the programme was to make the students aware of the opportunities available in the college campus

A student faculty program on "How to build self esteem" was organized by the department for the I Year BCA students on 6<sup>th</sup> January 2018 by Mr. Jeevan of II BA(HRD). The objective of the programme was to make students realize the values of life and create awareness among themselves to look beyond and the brighter side of life.

Student faculty program on "Inspiring People" was organized by the department for I BCA A & I BBA C students on 3<sup>rd</sup> March 2018 by Mr. Rakshith of II BCOM. The objective of this programme was to inspire the students with the stories of the great personalities.

Student faculty program on "The effects of Cell Phone addictions and means to overcome them" was organized by the department for I BBA A & I BBA C students on 3<sup>rd</sup> March 2018 by Ms. Sreeja of II BCOM. The objective of this programme was to make the students realize the importance of time and relationships in their life.

Student faculty program on "Social Media" was organized by the department for I BCA A & I BA(HRD) students on 8<sup>th</sup> March 2018 by Ms. Kirthi Pal of II BCOM. The objective of this programme was to make the students realize the use of social media.

Student faculty program on "Overcoming Depression" was organized by the department for I BCA B & I BA(HRD) students on 8<sup>th</sup> March 2018 by Mr. Anil of II BCOM. The objective of this programme was to make the students aware about what depression is, how they can overcome this and also help others to come out of it.

## NSS Unit

A student faculty program on "Drugs Abuse" was organized by NSS Unit for I BBA students on 14<sup>th</sup> February 2018 by Ms. Nishmitha of II B.C.A. The objective of the programme was to make students aware about the bad effects of drugs and its use.

A student faculty program on "How to face interview" was organized by the unit for II B.Com students on 27<sup>th</sup> February 2018 by Ms. Samantha of III BA(HRD). The objective of the programme was to make them aware of how they should behave in the interviews and face them positively.

## EDP Cell

**EDP workshop on "Social Entrepreneurship"** : A workshop on "Social Entrepreneurship" was conducted by EDP cell on 1<sup>st</sup> February 2018 with the objective of motivating students to develop basic ethical principles in business for working in community and to develop competence in team building, leadership and negotiation skills. It was inaugurated by Mr. Rakesh Roshan, an Entrepreneur of SR IMPEX-Fuel plus, Mangaluru. Mr. Raif Zakariya,



Managing Partner, Automotive Agencies, Mangaluru also an alumni of the college was the guest of honour.

The inaugural session was followed by the technical session on topic 'Issues and Challenges faced by Social Entrepreneur' by Prakash Kaushik, CEO of Brizzio and Proprietor of Garodi Service, Mangaluru. Principal Mrs. Aruna P. Kamath presided over the function. Mrs. Supritha R. K. and Mr. Sumesh Matada were the coordinators for the programme.

The cell organized a guest lecture on "An Entrepreneurial Journey" for IIBBA A students on 18<sup>th</sup> July 2017. The Resource person was Prof. V. Balasubramanian, Marketing Professional, Trisha Classes, Mangaluru.

A student faculty program on "Entrepreneurship" was organized by the cell for the I BA(HRD) students on 30<sup>th</sup> August 2017 by Ms. Nisha S. of III BCom. The objective of the programme was to inculcate the effective presentation skill and improve the Communication Skills among the students.

### **Women Cell :**

Guest lecture on "Invisible Influence of Women in the Society" was organized by Women's Cell on 11<sup>th</sup> August 2017 for I year students by Dr. Malini Hebbar, HOD of English Department, St. Agnes College, Mangaluru.

### **Consumer Club :**

Consumer Club organized guest lecture on "Consumer Protection - Best practices" for its students on 8<sup>th</sup> February 2018. Dr. Sekarlier, HOD, MBA Dept., Vivekananda College of Engineering & Tech., Puttur was the Resource Person.

### **Placement & Career Guidance Cell :**

**Online registration for Kaushalya Karnataka Yojana :** Initiative was taken by the Career Guidance and Placement Cell in providing awareness to the students to register in an ambitious Skill Development Scheme of State Government of Karnataka on 20<sup>th</sup> and 21<sup>st</sup> June 2017. The main objective of the scheme was to

enhance the employability of youth by enhancing the skill through industry ready skill development programs. 150 students of our college registered for Kaushalya Karnataka scheme through the official portal at [www.kaushalkar.com](http://www.kaushalkar.com). Mrs. Sowmya Jyothi was the lecturer incharge.

**Workshop on Competitive Exams:** The cell organized a one day workshop on "Competitive Exams" on 11<sup>th</sup> July 2017 for II year BBM, B.Com. and BA (HRD). Prof. Arun Gundmi, Faculty, TIME Institute, Mangaluru was the resource person. The objective of the programme was to spread awareness among students about competitive exams.

**Awareness on answering aptitude test :** The cell organized a Trial Aptitude Test to the first year BCA students on 8<sup>th</sup> January 2018. The objective of the program was to create awareness to the students on answering aptitude test and to facilitate the students to improve competency skills. The trial aptitude test was conducted by Mrs. Pavithra, NIIT, Bejai, Mangaluru.

**Guest Lecture on Higher Education in abroad :** The cell organized a Guest Lecture on "Higher Education in Abroad" on 11<sup>th</sup> August 2017. The objective of this programme was to make students aware about education and working opportunities in abroad. The resource person was Mrs. Priya Kotian, Planet Education, Mangaluru.

**Guest Lecture on "Hadoop Managing Big Data :** The cell organized a Guest Lecture on "Hadoop Managing Big Data" by Mr. Rathnaraja, Research Scholar, NITK, Surathkal, on 19<sup>th</sup> August 2017 for final year BCA students.

**Guest lecture on "Career Opportunities in the Media and Entertainment Industry":** The cell organized a guest lecture on "Career Opportunities in the Media and Entertainment Industry" for the final year students on 4<sup>th</sup> January 2018. The resource person was Noelle Nazrath, Faculty, Maya Academy of Advanced Cinematics, Mangaluru

**Guest lecture on "Awareness on Banking Exams" :** The cell organized a guest lecture on "Awareness on Banking Exams" for the final year students on 19<sup>th</sup> Dec. 2017. The resource person was

Ms. Nishel Lelonna D'Souza, Senior Manager, Bank Edge, Mangaluru.

**Guest Lecture on Higher Education in Abroad :** The cell organized a Guest Lecture on "Higher Education in Abroad" on 3<sup>rd</sup> September 2017. The objective of this programme was to make students aware about corporate culture and how to face interview. The resource person was Mr. Deepak N. Raghava, Corporate Trainer, Bangalore.

### **Value Education Programmes :**

We believe that educating the mind without educating the heart is not at all education. Hence, talks on Moral Education were organized to all the classes. Some of these are:

- ❖ BBM Department organized a talk on "Motivational Techniques" for I BBA B & C students on 10<sup>th</sup> Jan. 2018. Mr. Hirsrar Tallani, Founder & CMD, Hirsrar Events & Celebrations, Mangaluru was the Resource Person.
- ❖ A talk on "Awareness on Organ Donation" was organized by BBM Department for III BBM & I BBA C students on 16<sup>th</sup> January 2018. Dr. Kalpana, Associate Professor, AJ Institute of Medical Science & Research Centre, Mangaluru was the Resource Person.
- ❖ BBM Department organized a talk on "Traffic Management" for III BBM & I BBA C students on 16<sup>th</sup> January 2018. Mr. Shivashekar, Traffic Police, Mangaluru was the Resource Person.
- ❖ BBM Department organized a talk on "Success with Happiness" for I B.Com. students on 14<sup>th</sup> December 2017. Mr. Prashanth Pai, Art of Living, Mangaluru was the Resource Person.
- ❖ A talk on "Goal Setting in Life" was organized by BBM Department for I BBA B & C students on 18<sup>th</sup> Dec. 2017. Mr. Prashanth Pai, Art of Living, Mangaluru was the Resource Person.

### **Orientation & Inauguration of Various Associations :**

In order to familiarise the students with various co-curricular and extra-curricular activities of the college, Orientation programmes were organised by various associations.

**NSS Orientation :** The NSS unit organized orientation for first year students on 28<sup>th</sup> June 2017. The main objective of the programme was to enlighten the students about purpose, objectives, motto and activities of NSS. The NSS programme officers Mr. Deviprasad & Mrs. Renuthakshi K. addressed the first year students.

**Inauguration of Literary Association :** Inauguration and Orientation of Literary Association was organised on 19<sup>th</sup> June 2017. It was inaugurated by Dr. Ammalu Kutty, Associate Professor, University College, Mangaluru by releasing the College Magazine 2016-17.

**Inauguration of Consumer Club "Samvradhi" :** Inauguration of Consumer Club "Samvradhi" was organised on 29<sup>th</sup> June 2017. It was inaugurated by Mr. M. J. Salian, President, District Consumer Federation, Mangaluru.

**Inauguration of SCAN Association :** SCAN Association was inaugurated on 23<sup>rd</sup> June 2017. Ms. Rakshitha Salian, Software Engineer, Thomson Reuters International Service Pvt. Ltd, Mangaluru, also an alumnus of SDMCBM inaugurated the SCAN Association.

**Inauguration of Marketing Association 'Venta' :** The inauguration of Marketing Association 'Venta' was held on 30<sup>th</sup> June 2017. Mr. Santhosh Shet, Alumni of SDMCBM was the chief guest for the programme.

**Inauguration of Fine Arts Association :** The inauguration of Fine Arts was held on 29<sup>th</sup> June 2017. Ms. Lavanya Shetty, Member of Suraksha Freelance, an event company & alumni of SDMCBM was the chief guest for the programme.

**Orientation Programme :** Commerce Department organized an orientation programme for all the classes on the Awareness of Government Scholarships on 19<sup>th</sup> June 2017. The objective of the programme was to create awareness about various financial benefits offered by the government for the students.

**Inauguration & Orientation of Commerce Association :** The Commerce Association inauguration and orientation programme was held on 27<sup>th</sup> June 2017. Ms. Swati Rao, alumni of SDMCBM was the chief guest for the programme.



**Inauguration of NSS Units :** The NSS Units inauguration programme was held on 30<sup>th</sup> June 2017. It was inaugurated by Dr. Hemprasad Nath, NSS Co-ordinator, NITK, Surathkal. Mr. Rakesh, Account Executive, Commercial & Tax Consultant, Mangaluru was the chief guest for the programme.

**Professional Course Orientation :**Commerce department organized a professional course orientation programme for first year students by Mrs. Dhanya Shenoy, CA and Counsellor on 23<sup>rd</sup> June 2017. The objective of the programme was to create awareness about the importance of joining professional courses with the degree course and also the changes in the patterns of examination.

**Professional Course Orientation Programme :** Commerce department organized professional course orientation programme for I year students on 18<sup>th</sup> July 2017. The Resource Person was Mr. Narasimha Pai, CS from the Institute of Company Secretaries of India . The objective of the programme was to give orientation on professional courses like CA and CS and make the students aware about such courses.

**Inauguration and Orientation of Career Guidance and Placement Cell :** Career Guidance and Placement Cell was inaugurated on 3<sup>rd</sup> July 2017 by Ms. Kavyashree Gatty, HR Recruiter, Altisource Business Solutions, Bangalore. Dr. Muralidhar Rao, Vice Principal presided over the function. The programme was followed by orientation to the students.

**Library orientation programme :** Library Orientation programme was conducted for first year students from 6<sup>th</sup> to 15<sup>th</sup> July 2017. The objective of the programme was to familiarize students with the library facilities, resources, services & to acquaint students with basic Database Searching Techniques.

**Inauguration and orientation of Finance Association :** Finance association inauguration and orientation was organized on 11<sup>th</sup> July 2017. The chief guest was Mr. Raif Zakaria, Managing Director, Auto Motive Agencies, Mangaluru.

**Inauguration of HRD Association "Resource Hub" :** The inauguration of HRD association was held on 8<sup>th</sup> July 2017. Mr.

Shreyas, Senior Executive, Orange Counte, Bangalore also an alumnus was the chief guest.

### **IQAC programmes :**

With a view to inculcate and sustain quality improvement in all the areas, IQAC chalked out the following programmes :

**FDP on "Blue Ocean Strategy - Industry Institution Interaction":** Faculty Development Programme on "Blue Ocean Strategy - Industry Institution Interaction" was organized by IQAC on 22<sup>nd</sup> June 2017 in conference hall. The resource person was Dr. Anjali Ganesh, Professor, Dept. of Business Administration, St. Joseph's Engineering College, Mangaluru. The objective of the programme was to acquaint the faculty with the requisites of adopting blue ocean strategy in the interaction between institution and industry.

**FDP on "Research Publication in International Journals" :**Faculty Development Programme on "Research Publication in International Journals" was conducted for the benefit of the faculty members on 16<sup>th</sup> July 2017. The objective of the programme was to create awareness about the international research publications. The resource person was Dr. Amithab Anand, Assistant Professor, Skema Business School, Sophia Antopoles, France.

**Mock NAAC Visit :** As the NAAC peer team visit was scheduled on 21<sup>st</sup> and 22<sup>nd</sup> July 2017, the IQAC decided to have a mock NAAC exercise, in the same line of NAAC peer team visit. Dr. K.V. Rao, Director, Science Center, Pilikula, Mangalore and also the former NAAC peer team member, Dr. Jaya Kumar, IQAC coordinator, SDM College Ujire were the peer team members who visited the college on 1<sup>st</sup> July 2017. Presentation by the principal was followed by interaction with the students, staff, inspection of records including innovative projects, assignments of the students and departmental visits. Suggestions were given by the peer team members. The visit gave confidence to work towards attaining excellence.

**FDP on "Role of research publications in teaching and Learning":** IQAC& BCA Department organized Faculty Development Programme on "Role of Research Publications in Teaching and Learning" for the benefit of the faculty members on 22<sup>nd</sup> August

2017. The objective of the programme was to motivate the faculties to pursue research. The resource person was Dr. Iqbal Thonse Hawaldar, Assistant to the President for AQA, Kingdom University, Bahrain.

**FDP on "Blue Print for NAAC 2022"** : Faculty Development Programme on "Blue Print for NAAC 2022" was conducted for the benefit of the faculty members on 20<sup>th</sup> March 2018. The objective of the programme was to create an awareness about new methodology of NAAC Assessment. The resource person was Mrs. Aruna P. Kamath, Principal of the College.

**Workshop on NAAC New Methodology** : Workshop on NAAC-New Methodology was organized in association with SDM Law College and SDM PG Center & Research on Wednesday, 14<sup>th</sup> December 2017 in the college conference Hall. The resource person was Dr. L. N. Seshagiri, Associate Professor of English, Govt. First Grade College, Jayanagar, Bangalore.

### Orientation Programme

On Saturday, the 17<sup>th</sup> June 2017, Student orientation programme was organized to induct first year students. Principal Prof. Aruna P. Kamath created an awareness about institutional Vision, Mission and Objectives.

### Skill enhancement programmes :

Associations conducted a number of competitive activities through which students learn to apply their knowledge & solve practical problems of the corporate world. The associations organized following skill enhancement activities throughout the academic year:

Name of the Association	Activities Conducted
<b>Marketing Association 'VENTA'</b>	Logo Quiz Swap Me Brand Wars Book Review Paper Presentation Group Discussion

<b>HR Association 'RESOURCE HUB'</b>	Just a minute Book Review First Impression Paper Presentation Quiz HR Case Study Let's Hire Paper Presentation Role Play
<b>Finance Association "FONDOS"</b>	Financial Crossword and Treasure Hunt Bid and Win Portfolio Management Debate Paper Presentation
<b>Scan Association</b>	Color Spray Guess the Part Memory Test Quick Hands Turn Coat (Toggle Toggle) IT Collage Tagger Captcha Cracker IT Debate IT Quiz Technical Quiz Web Development Stress Interview Treasure Hunt Product Launch Paper Presentation Coding & Debugging



<b>Commerce Department</b>	Business Quiz Collage Commerce Exhibition Paper Presentation Video Review Book Review
<b>Economics Department</b>	Book Review Paper Presentation Quiz
<b>Business Law Department</b>	Case Analysis Pick & Speak Debate Book Review Essay Writing Quiz
<b>English Department</b>	Poster Making Book Review Group Discussion Pictionary Poem Recitation Monologue Spell Me Literary Quiz Creative Writing
<b>Kannada Department</b>	Poster Making Slogan Writing Essay Writing Pictionary Writing Book Review Elocution Debate Story and Poem Writing
<b>Hindi Department</b>	Slogan Writing Essay writing Story Writing Patriotic Singing Book Review Riddles Pick and Speak

	Poem Writing Literary Quiz Name the objects
<b>Fine Arts Association</b>	Nail Art Wealth out of Waste Traditional Day Flower Arrangement Pencil Sketch Competition Rangoli Competition Dance Competition-Solo & Group Singing Competition Interclass Variety Competition
<b>EDP Cell</b>	Case Analysis Essay Writing Quiz Group Discussion
<b>NSS Unit</b>	Powerpoint Presentation
<b>Library Department</b>	Elocution Book Exhibition
<b>Sports Association</b>	Annual Sports Day

#### **Field visit & Industrial Exposures :**

**Factory Visits :** In the month of August & September 2017, our college students visited different factories to get an exposure.

First year students visited to Canara Workshop on 29<sup>th</sup> August 2017.

Second year students visited to Karnataka Milk Federation (KMF) Kulshekar on 29<sup>th</sup> August 2017.

Final BBM, BA(HRD) & B.Com students visited Manjunath Food Products, Mulki on 8<sup>th</sup> September 2017.

Apart from this classwise visit, various departments arranged the visit of small group of students to different industries.

#### **Programmes in association with other organisations :**

**YASHA 2018 - Interface with Industries & Students :** Our college organized YASHA 2018 - Interface with Industries & Students on 20<sup>th</sup> February 2018 at conference hall. It was inaugurated by Mr.

Deepak Ramani, Entrepreneur, Mangaluru. He gave a talk on "Importance of Relevant Original Idea (ROI) in Business". In the second session, Mr. P. Suresh, Dy. General Manager, H.R., M.C.F. spoke on "Industrial expectation from Graduates". In the third session, Mr. Sagar Balu Vyas, Program Manager at Ejyle Technologies addressed the students on the various opportunities available to the students after their graduation. In the fourth session, B. Gurudath Shenoy, Retd. Assistant General Manager, Vijaya Bank spoke on "Career in Banking". Mr. Sudhir M. Rao, Senior Business Development Manager, Birla Sun Life Insurance Co. Ltd briefed the students on the various transactions related to insurance sector. Mr. Keshavdas, C.E.O, Indiana Hospital, Mangaluru addressed the students on the corporate expectations from young graduates. The objective of this programme was to make students aware of job requirements in different sector and make them job ready. Mrs. Divya Uchil and Mrs. Smitha co-ordinated the programme. Principal Smt. Aruna P. Kamath presided over the programme.

#### **Extension activities :**

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

#### **Finance Association - FONDOS**

- ❖ The students of Finance Association, Nidhi Bhandarkar of III BBM 'B', Deepika of III B.Com and Sucheth of II BBA 'C', were deputed to attend a GST Awareness Programme on 12<sup>th</sup> July 2017, organized by Kanara Chamber of Commerce and Industry, Mangaluru.
- ❖ The association students conducted extension activity at DSAJ Precision, Mangaluru on 9<sup>th</sup> February 2018.
- ❖ Fest Forum students conducted extension activity at Government First Grade College, Haleyangady on 10<sup>th</sup> February 2018.

- ❖ Advitha of II BA(HRD) and Shivangi of II BCA attended National level conference on "Enhancing professional competency through Skill Development" organised by St. Agnes College, Mangaluru on 14<sup>th</sup> August 2018 and presented a paper on the topic "Startup Skill Development".

#### **Marketing Association - Venta**

- ❖ Marketing Department organized a Factory visit to "Plama Plastics" and "Deccan Plast Industries" Baikampady, Mangaluru on 5<sup>th</sup> August 2017.

#### **Human Resource Development Association - Resource Hub**

- ❖ The H.R. Association conducted extension activity at Govt. Primary School, Attavar, Mangaluru on 5<sup>th</sup> August 2017.
- ❖ The association members visited DSAJ Precisions Private Limited, Nayak Complex, Jeppu, Mangaluru as a part of their extension activity on 5<sup>th</sup> August 2017.
- ❖ The association 'RESOURCE HUB' conducted extension activity at St. Gerosa Eng. Hr. Pry. School, Jeppu, Mangaluru on 6<sup>th</sup> March

#### **Economics Association**

- ❖ On 23<sup>rd</sup> September 2017, the Economics Association organized Financial Literacy Programme to Dhanalakshmi Rubber Industry Labourers at Ujire as a part of an extension activity.
- ❖ The association students conducted extension activity at PACMAC Engineers Pvt. Ltd, Baikampady, Mangaluru on 10<sup>th</sup> February 2018.
- ❖ The association students conducted extension activity at Bhagavathi English Medium Primary and High School, Sankolige, Uchila on 1<sup>st</sup> February 2018.
- ❖ The association visited Gurucharan Industries, Baikampady, Mangaluru to conduct an extension activity on 12<sup>th</sup> Jan. 2018.
- ❖ The association organised an extension activity at Govt. Primary School, Nirkaje, Vittal on 14<sup>th</sup> Jan. 2018.



### **Commerce Association - Commercio**

- ❖ The students of Commerce Association, Sharoon, Manoj Kumar and Vishal of III B.Com, attended GST Awareness Programme on 13<sup>th</sup> July 2017, organized by Milagres College, Mangaluru.
- ❖ The association conducted an extension activity in Attavara Government School, Mangaluru on 5<sup>th</sup> August 2017.
- ❖ The association organised an extension activity to create awareness on Self Help Groups for few residents in Bantwal Taluk on 26<sup>th</sup> December 2017.
- ❖ The association conducted an extension activity about Online Marketing to general public on 5<sup>th</sup> March 2018
- ❖ The association conducted an extension activity about Digital Payments to shop owners on 6<sup>th</sup> March 2018
- ❖ The association conducted an extension activity about Paytm to general public on 12<sup>th</sup> March 2018
- ❖ The association conducted an extension activity about different types of investments to petty shop owners on 13<sup>th</sup> March 2018
- ❖ The association conducted an extension activity about small saving schemes to general public on 16<sup>th</sup> March 2018

### **SCAN Association**

- ❖ The SCAN association had organized an extension activity at Kittle Memorial High School, Gorigudde, Mangaluru on 5<sup>th</sup> August 2017.
- ❖ The association students visited D.K. Zilla Panchayat Higher Primary School, Attavar, Mangaluru on 22<sup>nd</sup> December 2017 and enlightened the students about Digital Literacy.
- ❖ Final year BCA students visited ICGS SHOOR Ship, NMPT, Mangaluru on 21<sup>st</sup> December 2017 to study the Manual and Automatic functioning of the ship.
- ❖ Final year BCA students organized an extension activity at Govt. Model Higher Primary School, Kavoor, Mangaluru on 19<sup>th</sup> December 2017.

- ❖ Final year BCA students organized an extension activity at B.E.M. Higher Primary School, Kavoor, Mangaluru on 19<sup>th</sup> December 2017.
- ❖ Final year BCA students organized an extension activity at Government First Grade College, Haleyangady on 19<sup>th</sup> Dec 2017.
- ❖ Final year BCA students organized an extension activity at DK Zilla Panchayat Higher Primary School, Kapikad, Mangaluru on 19<sup>th</sup> December 2017.
- ❖ Final year BCA students organized an extension activity at Nalyapadavu Higher Primary School, Shaktinagar, Mangaluru on 22<sup>nd</sup> December 2017.
- ❖ Final year students of BCA conducted an extension activity at St. Reeta Higher Primary School, Mangaldevi, Mangaluru on 13<sup>th</sup> January 2018.
- ❖ Final year students of BCA conducted an extension activity at Dakshina Kannada Zilla Panchayath Higher Primary School, Mannagudda, Mangaluru on 6<sup>th</sup> January 2018.
- ❖ Final year students of BCA visited Shrathi Printers, Baikampady as part of extension activity on 29<sup>th</sup> January 2018.
- ❖ Final year students of BCA conducted an extension activity at Mangala Seva Samithi Trust, Kutharpadavu, Munnur, Mangaluru on 13<sup>th</sup> January 2018.
- ❖ Final year BCA students visited Indian Wood and Wood Products (Shediguri) as a part of project work on 3<sup>rd</sup> Feb. 2018.
- ❖ Final year BCA students visited Government First Grade College (Gandhinagar) as a part of project work on 2<sup>nd</sup> February 2018.
- ❖ Final year BCA students visited KIOCL Ltd., Mangaluru as a part of project work on 1<sup>st</sup> February 2018.
- ❖ Final year BCA students in association with Rovers and Rangers organized an extension activity at Little Sister Oldage Home, Bajjodi on 5<sup>th</sup> February 2018
- ❖ Final year BCA students visited Mr. Blany D'Souza, Marnamikatta, Monkey Stand, Jai Hind Road, Mangaluru as a part of project work on 8<sup>th</sup> February 2018.

- ❖ Scan Association students organized an extension activity at Holy Family Higher Primary School, Derebail, Mangaluru on 10<sup>th</sup> February 2018
- ❖ Final year BCA students visited Naveen Engineering Works, Carstreet, Mangaluru and conducted extension activities on 13<sup>th</sup> March 2018.

### **Business Law Department**

- ❖ The members of the Business Law Association visited different courts at Court Complex, Mangaluru, on 16<sup>th</sup> January 2018.
- ❖ Business Law students organized an extension activity at Canara High School, Urva, Mangaluru on 10<sup>th</sup> February 2018.
- ❖ The members of Business Law Association visited Canara Higher Primary School, Urva, as a part of extension activity on 5<sup>th</sup> August 2017.

### **Language Department**

- ❖ The members of the Kannada Association conducted an extension activity at Lady Hill Higher Primary School, Mangaluru on 5<sup>th</sup> August 2017.
- ❖ The members of Kannada Association conducted an extension activity at Government Higher Primary School, Urva, Mangaluru on 5<sup>th</sup> August 2017.
- ❖ Kannada Association students organized an extension activity at Rozario Primary School, Mangaluru on 10<sup>th</sup> February 2018.
- ❖ English Association students visited Paschim Trust Rehab 'A Home for Aged', Someshwar Village, Kotekar, Mangaluru and conducted extension activities on 6<sup>th</sup> January 2018.
- ❖ English Association students visited Ashoka Vidyalaya English Medium High School, Mangaluru on 13<sup>th</sup> January 2018.
- ❖ English Association students organized an extension activity at Pashchim Rehab for the Oldaged Home, Someshwar, Mangaluru on 10<sup>th</sup> February 2018
- ❖ English Association students organized an extension activity at 'Vatsalya Animal Care Trust', Shaktinagar, Mangaluru on 10<sup>th</sup> February 2018

- ❖ English Association students organized an extension activity at Canara Higher Primary School, Dongerkery, Mangaluru on 10<sup>th</sup> February 2018
- ❖ English Association students organized an extension activity at Shree Laxmi Devi Narshima Pai Vidyalaya, Panemangaluru on 17<sup>th</sup> February 2018
- Hindi Association students organized an extension activity at Ramashrama Higher Primary School, Mangaluru on 10<sup>th</sup> February 2018.

### **NSS Unit**

**Campus Cleaning :** NSS units of the college organized Campus Cleaning on 19<sup>th</sup> July 2017. Students were divided into groups and assigned places around campus. College entrance, parking area, college ground and basement path was cleaned by the students.

**NSS one day camp at Junior Technical School, Near KPT, Mangaluru:** On 20<sup>th</sup> August 2017, the unit organized one day camp at Junior Technical School, Near KPT, Mangaluru. 150 students participated in the Shramdhan. Mrs. Renuthakshi and Mrs. Shalini M., NSS programme officers accompanied the students.

**Campus Cleaning :** The units of the college organized campus cleaning on 11<sup>th</sup> August 2017. Volunteers were asked to assemble in the college basement at 3.00p.m. Students were then divided into groups and assigned places around campus, college entrance, parking place, college ground and basement path. Mrs. Renuthakshi and Mrs. Shalini M., NSS programme officers organized the event.

**Vanamahotsava Celebrations :** The units organized Vanamahotsava Celebrations programme on 5<sup>th</sup> August 2017 at Girls Hostel run by Social Welfare Department of Government of Karnataka, Urva, Mangaluru. About 30 saplings of plants of Rose, Hibiscus, Mango, Jackfruit and Medicinal plants were planted by the NSS volunteers. NSS programme officers Mrs. Renuthakshi and Mrs. Shalini M. were present at this occasion.

**One day NSS camp at Thumbe Grampanchayat :** On 3<sup>rd</sup> Sept. 2017, NSS unit organised one day camp in association with Thumbe



Grampanchayat and various organisation from Thumbe Kadegoli to Ramalkatte. Mrs. Renuthakshi and Mrs. Shalini M., NSS Officers accompanied the students.

**NSS Annual Special Camp :** It was held at Dakshina Kannada Zilla Panchayat Higher Primary School, Kadabettu, Bantwal Tq for a period of 7 days from 23<sup>rd</sup> to 29<sup>th</sup> Dec. 2017. 135 volunteers participated in the camp. Inaugural function of the Annual Special Camp took place on 23<sup>rd</sup> Dec, 2017 at 3.30p.m. Mr. Rajesh Nayak, Ulipadiguttu inaugurated and shared his experiences by giving some useful tips. Smt. Aruna P. Kamath, Principal SDMCMBM Mangaluru presided over the function. Dignitaries from various fields were also present and wished success to all the campers.

**Yoga Camp :** The Unit organised Yoga Camp in the College Auditorium under the guidance of Yogarathna Gopalakrishna Delampady from 11<sup>th</sup> to 18<sup>th</sup> December 2017.

**Campus Cleaning :** The unit of the college organized Campus Cleaning on 6<sup>th</sup> January 2018. Volunteers were divided into groups and assigned places around campus, college entrance, parking place, college ground & basement path was cleaned by the students.

**Blood Donation Camp:** The unit organized Blood donation camp in association with K M C Hospital Mangaluru on 8<sup>th</sup> Feb 2018 in the college auditorium. The objective of the programme was to spread awareness about Blood donation among the students. Dr. Deepa Adiga, Blood Bank Director, KMC, Mangaluru inaugurated the programme. Around 90 students voluntarily donated the blood.

**Valedictory of NSS Activities :** Valedictory function of NSS was held on 19<sup>th</sup> March 2018 in the college auditorium. Dr. Uday Kumar, HOD of Hindi Dept. at St. Agnes College Mangaluru and Mr. Vineeth Kumar, a Tulu Actor and Anchor V4 channel (Alumni of SDMCMBM) was the chief guest. On this occasion a debate on the topic "Do social networking sites decrease the mental ability of the students?" was organized by NSS. The programme was coordinated by NSS programme officers Mrs. Renuthakshi and Mrs. Shalini M.

The Unit students conducted extension activity at Dakshina Kannada Jilla Panchayath on 17<sup>th</sup> February 2018.

Students of the unit conducted an extension activity at Rajeshwar High School, Adyar Padav, Neermarga, Mangaluru on 13<sup>th</sup> Jan. 2018.

### **Red Cross Unit**

**Youth Red Cross Special Annual Camp :** Youth Red Cross Unit of our college organised Special Annual Camp at Neerkaje, Vittal in association with Govt. Primary School, Neerkaje and conducted Medical Camp, Sports Meet for Local people and school children and celebrated Vivekananda Jayanthi on 13<sup>th</sup> & 14<sup>th</sup> January 2018.

### **Fine Arts Association**

Fine arts association conducted an extension activity at Balmatta Kannada Medium Govt. Primary School, Mangaluru on 5<sup>th</sup> Aug. 2017. The association organized an extension activity at Abhaya Ashrama, Oldage Home, Kodialbail, Mangaluru on 10<sup>th</sup> Feb. 2018.

### **Women Cell**

**Self-Defense Training for Women :**'Suraksha', the Women's Cell of the college, organised a training programme for female students of first year and second year on 18<sup>th</sup> August 2017 in the college auditorium. Karthik S., Kateel, a Marshal Arts expert was the trainer. He demonstrated self defense techniques and made some students perform those techniques.

### **EDP Cell**

Students of EDP Cell attended a seminar on 'GST' by Mr. Prasanna Shenoy, Chartered Accountant organized by Relyon Softex Ltd., Bengaluru in association with Silicon Software Inc., Mangaluru at Hotel Moti Mahal, Mangaluru on 25<sup>th</sup> June 2017.

The students of the cell, Nisha S. of III B.Com. and Sowparnika of III B.B.M participated in a seminar on GST organised by Relyon Softec Ltd., Bengaluru in association with Silicon Software Inc., Mangaluru at Moti Mahal, Mangaluru on 25<sup>th</sup> June 2017. Mr. Prasanna Shenoy, Chartered Accountant was the resource person. The cell organized an extension activity at Government School, Mannagudda, Mangaluru on 5<sup>th</sup> August 2017.

Students of Entrepreneurship Development Cell attended a National workshop on "Export Marketing" at Hotel Ocean Pearl, Mangaluru on 24<sup>th</sup> November 2017.

Thus all the Associations took part in discharging ISR i.e., Institutional Social Responsibilities. Our students also participated in the programmes organised by Professional Organisations like MMA and NIPM which were conducted in the college campus.

### Students' Council Programmes :

Students' Council was headed by the following leaders who provided the dynamic leadership to the student community.

<b>Ms. Chrismita Mary D'Costa, III BBM 'C'</b>	<b>- President</b>
<b>Ms. Rashmi Ramesh Achari, II BBA 'C'</b>	<b>- Secretary</b>
<b>Ms. Nishmitha K. M., III BCA 'B'</b>	} <b>Joint Secretaries</b>
<b>Ms. N. Vaishali D. Kudva, II BBA 'C'</b>	

### Progenitor- Orientation by Students

The Final Year students of the college organised orientation programme for the First Year students. The students were briefed about the various fests organised by the college viz. Genesis, Synergy & Sygma.

### Inauguration of Student Council

The Students' Council Inauguration for the year 2017-18 was held on 5<sup>th</sup> July 2017 in the college Auditorium. The programme was inaugurated by Mr. Ragu Rao, Database Administrator, Dept. of Revenue, Atlanta, USA. Mrs. Sandya Bekal, Sr. Application Developer, Automatic Data Processing, Atlanta, USA and Mr. Karthik Pai, Assistant Manager, South Indian Bank, Kannur, also an alumnus of the college were the guest of honour.

The programme was presided over by the Principal Mrs. Aruna P. Kamath. Oath for the council members was administered by the student council staff coordinators Mrs. Gayathri K. & Mrs. Renuthakshi. Ms. Chrismita Mary D'Costa, Students' Council President; Secretary Rashmi Ramesh Achari; Joint Secretaries Nishmitha K. M. and Vaishali D. Kudva were present on the dais.

### Leadership Training Programme

Student Council organized Leadership training programme for the members of student council on 31<sup>st</sup> July 2017. The trainer Mr. Manoj Louis, Associate Professor, Government First Grade College, Kavoov, was the Resource Person.

### "GENESIS 2017" University Level Management Fest

College organised University Level Management Fest - 'Genesis 2017' on 23<sup>rd</sup> August, 2017. The theme for Genesis 2017 was 'Corporatum'. It was inaugurated by Mr. Pushparaj Jain, Vice President, CREDAI, Karnataka & MD, Abish Builders, Mangaluru. Mr. Adish Jain, Proprietor, Nagagiri Resort, Kalasa (Alumnus of SDMCBM) was the guest of honour. In the Valedictory function, Mr. Siddharth Raj, Partner, Sri Laxmi Cloth Stores, Mangaluru (Alumnus of SDMCBM) was the guest of honour. Mrs. Anasuya & Mrs. Parinita Salian co-ordinated the programme.

### INSPIRE 2017

INSPIRE 2017 is an interclass fest organised on 23<sup>rd</sup> August 2017 by the final year BCA students to train second years of BCA to teach how to organize the fest and first years of BCA to take part in the fest as a competent. It was inaugurated by Ms. Namrutha K., SWO-A (Single Window Operator) handling Advances Section at Corporation Bank, Padmanoor Branch, Mangaluru and alumni of SDMCBM. Mrs. Deepa D. Hegde co-ordinated the programme.

### Teacher's Day Celebrations

On 5<sup>th</sup> September, 2017, Teacher's Day was celebrated in the Conference Hall. Prof. Udaya Kumar, Faculty, SDM Law College, Mangaluru was the Chief Guest on the occasion. Director Dr. Devaraj K, Principal Prof. Aruna P. Kamath, Staff Co-ordinators Mrs. Gayathri K. and Mrs. Renuthakshi K. were present on the dais.

### "Synergy 2018" - A National Level Management Fest

Synergy 2018, two days National Level Management Fest exclusively for undergraduate management students was held on 24<sup>th</sup> & 25<sup>th</sup> January 2018 in the college auditorium. It was inaugurated by Mr. Sorabh Nahata, Director, Air Conditioner Point,



Mangaluru. Mrs. Nanditha Acharya Vijesh, Managing Partner, Zari Couture, Mangaluru 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. Manju H. & Mrs. Gayathri K. were the staff co-ordinators of the fest. The theme of Synergy 2018 was "Blue Ocean" and the various events held were Best Manager, The Entrepreneur, Finance, Human Resource, Marketing, Public Relations, Chief Operating Officer and Quiz.

The Valedictory programme was held on 25<sup>th</sup> January at 4.30 pm. The chief guest was Mrs. Pranamya Hegde, Manager, Vijaya Bank, Vamanjoor, Mangaluru and also alumni of the college. The overall winners were Christ College of Management, Christ University, Bengaluru and Christu Jayanthi College, Bengaluru were the runners-up.

### **"Sygma 2018" - State Level IT Fest**

**Sygma 2018**, a State Level IT Fest for computer science students was held on 25<sup>th</sup> January 2018 in the college auditorium. Sygma 2018 was inaugurated by Mr. Vasudev Kamath, Associate Vice President, Head-Mangalore Development Centre, Infosys, Mangaluru. Mr. Sagar Balu Vyas, Business Analyst, Ejyle Technologies, Bengaluru also an Alumni of SDMCBM was the guest of honour. Mrs. Aruna P. Kamath, Principal of the college presided over the function. Mrs. Deepa D. Hegde and Mrs. Shashiprabha were the staff co-ordinators of the fest.

The theme of Sygma 2018 was "**Infoquest**". Sygma 2018 hosted various events on different areas such as coding & debugging, web designing, IT quiz, IT debate, E-news, etc. St. Aloysius College, Mangaluru won Overall Trophy and runners-up were Canara College, Mangaluru.

### **Vivekotsava 2018**

Our college organized "Vivekotsava 2018" an inter-collegiate fest on the occasion of 155<sup>th</sup> birth centenary of Swami Vivekananda on 17<sup>th</sup> January 2018. Shri Jitakamananda, President, Sri Ramakrishna matt, Mangaluru graced the occasion. Sri Krishna Upadyaya, Chief Co-ordinator, Swacha Puttur Abhiyan, Ramakrishna Mission was the chief guest.

The inaugural ceremony was followed by various competitions for the students of various colleges in and around Mangaluru.

In the valedictory & prize distribution ceremony, Sri A. Madanantheshwara Rao, Businessman, Gurudev Tea Traders, Mangaluru and also alumni of our college was the chief guest. SDM College, Ujire bagged the Overall championship.

Principal Aruna P. Kamath presided over the function. Mrs. Gayatri K., Mr. Gururaj G. & Dr. Jyothi were the staff co-ordinators & Mr. Jayadev Hiranya was the student co-ordinator of the programme

### **College Annual Day Celebrations**

College Annual Day celebrations was held on 16<sup>th</sup> February 2018 at 3.00 p.m. in the college premises. Dr. B S Nagendra Prakash, Registrar, Mangalore University, and Captain Rajaneesh Siddhi L R, Indian Army (Alumna of SDMCBM) were the Chief Guests. Principal Smt. Aruna P. Kamath presented the college annual report. Rank students were honoured in this programme. Scholarships and awards were distributed to the students. The brief formal function was followed by variety entertainment performed by the students.

### **Prize Distribution Ceremony**

College Annual Day prize distribution ceremony was held on 16<sup>th</sup> February 2018 at 9.00 a.m. in the College Auditorium. Mrs. Malini K. V., Principal, Canara First Grade College and Ms. Shilpa H, Artist (Alumnus of SDMCBM) were the Guests of honour. Smt. Aruna P. Kamath, Principal, presided over the function. Prizes were awarded for General Proficiency and Best Outgoing Students. Winners of the various competitions conducted by different associations like Management Association, Scan Association, HRD Association, Fine Arts Association, Sports Association, Commerce Dept. and Literary Association were also awarded prizes.

### **Career Guidance & Placement Cell**

Pre-placement trainings were organized to enable the students to face various competitive exams like C-Mat and MAT exams. Professional course guidance programmes were conducted in which necessary guidance is given regarding CA, CS, ACCA, etc. A CS qualified part-time faculty offers her services to placement cell.

## **POOL DRIVE :**

- ❖ Final year BCA students of our college attended the off-campus recruitment drive by Deloitte at Alvas Engineering College, Moodbidri on 20<sup>th</sup> Sept. 2017. The recruitment was for the role of Associate Analyst at Deloitte with the compensation / CTC INR 3,30,000. 21 students attended the pool drive. Three of them got their offer letters.
- ❖ Final year Final year BCA students of our college attended the off-campus recruitment drive by Infosys at SDM College, Ujire on 9<sup>th</sup> January 2018 and MGM College, Udipi on 11<sup>th</sup> January 2018. 19 students attended the pool drive and six of them got selected.
- ❖ Final year students of our college have attended the Mangaluru Udyoga Mela (Disha Career Fest) 2018 organized by Mangalore University, Mangalagangothri on 17<sup>th</sup> February 2018.
- ❖ The Career Guidance and Placement Cell of our college organized campus recruitment for the final year students on 14<sup>th</sup> March 2018 by Goan Institute International Consociation of Education Pvt. Ltd. for the post of Skill development Faculty. Mr. Prasanna Kumar co-ordinated this programme.
- ❖ The Career Guidance and Placement Cell of our college organized On-campus placement drive on 16<sup>th</sup> March 2018 by Tricies HR Solutions, Mangalore. Nearly 60 students were short listed for various posts. Mr. Prasanna Kumar T., Mrs. Sowmya Jyothi and Mrs. Anasuya co-ordinated this programme.

## **Observation of Important Days**

### **Independence Day Celebrations**

71<sup>st</sup> Independence Day was celebrated in the college premises on 15<sup>th</sup> August 2017. The chief guest Captain Brijesh Chowta, Ex-serviceman of the Indian army hoisted the flag. Interclass March Past Competition was organized.

### **Observation of SthavanaDina**

"Sthavana Dina" to commemorate the Founder's Day was observed on 12<sup>th</sup> August 2017. The institution was established in the year

1978 and the Course was formally inaugurated in the month of August. Hence the students sang the College Anthem which embodies the vision and mission of the college in the interclass singing competition. Mrs. Archana, Faculty, Canara College, Mangaluru., Ms. Megha Kamath, Faculty, Canara College and Mr. Sumesh, Faculty of our college were the judges.

### **Human Rights Day Celebrations**

Karnataka State Human Rights Commission, District administration, Legal Service Authority, Human Rights Non Government Organisation in association with SDM College of Business Management celebrated Human Rights Day on 13<sup>th</sup> December 2017 at conference hall. District and Session Court Judge and District Legal Services Authority Chairman, K. S. Belagi was the inaugurator of the function. Senior Civil Judge Mallana Gowda Patil, Additional Deputy Commissioner Kumar, Assistant Commissioner Renuka Prasad. Human Rights Activist and thinker K. Balakrishna Raiwere present on the occasion.

### **World Entrepreneurship Day Celebrations**

EDP CELL celebrated World Entrepreneurship Day on 21<sup>st</sup> August 2017 by organising a guest lecture by Mr. Kumble Narasimha Prabhu, Managing Director, Solar Trade Links, Mangaluru.

### **Interaction with Parents**

**PTA Annual General Body Meeting :**The PTA Aannual General Meeting was held on 7<sup>th</sup> September 2017 at 3:00 pm in the Conference Hall. Students of present second and final year BBM, BCA, B.Com.and BA(HRD) were felicitated by giving cash prizes. 33 students of BBM, 58 students of BCA, 31 students of B.Com. and 4 BA(HRD) students who secured distinction in the Mangalore University examinations conducted during the April/May 2017 were awarded Merit Certificate. The distinction holders gave their feedback. 3 staff members were also felicitated for their achievements during the academic year 2016-17. The election of new office bearers was conducted by the Principal. Mrs. Asha was elected as the President and Mrs. Shobhalatha G. Alva as Joint



Secretary. Parents also gave their valuable suggestions and feedback. Mrs. Aruna P. Kamath, Principal, welcomed the gathering. Mrs. Renuthakshi K. coordinated the programme. Mr. Thilakraj G. faculty, compered the programme.

### **College Library**

The College Library has a collection of over 24,093 valuable volumes of books on different disciplines values of which is Rs. 39,66,872/-. It has a subscription of 16 Newspaper and 76 Periodicals. It has acquired the most recent publications in diverse areas of management discipline. Fully computerized library is well stocked with numerous management related, social science books, CD ROMs and cassettes spanning all aspects of management and IT related topics along with a rich collection of project reports, Industries and Company information. It also subscribes to 22 National & International Journals, Periodicals & Business Publications.

### **Library Automation**

Library is using EERPMS, in house developed software, for storing and retrieving the bibliographical information, maintaining circulation desk and for providing OPAC services. OPAC is accessible over the internet through our college website. Intranet facility allows users to access digital resources such as video, audio and e-books inside the campus.

### **IT Zone For Accessing E Resources:**

E-library section consists of 4 computers with internet connection facilitates online access to e-journals; web OPAC, databases and other e-resources have been provided.

EBSCO Business Source Elite(BSE) provides access to 4200 + scholarly journals covering the management and allied subjects like Marketing, Finance, Law, Operations, Systems and other fusion areas of Management.

J-Gate Social & Mgt. Science (JSMS) provides full text access to 6000+ journals from disciplines of business, economics, management, social science, law and library & information science.

**N-LIST :** The college subscribes to National Library and Information Service Infrastructure for Scholarly Content (N-LIST). It is funded by the Ministry of Human Resources Development under its National Mission on Education through ICT. It provides access to more than 6,000 e-journals (including current issues with 5-10 years back file) and more than 3,00,000 e-books.

The library provides both print and online access to 10 journals from Sage publications.

The library has an airy and a spacious reading room, which provides a quiet ambience for serious study. It is well equipped with computers and Internet connectivity to facilitate data collection and research. Cubicles for individual study, new arrival display rack, terminals for OPAC access, magazine and journal display rack are some of the facilities available. The library is open from 8.00 a.m. to 8.00p.m. every day.

### **Institutional Membership**

The library has inter-library loan facility from the following libraries-

1. SDM Institute for Management Development Library, Mysore.
2. SDM Law College Mangalore

The members of SDM College of Business Management Library can access to the resource in the above libraries with the permission from the librarian of the Institute.

### **Institutional Repository:**

Dspace- is an open source repository software package. At present Students Project report, Question papers and other information related to Business Management subject are collected and allow the library users to browse that information.

**Reprographic Service:** The reprographic service is available in library at nominal charges.

### **Learning Resource Centre**

The learning resource centre equipped with 17 terminals with latest hardware and software is made available for the entire user group.

## SCHOLARSHIPS AND PRIZES :

Our Students have been awarded with following scholarships.

1. Government of India National Merit Scholarships
2. Government of Karnataka Post Metric Scholarships
3. G.S.B. League Scholarship
4. Beedi Scholarship
5. SC/ST Scholarship from the Corporation
6. Post Metric Scholarship to the Scheduled Caste
7. K.S.T.S.B. Fund to the student
8. Varalakshmi Foundation Scholarship
9. A prize announced by Mr. Jayavanth Kamath comprising of Rs. 1000/- in the name of Late. Swasthik Subraya Kamath to a student scoring highest marks in all the semesters of BBM Examinations of Mangalore University is secured by **Ms. Sandra Merin Ronald**.
10. Mr. Narayan Rao, Proprietor, Udaya Printers has instituted a Scholarship to student scoring highest marks in all the semesters of BBM Examinations of Mangalore University is secured by **Ms. Sandra Merin Ronald**.
11. Prize instituted by Mrs. Deepa D. Hegde & family (in the name of her husband Late Deepakraj Hegde) to be awarded to the highest scorer in BCA is secured by **Ms. Nishmitha K. M.**
12. Prize instituted by Mr. Ravindra Shet in the name of "S.L. Shet Jewellers, Mangaluru" to the highest scorer in all six semesters of BA(HRD) is secured by **Ms. Alminaaz**.
13. A Scholarship instituted by 2 well wishers Sri Suresh Chandrana (in the name of his mother Late Mrs. Muktha Bai D. Chandrana) to be awarded to the Best Outgoing student of the college on the basis of most admirable conduct and academic excellence shared between  
BBM - **Chrismita Mary D'Costa**  
BCA - **Dhanush K. T.**  
BA(HRD) - **Samantha Virginia D'Souza**  
B.Com. - **Deepa A.**

## RESULTS

College bagged following ranks during April/May 2017 University Examinations.

Sl. No.	Course	Name of the Student	Rank
1	BBM	<b>Sushmitha S</b>	<b>II Rank</b>
		<b>Leeta Welsy Aranha</b>	<b>III Rank</b>
		<b>Kriti Nahata</b>	<b>IX Rank</b>
		<b>Chaithra shree L</b>	<b>X Rank</b>
2	BA(HRD)	<b>Alminaaz</b>	<b>I Rank</b>

## UNIVERSITY EXAMINATION RESULTS

The University Examinations results of Final year students held in April/May 2017

Course	Distinction	First Class	Second Class	Pass Class
BBM	33	43	48	07
BCA	58	15	01	--
BA(HRD)	04	05	07	--
BCOM	31	20	10	02





## STAFF ACHIEVEMENT

*In order to empower the faculty, they are deputed to attend various seminars and conferences. Many are pursuing their higher studies. Six staff members are pursuing Ph.D degrees on part time basis.*

### STAFF ACHIEVEMENT

#### MRS. ARUNA P. KAMATH

- Attended a meeting in District Commission Office about Kaushalya Karnataka
- Attended a workshop on "GST Awareness Programme- Demonstration of Uploading Returns and Other issues" organised by Kanara Chamber of Commerce and Industry, Mangaluru on 3<sup>rd</sup> August 2017 at their Meeting Hall.
- Attended Principals' Meeting organized by Mangalore University at Milagres College, Mangaluru on 25<sup>th</sup> September, 2017
- Was the Chief guest for the inauguration programme of MBA Club at St. Joseph Engineering College on 27<sup>th</sup> September 2017.
- Attended Principal's Meet 2017 on the topic "Effective Learning through Facilitation : Role of Academic Leaders" at ICFAI Business School, Bengaluru Campus on 7<sup>th</sup> October 2017.
- Participated in the UGC sponsored University Level one day conference on "Changing Paradigms in Administration of Higher Education Institutions" at Crossland College, Brahmavar on 11<sup>th</sup> October 2017.
- Attended a meeting of Dept. Advisory Board of Computer Science Department, St. Joseph Engineering College on 13<sup>th</sup> October 2017.
- Attended Principals' Meeting held at Mangalore University, Konaje on 16<sup>th</sup> October 2017.
- Appointed as Member of Academic Council, Mangalore University for a period of 2 years.
- Attended National Conference on "Family Business : Opportunities Challenges and Issues" organised by Manel Srinivas Nayak Memorial Besant Institute of PG Studies, Mangaluru on 3<sup>rd</sup> Nov. 2017.
- Attended a workshop on "NAAC - New Methodology of Assessment and Accreditation" organised by Maps College, Mangaluru on 11<sup>th</sup> November 2017.
- Attended Commerce Faculty Meeting organised by Mangalore University on 22<sup>nd</sup> Nov. 2017
- Appointed as Member of Board of Studies in Economics, St. Agnes College (Autonomous), Mangaluru for a period of 2 years.
- Attended Round Table Discussion on "Educating for Global Competencies" organised by International Skill Development Corporation (ISDC), Bengaluru at The Taj Gateway Hotel, Mangaluru on 8<sup>th</sup> December 2017.
- Attended Academic Council Meeting at Senate Hall, Mangalore University, Mangalagangothri on 18<sup>th</sup> January 2018.
- Attended Workshop on "New Methodology of Assessment & Accreditation of Colleges by NAAC" organised by University College, Mangaluru on 13<sup>th</sup> January 2018.
- Attended BOE Meeting at Mangalore University on 5<sup>th</sup> Feb. 2018.
- Attended BOS Meeting at St. Agnes College, Mangaluru on 24<sup>th</sup> February 2018.
- Attended Academic Council Meeting at Senate Hall, Mangalore University on 25<sup>th</sup> February 2018.
- Attended Academic Council Meeting at Mangalore University on 24<sup>th</sup> March 2018.
- Attended UGBOS Special Meeting at Mangalore University on 2<sup>nd</sup> March 2018.

- Attended National Level Workshop on "NAAC New Methodology and Quality Sustenance" organized by Milagres College, Kallianpur on 16<sup>th</sup> March 2018.

#### **DR. MURALIDHAR RAO K. S.**

- Attended Leadership Training Program for Head of the Institutions at SDM Institute of Management Development, Mysore on 16<sup>th</sup> & 17<sup>th</sup> June 2017.
- Published a paper titled "Promotional Mix strategy in Banks for Bancassurance Products" in UGC approved Journal Double Blind Referred & Reviewed International Journal - SAARJ Journal on Banking & Insurance Research with ISSN: 2319-1422 Vol.6, Issue 4<sup>th</sup> July 2017 Impact Factor SJIF 2013=2.380
- Attended a meeting on "Awareness of Drugs to Students" at Commissioner's Office, Mangaluru on 11<sup>th</sup> October 2017.
- Attended an interactive session on "Development of Mangaluru City" organized by Kanara Chamber of Commerce and Industry, Mangaluru held on 26<sup>th</sup> October 2017.
- Presented a paper on "Feasibility of Bancassurance in Coastal Karnataka" in 2days International Conference on "Global Management Myopia, MYOPIA 2018" organised by St. Agnes College (Autonomous), Mangaluru on 8<sup>th</sup> & 9<sup>th</sup> January 2018.
- Attended seminar on "Health Care Management in 21<sup>st</sup> Century - A Paradigm Shift" organised by Mangalore Management Association on 30<sup>th</sup> January 2018.
- Attended BA(HRD) BOE Meeting at SDMCBM, Mangaluru on 26<sup>th</sup> March 2018.
- Attended National Conference on "Rural Opportunity and Unexplored Terrain" organized by SDM Post Graduate Center for Management Studies and Research, Mangaluru on 24<sup>th</sup> February 2018 and chaired one of the sessions of paper presentation.
- Appointed as the Chairman of BOE, BA (HRD), Mangalore University

- Appointed as a member of BOAE, BA( HRD ), Mangalore University.
- Appointed as a member of BOS, BA ( HRD ), Mangalore University.
- Appointed as a member of BOE, BBA/BBM, St Aloysius College, Autonomus, Mangaluru.

#### **DEPARTMENT OF FINANCIAL MANAGEMENT**

##### **MRS. SMITHA M.**

- Attended one day seminar on "Man Power Planning in Higher Education" organized by the College Development Council and Forum of former Vice Chancellors of Karnataka State Universities on 24<sup>th</sup> October 2017 at Mangalore University, Konaje.
- Attended an interactive session on "Development of Mangaluru City" organized by Kanara Chamber of Commerce and Industry, Mangaluru held on 26<sup>th</sup> October 2017.
- Attended one day workshop on Revised B.Com Curriculum at University College, Hampankatta, Mangaluru on 18<sup>th</sup> Dec. 2017
- Attended and presented a Joint paper on "Consumer Perception and Attitude towards Organic Products-A Study in Mangaluru" at one day National Conference on "Rural Opportunities-An Unexplored Terrain" held at SDM P. G. Centre and Research, Mangaluru on 24<sup>th</sup> February 2018.
- Attended BBA/BBM BOE Meeting at Shree Devi College, Mangaluru on 23<sup>rd</sup>, 24<sup>th</sup> & 26<sup>th</sup> March 2018.
- Attended National Level Workshop on "NAAC New Methodology and Quality Sustenance" organized by Milagres College, Kallianpur on 16<sup>th</sup> March 2018.

##### **MRS. GAYATHRI K.**

- Attended an interactive session on "Development of Mangaluru City" organized by Kanara Chamber of Commerce and Industry, Mangaluru held on 26<sup>th</sup> October 2017.
- ¢ Attended and presented a paper on "Consumer Perception and Attitude towards Organic Products-A Study in Mangaluru" at one day National Conference on "Rural Opportunities-An Unexplored



Terrain" held at SDM P. G. Centre and Research, Mangaluru on 24<sup>th</sup> February 2018.

- Presented paper on "Perception of final year students on employability of the course offered by Mangalore University" in two days UGC sponsored National Workshop on "Repositioning Quality Culture in Higher Education- Concerns and Challenges" organized by Govinda Dasa College, Surathkal on 14<sup>th</sup> & 15<sup>th</sup> February 2018.

#### **MS. SOWMYA HEGDE**

- Attended a workshop on "GST Awareness Programme- Demonstration of Uploading Returns and Other issues" organised by Kanara Chamber of Commerce and Industry, Mangaluru on 3<sup>rd</sup> August 2017 at their Meeting Hall.
- Attended an interactive session on "Development of Mangaluru City" organized by Kanara Chamber of Commerce and Industry, Mangaluru held on 26<sup>th</sup> October 2017.
- Attended and presented paper on the topic "Impact of SHG on Women Empowerment-A Study in Mangalore District" in the one day National Level Conference on "Rural Opportunity- An Unexplored Terrain" held at SDM PG Centre for Management Studies and Research, Mangaluru on 24<sup>th</sup> February 2018 .
- Published a research article on the topic "Impact of Demonetization on the Public" in Indo-global Journal of Applied Management Science in March 2018.

#### **MR. GURURAJ G.**

- Attended an interactive session on "Development of Mangaluru City" organized by Kanara Chamber of Commerce and Industry, Mangaluru held on 26<sup>th</sup> October 2017.
- Attended Workshop on Election Literacy organised by SWEEP Committee, D.K. District at D. K. Zilla Panchayat Office, Mangaluru on 12<sup>th</sup> March 2018.

#### **MR. PRAVEEN D.**

- Presented a joint paper titled "Impact of GST on Consumer Buying Behaviour on FMCG products with reference to Mangaluru City" in the National Level Seminar on the topic "GST-A Reform in Indian Economy" at Mangalore Academy of Professional Studies on 10<sup>th</sup> October 2017
- Attended an interactive session on "Development of Mangaluru City" organized by Kanara Chamber of Commerce and Industry, Mangaluru held on 26<sup>th</sup> October 2017.
- Attended and presented joint paper on the topic "Role of SIRI (SHG) in Empowerment of Rural Women - with reference to Dakshina Kannada District" in the one day National Level Conference on "Rural Opportunity- An Unexplored Terrain" held at SDM PG Centre for Management Studies and Research, Mangaluru on 24<sup>th</sup> February 2018 .

#### **MRS. SANCHITHA**

- Attended and presented a paper on "A Study on Rural Women Entrepreneurship-Issues and Challenges" at one day National Conference on "Rural Opportunities-An Unexplored Terrain" held at SDM P. G. Centre and Research, Mangaluru on 24<sup>th</sup> February 2018.

#### **DEPARTMENT OF MARKETING MANAGEMENT**

#### **MRS. KAVITHA PRABHU**

- Attended an interactive session on "Development of Mangaluru City" organized by Kanara Chamber of Commerce and Industry, Mangaluru held on 26<sup>th</sup> October 2017.
- Attended and presented a paper on "Rural Women Entrepreneurship in India:-Opportunities and Challenges" in the National Level Conference on "Rural opportunity-An unexplored Terrain" organized by SDM PG Centre and Research, Mangaluru, on 24<sup>th</sup> February 2018

### **MRS. SHWETHA Y.**

- Attended a workshop on "GST Awareness Programme- Demonstration of Uploading Returns and Other issues" organised by Kanara Chamber of Commerce and Industry, Mangaluru on 3<sup>rd</sup> August 2017 at their Meeting Hall.
- Attended an Interactive session on Development of Mangaluru city" organised by Kanara Chamber of Commerce and Industry, Mangaluru on 26<sup>th</sup> October 2017.
- Attended and presented paper on the topic "A study on Leadership Development among students- with reference to teachers opinion regarding activities performed in college" in two days UGC Sponsored National Level Workshop on "Repositioning Quality culture in higher Concerns and Challenges" organised by IQAC, Govinda Dasa College in association with MUEA on 14<sup>th</sup> & 15<sup>th</sup> February 2018.
- Attended and presented paper on the topic "Green Business Opportunities- Emerging Issues in India" in the one days National Level Conference on "Rural Opportunity- An Unexplored Terrain" held at SDM PG Centre for Management Studies and Research, Mangaluru on 24<sup>th</sup> February 2018.

### **MRS. DEEPASHREE SHENOY**

- Presented a joint paper titled "Impact of GST on Consumer Buying Behaviour on FMCG products with reference to Mangaluru City" in the National Level Seminar on the topic "GST-A Reform in Indian Economy" at Mangalore Academy of Professional Studies on 10<sup>th</sup> October 2017.
- Attended an interactive session on "Development of Mangaluru City" organized by Kanara Chamber of Commerce and Industry, Mangaluru held on 26<sup>th</sup> October 2017.
- Attended and presented a Joint paper on "A study on Consumer satisfaction on Rural Marketing" at one day National Conference on "Rural Opportunities-An Unexplored Terrain" held at SDM P. G. Centre and Research, Mangaluru on 24<sup>th</sup> February 2018.

### **MRS. RASHMI T.**

- Attended and presented a paper on "A Study on Rural Women Entrepreneurship-Issues and Challenges" at one day National Conference on "Rural Opportunities-An Unexplored Terrain" held at SDM P. G. Centre and Research, Mangaluru on 24<sup>th</sup> February 2018.
- Attended an interactive session on "Development of Mangaluru City" organized by Kanara Chamber of Commerce and Industry, Mangaluru held on 26<sup>th</sup> October 2017.

## **DEPARTMENT OF HUMAN RESOURCE MANAGEMENT**

### **MRS. ANASUYA**

- Attended an interactive session on "Development of Mangaluru City" organized by Kanara Chamber of Commerce and Industry, Mangaluru held on 26<sup>th</sup> October 2017.
- Attended and presented a joint paper on "Customer Mindset towards Online Shopping and Payment Systems: A Study with reference to Mangaluru City" at one day National Conference on "Consumer Protection - Issues and Challenges" organized by St. Aloysius College (Autonomous), Mangaluru on 16<sup>th</sup> & 17<sup>th</sup> February, 2018.
- Attended and presented a paper on "Youngsters cognizance towards Eco-Friendly Products: A Study with reference to SDM Campus, Mangaluru" at one day National Conference on "Rural Opportunities-An Unexplored Terrain" held at SDM P. G. Centre and Research, Mangaluru on 24<sup>th</sup> February 2018.

### **MRS. PREETHIKA DHARMAPAL**

- Attended and presented a Joint paper on "A study on Consumer satisfaction on Rural Marketing" at one day National Conference on "Rural Opportunities-An Unexplored Terrain" held at SDM P. G. Centre and Research, Mangaluru on 24<sup>th</sup> February 2018.



### **MRS. PARINITA SALIAN**

- Attended an interactive session on "Development of Mangaluru City" organized by Kanara Chamber of Commerce and Industry, Mangaluru held on 26<sup>th</sup> October 2017.
- Presented paper on "Perception of final year students on employability of the course offered by Mangalore University" in two days UGC sponsored National Workshop on "Repositioning Quality Culture in Higher Education- Concerns and Challenges" organized by Govinda Dasa College, Surathkal on 14<sup>th</sup> & 15<sup>th</sup> February 2018.
- Attended and presented a Joint paper on "Consumer Perception and Attitude towards Organic Products-A Study in Mangaluru" at one day National Conference on "Rural Opportunities-An Unexplored Terrain" held at SDM P. G. Centre and Research, Mangaluru on 24<sup>th</sup> February 2018.

### **DEPARTMENT OF COMMERCE**

#### **MRS. MANJU H.**

- Attended one day seminar on "Man Power Planning in Higher Education" organized by the College Development Council and Forum of former Vice chancellors of Karnataka State Universities on 24<sup>th</sup> October 2017 at Mangalore University, Konaje.
- Attended an interactive session on "Development of Mangaluru City" organized by Kanara Chamber of Commerce and Industry, Mangaluru held on 26<sup>th</sup> October 2017.
- Attended a programme on "Foreign collaboration" by Prof. Gururaj M. B., President, National Education Foundation, USA organised by SDME Society at Ujire on 24<sup>th</sup> November 2017
- Attended and presented a paper on "Rural Women Entrepreneurship in India: -Opportunities and Challenges" in the National Level Conference on "Rural opportunity-An unexplored Terrain" organized by SDM PG Centre and Research, Mangaluru, on 24<sup>th</sup> February 2018

- Attended and presented a paper on "Role of Employability skills in Higher Education System in India" in the National Conference on "Enhancing Professional Competency through Skill Development- Facing up to Modernity" organized by St. Agnes College (Autonomous) Mangaluru on 14<sup>th</sup> February 2018.
- Attended National Level Workshop on "NAAC New Methodology and Quality Sustenance" organized by Milagres College, Kallianpur on 16<sup>th</sup> March 2018.
- Attended National Conference on "Enhancing Professional Competency through Skill Development- Facing up to Modernity" organized by St. Agnes College (Autonomous) Mangaluru on 14<sup>th</sup> Feb. 2018 and presented a joint paper on "Role of Employability Skills in Higher Education System in India."

#### **MR. THILAK RAJ**

- Presented and Published a research paper titled "Financial Inclusion and Integration through Mobile Banking in Indian Banking System" in an International Conference on "Emerging Trends in Finance, Accounting and Banking" organized by SDM Institute for Management Development (SDMIMD) on 18<sup>th</sup> & 19<sup>th</sup> August 2017 with ISBN: 978-93-83302-24-6/
- Attended 8 days National Level Faculty Development Program for "Global Business Foundation Skills" conducted by Infosys BPO Ltd. at Mangaluru from 1<sup>st</sup> to 9<sup>th</sup> August 2017.
- Invited as a Resource person to deliver a lecture on "Customer Contract-Demand and Utilisation of Resources" to Poultry Entrepreneurs organised by SKDRDP, Dharmasthala on 21<sup>st</sup> December 2017.
- Invited as a Resource person to deliver a lecture on "Customer Contract - Demand and Utilisation of Resources" to Garment Entrepreneurs organised by SKDRDP, Dharmasthala on 26<sup>th</sup> December 2017.
- Attended and presented a paper on "Financing Agriculture through Cooperatives in Rural Dakshina Kannada- An Empirical Study" at

one day National Conference on "Rural Opportunities-An Unexplored Terrain" held at SDM P.G. Centre and Research, Mangaluru on 24<sup>th</sup> February 2018.

- Attended BA(HRD) BOE Meeting at SDMCBM, Mangaluru on 26<sup>th</sup> March 2018.

#### **MRS. VEENA D. KOTIAN**

- Attended and presented paper on the topic "A study on Leadership Development among students- with reference to Teachers Opinion regarding Activities Performed in College" in two days UGC Sponsored National Level Workshop on "Repositioning Quality Culture in higher Concerns and Challenges" organised by IQAC, Govinda Dasa College in association with MUEA on 14<sup>th</sup> & 15<sup>th</sup> February 2018.
- Attended and presented paper on the topic "Green Business Opportunities- Emerging Issues in India" in the one days National Level Conference on "Rural Opportunity- An Unexplored Terrain" held at SDM PG Centre for Management Studies and Research, Mangaluru on 24<sup>th</sup> February 2018 .

#### **MR. SUMESH MATADA**

- Presented a joint paper titled "A study on Impact of GST on Hospitality Sector with reference to Mangaluru City" in the National Level Seminar on the topic "GST-A Reform in Indian Economy" at Mangalore Academy of Professional Studies on 10<sup>th</sup> October 2017.
- Attended an interactive session on "Development of Mangaluru City" organized by Kanara Chamber of Commerce and Industry, Mangaluru held on 26<sup>th</sup> October 2017.
- Attended and presented a paper on "A study on Socio Economic Status of Rural Entrepreneur" at one day National Conference on "Rural Opportunities-An Unexplored Terrain" held at SDM P. G. Centre and Research, Mangaluru on 24<sup>th</sup> February 2018.

#### **DEPARTMENT OF ECONOMICS**

##### **MRS. SHASHIKALA K.G.**

- Attended an interactive session on "Development of Mangaluru City" organized by Kanara Chamber of Commerce and Industry, Mangaluru held on 26<sup>th</sup> October 2017.
- Attended National Conference on "Enhancing Professional Competency through Skill Development- Facing up to Modernity" organized by St. Agnes College (Autonomous) Mangaluru on 14<sup>th</sup> February 2018 and presented a joint paper on "Role of Employability Skills in Higher Education System in India.
- Attended and presented a paper on "Rural Women Entrepreneurship in India: -Opportunities and Challenges" in the National Level Conference on "Rural opportunity-An unexplored Terrain" organized by SDM PG Centre and Research, Mangaluru, on 24<sup>th</sup> February 2018.

##### **MR. PRASANNA KUMAR T.**

- Attended an interactive session on "Development of Mangaluru City" organized by Kanara Chamber of Commerce and Industry, Mangaluru held on 26<sup>th</sup> October 2017.
- Attended and presented a paper on the topic "Problems and Future Prospects of Paddy Cultivation, at a International Conference organized by SDMIMD P.G Centre Mysore on 10<sup>th</sup> & 11<sup>th</sup> 2017.
- Presented a paper on the topic "Problems and Future Prospects of Rural Marketing", at a National Conference organized by Srinivasa College of Business Management Mangaluru on 23<sup>rd</sup> November 2017.
- Was a resource person for Leadership Training Programme on 1<sup>st</sup> & 2<sup>nd</sup> December 2017 organized by SDM P.U. College, Ujire.
- Attended and presented a paper on "New Strategies for Sustainable Agriculture Development" at one day National Conference on "Rural Opportunities-An Unexplored Terrain" held at SDM P. G. Centre and Research, Mangaluru on 24<sup>th</sup> Feb. 2018.



## DEPARTMENT OF BUSINESS LAW

### MRS. SUPRITHA

- Presented a joint paper titled "A study on impact of GST on Hospitality Sector with reference to Mangaluru City" in the National Level Seminar on the topic "GST-A Reform in Indian Economy" at Mangalore Academy of Professional Studies on 10<sup>th</sup> October 2017.
- Attended an interactive session on "Development of Mangaluru City" organized by Kanara Chamber of Commerce and Industry, Mangaluru held on 26<sup>th</sup> October 2017.
- Invited as a Resource person to deliver a lecture on "Entrepreneurial Development" for BBA LLB students at SDM Law College, Mangaluru on 20<sup>th</sup> December 2017.
- Attended and presented a paper on "A study on Socio Economic Status of Rural Entrepreneur" at one day National Conference on "Rural Opportunities-An Unexplored Terrain" held at SDM P. G. Centre and Research, Mangaluru on 24<sup>th</sup> February 2018.

### MS. SANJANA

- Attended and presented joint paper on the topic "Role of SIRI (SHG) in Empowerment of Rural Women - with reference to Dakshina Kannada District" in the one day National Level Conference on "Rural Opportunity- An Unexplored Terrain" held at SDM PG Centre for Management Studies and Research, Mangaluru on 24<sup>th</sup> February 2018.

## DEPARTMENT OF COMPUTER APPLICATION

### MRS. DIVYA UCHIL

- Attended an interactive session on "Development of Mangaluru City" organized by Kanara Chamber of Commerce and Industry, Mangaluru held on 26<sup>th</sup> October 2017.
- Attended and presented a paper on "Tertiary Health Care made available to Rural People through a Cloud Based System" at one day National Conference on "Rural Opportunities - An Unexplored

Terrain" held at SDM P. G. Centre and Research, Mangaluru on 24<sup>th</sup> February 2018.

- Attended and presented a paper on the topic "Smart Parking-Future towards a Digital India" at a one day National Seminar on "Expanding the Horizons of Knowledge- An Interdisciplinary Approach" held at Govt. First Grade College, Bantwal on 22<sup>nd</sup> March 2018.
- Attended National Level Workshop on "NAAC New Methodology and Quality Sustenance" organized by Milagres College, Kallianpur on 16<sup>th</sup> March 2018.

### MR. ARUN F. SEQUEIRA

- Attended BOS meeting of PGDCA, St. Aloysius College (Autonomous), Beerri, Mangaluru on 28<sup>th</sup> July 2017
- Attended a programme on "Foreign collaboration" by Prof. Gururaj M. B., President, National Education Foundation, USA organised by SDME Society at Ujire on 24<sup>th</sup> Nov. 2017.
- Attended Round Table Discussion on "Educating for Global Competencies" organised by International Skill Development Corporation (ISDC), Bengaluru at The Taj Gateway Hotel, Mangaluru on 8<sup>th</sup> December 2017.
- Attended Workshop on "New Methodology of Assessment & Accreditation of Colleges by NAAC" organised by University College, Mangaluru on 13<sup>th</sup> January 2018.
- Appointed as a BOE member (B.Sc. Computer Science), St. Agnes College (Autonomous), Mangaluru.
- Attended a seminar on "Emerging Technologies (Cloud, Artificial Intelligence, Big Data Analytics)" organized by Pana College, Mangaluru on 1<sup>st</sup> Feb. 2018.
- Attended & presented a joint paper on "Customer Mindset towards Online Shopping and Payment Systems: A Study with reference to Mangaluru City" at one day National Conference on "Consumer Protection-Issues And Challenges" organized by St. Aloysius College (Autonomous), Mangaluru on 16<sup>th</sup> & 17<sup>th</sup> Feb. 2018.

- Attended and presented a paper on "Youngsters cognizance towards Eco-Friendly Products: A Study with reference to SDM Campus, Mangaluru" at one day National Conference on "Rural Opportunities-An Unexplored Terrain" held at SDM P. G. Centre and Research, Mangaluru on 24<sup>th</sup> February 2018.
- Attended Computer Science BOE Meeting at St. Agnes College(Autonomous), Mangaluru on 2<sup>nd</sup> March 2018.
- Attended National Level Workshop on "NAAC New Methodology and Quality Sustenance" organized by Milagres College, Kallianpur on 16<sup>th</sup> March 2018.

#### **MRS. SHASHIKALA SHETTY**

- Attended an interactive session on "Development of Mangaluru City" organized by Kanara Chamber of Commerce and Industry, Mangaluru held on 26<sup>th</sup> October 2017.
- Attended a programme on "Foreign collaboration" by Prof. Gururaj M B, President, National Education Foundation, USA organised by SDME Society at Ujire on 24<sup>th</sup> Nov. 2017
- Attended and presented a paper on "E-Marketing as an Innovative Strategy for Indian Rural Markets" at one day National Conference on "Rural Opportunities-An Unexplored Terrain" held at SDM P.G. Centre and Research, Mangaluru on 24<sup>th</sup> February 2018.
- Attended National Level Workshop on "NAAC New Methodology and Quality Sustenance" organized by Milagres College, Kallianpur on 16<sup>th</sup> March 2018.
- Was a judge for the event "New Product Launch" in Shreshta 2K18-CHAKRA a National Level Inter-collegiate Management Fest on 2<sup>nd</sup> and 3<sup>th</sup> March organized by SDM Post Graduate Centre for Management Studies and Research.

#### **MRS. SOWMYA JYOTHI**

- Attended an interactive session on "Development of Mangaluru City" organized by Kanara Chamber of Commerce and Industry, Mangaluru held on 26<sup>th</sup> October 2017.

- Attended one day State Level Workshop on "Python Programming" held at St. Aloysius College, Mangalore on 5<sup>th</sup> August 2017.
- Attended a one day training programme on "Stress Management and Meditation" on 23<sup>rd</sup> September 2017 organized by Prajapitha Brahmakumari Ishwari University, Urwa Store, Mangaluru.
- Attended and presented a paper on "ICT as a Tool for Empowering Rural Women in India" at one day National Conference on "Rural Opportunities-An Unexplored Terrain" held at SDM P.G. Centre and Research, Mangaluru on 24<sup>th</sup> February 2018.

#### **MRS. DEEPA D. HEGDE**

- Attended a one day training programme on "Stress Management and Meditation" on 23<sup>rd</sup> September 2017 organized by Prajapitha Brahmakumari Ishwari University, Urwa Store, Mangaluru.
- Attended meeting of Board of Examiners in BCA Course at Vivekananda College, Puttur from 15<sup>th</sup> to 17<sup>th</sup> March 2018.
- Attended and presented a paper on "Agriculture based on Automation and IoT Technology" at one day National Conference on "Rural Opportunities-An Unexplored Terrain" held at SDM P.G. Centre and Research, Mangaluru on 24<sup>th</sup> February 2018.
- Appointed as a BOE member for BCA degree examination of Mangalore University.

#### **MRS. SHASHIPRABHA**

- Attended a one day training programme on "Stress Management and Meditation" on 23<sup>rd</sup> September 2017 organized by Prajapitha Brahmakumari Ishwari University, Urwa Store, Mangaluru.
- Attended an interactive session on "Development of Mangaluru City" organized by Kanara Chamber of Commerce and Industry, Mangaluru held on 26<sup>th</sup> October 2017.
- Attended and presented a paper on "Impact of Mahatma Gandhi National Rural Employment Scheme in Karnataka" at one day National Conference on "Rural Opportunities-An Unexplored Terrain" held at SDM P. G. Centre and Research, Mangaluru on 24<sup>th</sup> Feb. 2018.



- Attended and presented a paper on the topic "A Paradigm Shift from Offline to Online Banking- A Conceptual Study" at a one day National Seminar on "Expanding the Horizons of Knowledge- An Interdisciplinary Approach" held at Govt. First Grade College, Bantwal on 22<sup>nd</sup> March 2018.

#### **MRS. RESHMI B.R.**

- Attended a one day training programme on "Stress Management and Meditation" on 23<sup>rd</sup> September 2017 organized by Prajapitha Brahmakumari Ishwari University, Urwa Store, Mangaluru.
- Attended an interactive session on "Development of Mangaluru City" organized by Kanara Chamber of Commerce and Industry, Mangaluru held on 26<sup>th</sup> October 2017.
- Attended and presented a paper on "The Hard Truth about Soft Skills of Women Entrepreneurs; A Study with Special reference to Women Leadership at Weekly Bazaar in Badiadka, Kasargod District" at one day National Conference on "Rural Opportunities- An Unexplored Terrain" held at SDM P. G. Centre and Research, Mangaluru on 24<sup>th</sup> February 2018.

#### **MRS. DIVYA NAVEEN**

- Attended an interactive session on "Development of Mangaluru City" organized by Kanara Chamber of Commerce and Industry, Mangaluru held on 26<sup>th</sup> October 2017.
- Attended and presented a paper on "Agriculture based on Automation and IoT Technology" at one day National Conference on "Rural Opportunities- An Unexplored Terrain" held at SDM P.G. Centre and Research, Mangaluru on 24<sup>th</sup> February 2018.

#### **DEPARTMENT OF ENGLISH**

##### **MRS. MADHUMATHI J. RAJA**

- Attended an interactive session on "Development of Mangaluru City" organized by Kanara Chamber of Commerce and Industry, Mangaluru held on 26<sup>th</sup> October 2017.

- Attended 2<sup>nd</sup> phase of 3 days UGC sponsored workshop on "Counselling Skill Training for College Teachers" organized by Roshni Nilaya, Mangaluru from 29<sup>th</sup> May to 31<sup>st</sup> May 2017.
- Attended one day Multilingual National Conference "Bhasha Sangam 2018 on Language, Literature and Culture : A means for Human Existence ,Sustenance and Development" organised by Milagres College Mangaluru on 24<sup>th</sup> February 2018 and presented a joint paper on 'The Role of English Language in Media.'
- Attended National Level Workshop on "NAAC New Methodology and Quality Sustenance" organized by Milagres College, Kallianpur on 16<sup>th</sup> March 2018.
- Attended and presented a paper on the topic "A feminist reading of Jhumpa Lahari's Namesake" in a U.G.C sponsored two days International Conference on " Diverse Criticism in the contemporary Indian Literature "organised by Karnataka University, Dharwad on 16<sup>th</sup> & 17<sup>th</sup> March 2018.

#### **MRS. KAVYA U.**

- Attended one day Multilingual National Conference "Bhasha Sangam 2018 on Language, Literature and Culture : A means for Human Existence ,Sustenance and Development" organised by Milagres College Mangaluru on 24<sup>th</sup> February 2018 and presented a joint paper on 'The Role of English Language in Media.'
- Attended and presented a paper on the topic "Reading of Mulkraj Anand's Untouchable as Dalit Literature" U.G.C sponsored two days International Conference on "Diverse Criticism in the contemporary Indian Literature "organised by Karnataka University, Dharwad on 16<sup>th</sup> & 17<sup>th</sup> March 2018.

#### **DEPARTMENT OF KANNADA**

##### **MRS. JEEVITHA**

- Attended one day State level seminar on "Pampa - Aneka Odugala Anusandhana" organised by Rashtrakavi Dr. G. S. Shivarudrappa Prathistana in association with Kannada Teachers' Association, Mangalore University on 12<sup>th</sup> January 2018.

- Attended and presented a paper on "Financing Agriculture through Cooperatives in Rural Dakshina Kannada- An Empirical Study" at one day National Conference on "Rural Opportunities- An Unexplored Terrain" held at SDM P.G. Centre and Research, Mangaluru on 24<sup>th</sup> February 2018.
- Attended a State Level Seminar on "Yakshagana Parampare Mathhu Pradarshana- Itthichina Olavugalu" organized by St. Agnes College (Autonomous), Mangaluru on 24<sup>th</sup> February 2018.
- Attended Revision of Kannada Syllabus Workshop organized by Dept. of Kannada, Mangalore University at University College, Mangaluru on 1<sup>st</sup> March 2018.

#### **MRS. RENUHAKSHI**

- Participated in a workshop on "Active-Citizen Facilitator Development Programme" organized by British Council, Rajiv Gandhi National Institute for Youth Development, Sriperambatur, Tamil Nadu and NSS, Mangalore University held at Dr. Shivarama Karantha Bhavana, University College, Mangaluru from 10<sup>th</sup> to 14<sup>th</sup> October 2017.
- Attended an interactive session on "Development of Mangaluru City" organized by Kanara Chamber of Commerce and Industry, Mangaluru held on 26<sup>th</sup> October 2017.
- Participated in HIV/AIDS Training Programme organised by NSS, Mangalore University at School of Social Work, Roshni Nilaya, Mangaluru on 30<sup>th</sup> January 2018.
- Attended and presented paper on "Adhikrutha Bhasheyagi Kannadada Pramukyathay "one day Multilingual National Conference "Bhasha Sangam 2018 on Language, Literature and Culture: A means for Human Existence, Sustenance & Development" organised by Milagres College, Mangaluru on 24<sup>th</sup> February 2018.
- Presented a paper on the topic "Kannada Katha Sahityadalli Stree Vimarsh" in 2 days UGC sponsored International Conference on "Samakaaleen Bharatheey Saahity : Vividh Vimarsh" organise by Department of Hindi, Karnataka University, Dharwad on 16<sup>th</sup> & 17<sup>th</sup> March 2018.

#### **DEPARTMENT OF HINDI**

##### **Dr. JYOTHI**

- Attended an interactive session on "Development of Mangaluru City" organized by Kanara Chamber of Commerce and Industry, Mangaluru held on 26<sup>th</sup> October 2017.
- Attended and presented paper on "Hindi Sahitya Me Naariasmitha" in one day Multilingual National Conference "Bhasha Sangam 2018 on Language, Literature and Culture : A means for Human Existence, Sustenance and Development" organised by Milagres College, Mangaluru on 24<sup>th</sup> February 2018.
- Presented joint paper on the topic "Samakaaleen Bharateey Saahity Mein Naaree Vimarsh" in 2 days UGC sponsored International Conference on "Samakaaleen Bharatheey Saahity : Vividh Vimarsh" organise by Department of Hindi, Karnataka University, Dharwad on 16<sup>th</sup> & 17<sup>th</sup> March 2018.

##### **Dr. SHALINI DEVADIGA**

- Attended 7 days Training course for NSS Programme Officers organised by NSS at National Centre for History of Sciences, Gandhi Bhavan Circle, Manasagangothri, Mysuru from 2<sup>nd</sup> June to 8<sup>th</sup> June 2017.
- Attended an interactive session on "Development of Mangaluru City" organized by Kanara Chamber of Commerce and Industry, Mangaluru held on 26<sup>th</sup> October 2017.
- Attended and presented paper on "Hindi sahitya me naariasmitha" in one day Multilingual National Conference "Bhasha Sangam 2018 on Language, Literature and Culture : A means for Human Existence, Sustenance and Development" organised by Milagres College, Mangaluru on 24<sup>th</sup> Feb. 2018.
- Attended a programe on the topic "Consumer Day with Consumer Education" on 15<sup>th</sup> March 2018 at Nethravathi Sabha Bhavana, Zilla Panchayat, Kottara, Mangaluru.
- Presented joint paper on the topic "Samakaaleen Bharateey Saahity mein Naaree Vimarsh" in 2 days UGC sponsored



International Conference on "Samakaaleen Bharatheey Saahity : Vividh Vimarsh" organise by Department of Hindi, Karnatak University, Dharwad on 16<sup>th</sup> & 17<sup>th</sup> March 2018.

- Participated in "Parisara Manana" and "PEMS registration" Programme organised by NSS, Mangalore University at School of Social Work, Roshni Nilaya, Mangaluru on 11<sup>th</sup> January 2018.
- Was awarded Doctorate Degree by Madras University for the Thesis on "Narendra Kohli Ji Ki Vyangya Rachanave me Stree" .

## DEPARTMENT OF LIBRARY

### MR. MURALIDHAR HEGDE

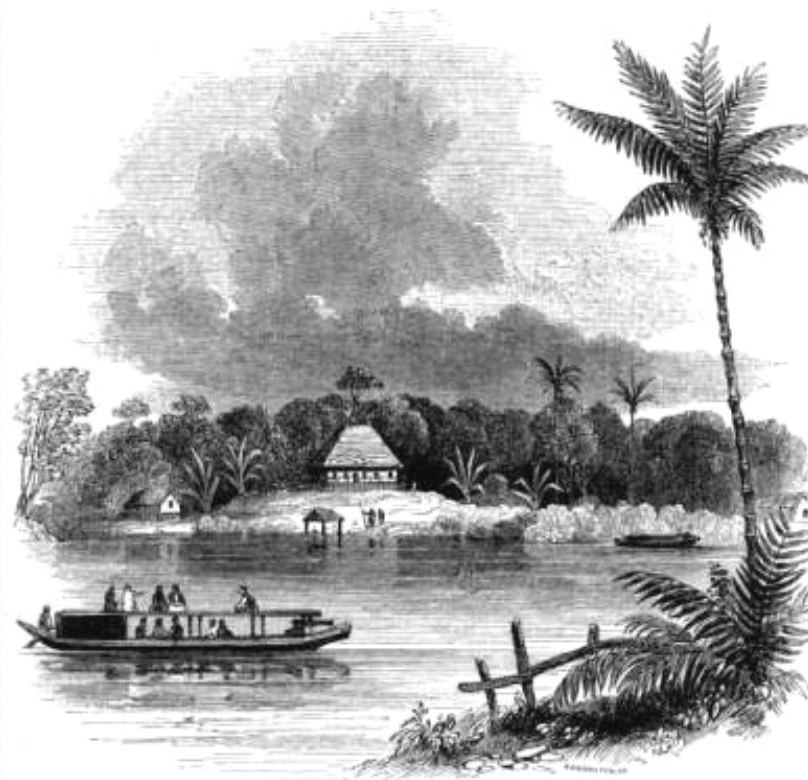
- Attended a two days National Conference on "Social Responsibilities of Libraries and Librarians in the Internet Society-Challenges and Issues" organised by Karnataka State Library Association in collaboration with SDME society at Dharmasthala on 15<sup>th</sup> and 16<sup>th</sup> December 2017.

## SPORTS DEPARTMENT

### MR. BHARATH KUMAR JAIN

- Participated in Mangalore University Physical Director's Meeting on 12<sup>th</sup> July 2017.
- Attended an interactive session on "Development of Mangaluru City" organized by Kanara Chamber of Commerce and Industry, Mangaluru held on 26<sup>th</sup> October 2017.
- Escorted students to MUIC Cricket Tournament held at NITK, Surathkal on 16<sup>th</sup> January 2018.
- Escorted students to MUIC Athletic Meet organised by Dr. P. Dayananda Pai - P. Sathisha Pai Government First Grade College, Carstreet, Mangaluru from 10<sup>th</sup> to 12<sup>th</sup> January 2018.
- Attended MUIC Volleyball Tournament as University Observer on 29<sup>th</sup> January 2018.
- Appointed as Official in MUIC Mangalore Zone Men Volleyball Tournament organized by Moti Mahal College, Mangaluru on 15<sup>th</sup> & 16<sup>th</sup> February 2018.

- Attended two days workshop on "Best Practices in colleges affiliated to Mangalore University in attracting students to Sports and Physical Education Activities" organized by Dept. of Physical Education, Mangalore University on 27<sup>th</sup> & 28<sup>th</sup> March 2018 at Mangalore University, Mangalagangothri.
- Attended one day National Conference on "Application of Sports Sciences in Physical Education" organized by Government First Grade College, Kavour, Mangaluru on 17<sup>th</sup> March 2018.



## STUDENTS ACHIEVEMENT

The following students brought laurels to the college by securing ranks in the Mangalore University Examinations of April 2016-17.

<b>Sushmitha</b>	<b>II Rank</b>	<b>BBM</b>
<b>Leeta Welsy Aranha</b>	<b>III Rank</b>	<b>BBM</b>
<b>Kriti Nahata</b>	<b>IX Rank</b>	<b>BBM</b>
<b>Chaithra Shree L.</b>	<b>X Rank</b>	<b>BBM</b>
<b>Alminaaz</b>	<b>I Rank</b>	<b>BA (HRD)</b>

**College won 4 Overall Championship and 7 Runners Up Trophies in the fests organized by various colleges.**

- ✚ Students won Overall Trophy in Management Fest "AMBIORA 2018" organized by St. Philomena College, Puttur on 9<sup>th</sup> January 2018.
- ✚ Students won Overall Trophy in IT Fest "PINNACLE-2018" organised by St. Philomena College, Puttur on 20<sup>th</sup> January 2018.
- ✚ Students won Overall Trophy in Commerce Fest "ARISTON 2018" organized by SDM College, Ujire on 27<sup>th</sup> January 2018.
- ✚ Students won Overall Runners up Trophy in IT Fest "SCIENTICA 2018" organized by Canara College, Mangaluru on 12<sup>th</sup> & 13<sup>th</sup> January 2018.
- ✚ Students won Overall Runners up Trophy in Management Fest "CANFEST 2018" organized by Canara College, Mangaluru on 12<sup>th</sup> & 13<sup>th</sup> January 2018.
- ✚ Students won Runners up Trophy in ENCARNACIO 2018, organized by Canara First Grade College, Mangaluru on 12<sup>th</sup> & 13<sup>th</sup> January 2018.
- ✚ Students won Overall Runners up Trophy in Cultural Fest "JHENKAAR 2018" organized by SDM College, Ujire on 30<sup>th</sup> & 31<sup>st</sup> January 2018.
- ✚ Students won Overall Trophy in Management Fest "AD-

EXTRAVEGANZA" organized by Kristu Jayanthi College, Bengaluru on 26<sup>th</sup> February 2018.

- ✚ Students won Overall Runners up Trophy in Management Fest "ACME 2018" organized by St. Aloysius College (Autonomous), Mangaluru on 1<sup>st</sup> & 2<sup>nd</sup> February 2018.
  - ✚ Students won Overall 2nd Runners up Championship in Intercollegiate Variety Competition "SANGAM 2018" organized by Besant Evening College, Mangaluru on 17<sup>th</sup> March 2018.
  - ✚ Students participated in "RENDEZOUS 2017" on 9<sup>th</sup> August 2017, organized by Sarosh Institute of Hotel Administration, Mangaluru.
  - ✚ Advitha and Shivangi attended and presented a paper on the topic "Startup Skill Development" at National Level Conference on "Enhancing Professional Competency through Skill Development" held on 14<sup>th</sup> August 2018 at St. Agnes College.
  - ✚ Students participated in 'SCINTILLATE 2017' on 18<sup>th</sup> September 2017, organized by SDM Law College, Mangaluru.
  - ✚ Heera and Samantha of III BA(HRD) secured I Place in paper presentation competition on the topic "Principles of Training and Development" on 22<sup>nd</sup> September 2017 held at Alvas College, Moodbidri.
  - ✚ Students participated in Management and Cultural Fest 'ABHIGYAAN 17' on 5<sup>th</sup> and 6<sup>th</sup> October 2017 organized by SDMIMD, Mysore and won following prizes.
- |                       |                 |                          |                   |
|-----------------------|-----------------|--------------------------|-------------------|
| <b>HR event</b>       | <b>II Place</b> | <b>Amar Raj</b>          | <b>II BA(HRD)</b> |
|                       |                 | <b>Akshay Sharma</b>     | <b>I BBA 'A'</b>  |
| <b>Cultural Event</b> | <b>I Place</b>  | <b>Manasa &amp; Team</b> |                   |
- ✚ Students participated in All India Athletic Championship on 12<sup>th</sup> and 13<sup>th</sup> October 2017, at Alva's College, Moodbidri.
  - ✚ Students participated in "MELANGE 2018" organised by St. Agnes College, Mangaluru on 5<sup>th</sup> January 2018 and the team secured Second prize in Quiz.



- Students attended "Sahyadri Conclave Programme" organized by Sahyadri College of Engineering & Management, Adyar, Mangaluru on 8<sup>th</sup> January 2018.
- Students participated in "YUGAO 2018" organized by Besant College, Mangaluru on 9<sup>th</sup> & 10<sup>th</sup> January 2018.
- Students attended "PERSONA" an Intercollegiate one day workshop on "Personality Development" organised by Dept. of Commerce, St. Agnes College, Mangaluru on 22<sup>nd</sup> January 2018.
- Students attended National Level Workshop on "Managing and Safeguarding the Personal Wealth" at "Samanvay 2018" organised by Milagres College, Mangaluru on 25<sup>th</sup> January 2018.
- Mr. Venkatesh Bhat and Mr. Srigopal Nayak of III BCA 'A' attended a seminar on the topic "Emerging Technologies" at Pana Campus on 1<sup>st</sup> February 2018.
- Students won following prize in "TECHNO SPARK-2018" an IT Fest organized by MCA Department of St. Philomena College, Puttur, held on 14<sup>th</sup> February 2018.

<b>Web designing</b>	II Place	P. L. Nishanth Bhat	III BCA
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- Students won following prizes in "TECHNO TARANG-2018" an IT Fest organized by BCA Department of Vivekananda College, Puttur, held on 31<sup>st</sup> January 2018.

<b>Treasure Hunt</b>	I Place	Nithin	III BCA 'A'
		Anush	III BCA 'A'

- Students participated in "COMPOSITE-2018", an IT Fest organized by BCA Department of St. Aloysius College, Mangalore, on 1<sup>st</sup> & 2<sup>nd</sup> February 2018. The college secured prizes in following events:

#### Quiz

Techipedia	I Place	Elvis Rego	I BCA 'B'
		Anush	III BCA 'A'
Video Editing (Innovision)	II Place	Nithin	III BCA 'A'
		Dhanush K.T.	III BCA 'A'

- Mayank Patodi won HR prize at two days Inter Collegiate Management fest N-IGMAX 2018 organized by Nitte College, Karkala, on 8<sup>th</sup> & 9<sup>th</sup> February 2018.
- Reshma of I B.Com participated in Hindi paper presentation competition held on 10<sup>th</sup> March 2018 at St. Agnes College, Mangaluru and secured second prize along with the cash prize of Rs 500.
- Students won following prizes in a fest at Tree Park, Thanirbavi on 21<sup>st</sup> March 2018 on the theme "FORESTS AND SUSTAINABLE CITIES" organized by Anti Pollution Drive (APD) Foundation along with Forest Department on the occasion of Forest Day.

Event Name	Prize	Participants Name	Class
Poster making	First	Shrijith R.	III BCA 'B'
		Abhilash P. Shenoy	III BCA 'B'
Drawing	Second	Abhilash P. Shenoy	III BCA 'B'
Debate	Third	Shreya D.S	III BCA 'A'
		Jnanesh Ballal	III BCA 'B'
		Prakruthi	III BCA 'A'

- The members of Consumer Club attended the World Consumer Day Celebration and Certificate Distribution Ceremony organized by District Consumer Federation, Mangaluru at the Zillah Panchayath Hall, Mangalore on 15<sup>th</sup> March 2018.

#### The following is the list of prize winners.

- Ms. Samantha Virginia D'Souza of III BA (HRD) won the Silver Medal with distinction in the consumer education exam held at District Level.
- The following students submitted a project on the topic "Consumer in the Digital Era" and won the third place for their project and research activities conducted:  
 Ms. Samantha Virginia D'Souza III BA (HRD)  
 Sharon Babu K. III B Com

Shriraksha V S.	III B. Com
Sowparnika V M.	III B. Com
Varnitha Shetty.	III B. Com

### Sports and Games Association

- ☞ Students participated in the Mangalore University Intercollegiate Swimming Competition for Men and Women on 21<sup>st</sup> August 2017 held at First Grade College for Women, Puttur. Men's team won the Runners Up Trophy.
- ☞ College Football team participated in the Independence Cup Inter Collegiate Football Tournament held on 6<sup>th</sup> August 2017 organized by D. K District Football Association at Nehru Maidan.
- ☞ The college Football team participated in the Mangalore University Intercollegiate Football tournament on 21<sup>st</sup> to 23<sup>rd</sup> September 2017 organized by Mangalore University, Mangalagangothri.
- ☞ Students participated in the Mangalore University Intercollegiate Badminton Tournament from 30<sup>th</sup> August to 1<sup>st</sup> September 2017, at Srinivas Mallya Indoor Stadium, Mangaluru organized by the College.
- ☞ Students participated in the Mangalore University Intercollegiate Wrestling Championship on 26<sup>th</sup> and 27<sup>th</sup> September 2017 at Poornaprajna College, Udupi. Mohammed Monish Sowkar of III BBM 'C' won a Bronze Medal.
- ☞ Students participated in All India Athletic Championship on 12<sup>th</sup> and 13<sup>th</sup> October 2017, at Alva's College, Moodbidri.
- ☞ The following students represented International, National, All India Inter University/South Zone Inter University and State in sports activities in the academic year 2017-18.
- ☞ Shagnik S Raj, III BBM 'A', participated in the South Zone Inter University Cricket Championship represented Mangalore University held at Andra University, Vishakapattanam.
- ☞ Kotian Pranit Arun, II BA (HRD), participated in the South Zone Inter University Cricket Championship represented Mangalore University held at Andra University, Vishakapattanam





*Major  
Highlights of  
The Year*



## MAJOR HIGHLIGHTS OF THE YEAR

### III Cycle of NAAC Accreditation

The College secured A Grade with CGPA 3.30 in the III Cycle of NAAC Accreditation. NAAC Peer Team consisting of Dr. M. C. Dileep Kumar, Former Vice Chancellor, Shree Sankaracharya University of Sanskrit, Kerala; Prof. S M K Quadri, Professor, Department of Computer Science, Jamia Millia Islamia (Central University), New Delhi and Dr. Lily Bhushan, Principal, Kandivli Education Society's B.K. Shroff College of Arts & M.H. Shroff College of Commerce, Kandivli (W), Mumbai visited the institution. They made an observation of the facilities available in the college, interacted with management, principal, faculty, administrative staff, students, parents and alumni. The team commended the progress made by the institution and offered a few suggestions for further improvement. The President of SDME Society Dr. D. Veerendra Heggade, Prof. S. Prabhakar, Vice President, Dr. Yashovarma, Secretary, Prof. A. Rajendra Shetty, Member, SDME Society, Prof. K. Byrappa, Vice Chancellor, Mangalore University, Dr. T. Mallikarjunappa, Dean of Dept. of MBA, Mangalore University, Prof. Jayaraj Amin, Director, CDC, Mrs. Aruna P. Kamath, Principal, NAAC Co-ordinators Dr. Muralidhar Rao K. S. & Mr. Arun F. Sequeira, were present on the occasion.

### Intercollegiate Badminton Tournament

Mangalore University intercollegiate Badminton Tournament was organized by the college at Srinivas Mallya Stadium from 30 August to 1<sup>st</sup> September 2017. Mr. Ashok Poovaiah, Senior officer NMPT, Mangalore also a state badminton champion was the inaugurator, Mr. Haridas Kulur, Asst. Director of Physical Education, Mangalore University and Mr. Guru M. Rao, Partner, ACE Builders and Developers also alumnus were the chief guests. In his address the inaugurator opined that badminton is as important as football and cricket at national level. 32 men teams and 24 women teams participated in the tournament. The valedictory ceremony was held on 1<sup>st</sup> September 2017. Mrs. Adhithi Harish, a national Volleyball

player and an athlete, Mr. Yogish Kumar and Mr. Kishore Kumar C.K, Director of Physical Education, Mangalore University honored the winners of the tournament. Principal, Mrs. Aruna P. Kamath presided over the function, Mr. Bharath Kumar Jain coordinated the programme.

### GENESIS 2017

Genesis a University level management fest was organized on 23<sup>rd</sup> August 2017 exclusively for first year management students with the objective of providing them an exposure to the management practical environment. The fest was inaugurated by Mr. Pushparaj Jain, Vice President, CREDAI, Karnataka & MD, Abish Builders, Mangaluru. Mr. Adish Jain, Proprietor, Nagagri Resort, Kalasa also an alumnus was the guest of honour. Mr. Pusharaj Jain, in his inaugural address, said that massive revolutions happening in all the sectors in the country have created a conducive environment for developing business ideas. The future is bright for the young people who want to get into business and fests like genesis encourage students by giving practical exposure. Mr. Adish Jain in his address narrated how his involvement in college activities helped him to gain confidence while facing interviews. As fests and extra-curricular activities help the students to build up their personality, he urged the students to make use of opportunities. The Principal, Mrs. Aruna P. Kamath, in her presidential address said that entrepreneurs are not born but made and fest like genesis provides a platform to motivate and build up much needed confidence among the students.

The theme chosen for Genesis 2017 was, "Corporatum", which aimed at creating awareness about corporate culture and to familiarize the youth about the protocols and demands of the corporate world. The inauguration was followed by day long events like best manager, marketing, human resource, financé, public relations, quiz and general events for which the professional were invited as judges. Large numbers of students from various colleges participated in the fest. The valedictory



programme was held at 4.00 p.m. in the college auditorium. Mr. Siddharath Raj, Partner, Sri Laxmi Cloth Stores, Mangaluru also an alumnus was the chief guest. The participants gave their positive feedback and participation certificates were distributed by the guest. The overall trophy was bagged by Manipal University and Canara College were the runners up. Mrs. Anasuya and Mrs. Parinita were the staff coordinators and Mr. Abu Hysum Damudi was the student coordinator.

### **Human Rights Day Celebration**

Karnataka State Human Rights Commission, District administration, legal service authority, human rights non government organisation in association with college celebrated human rights day on 13<sup>th</sup> December 2017 at conference hall. District and session court judge and District legal services authority chairman, K.S. Belagi was the inaugurator of the function. Senior civil judge, Mallana Gowda Patil, Additional deputy commissioner Mr. Kumar, Assistant Commissioner, Mr. Renuka Prasad, Human Rights Activist Mr. K. Balakrishna Rai were also present on the occasion.

The programme started with administering the oath by K. S. Belagi on safeguarding human rights. Inaugurating the human rights day programme, he said that teachers and parents have equal responsibility to guide their children in ensuring that there is no violation of human rights by them. He informed that the role of teachers and parents place a vital role in safeguarding the human rights.

Mr. K. Balakrishna Rai opined that highest violation of human rights takes place in police department and he also quoted many cases of human rights violation in police station in the city. The programme was coordinated by Mrs. Kavitha Prabhu and Mr. Prasanna Kumar T.

### **NAAC-New Methodology**

A seminar on NAAC-New Methodology was organized in association with SDM Law College on Wednesday, 14<sup>th</sup> December 2017 in the college conference hall. The resource person was Dr. L. N. Seshagiri, Associate Professor, English Department, Govt. First Grade College, Jayanagar, Bangalore. Addressing the gathering, Dr. Seshagiri enlightened the

faculties on the topics like Indian Higher Education, Global Context, Karnataka Perspective, NAAC-Overview, Then and Now, Why-How-Who, Process of New Methodology, Institutional Information for Quality Assessment (IIQA), Self Study Report (SSR) Application and Assessment, Grading and Accreditation, Data Validation and Verification (DVV) and Pre-qualifier Score, Preparation towards Student Satisfaction Survey (SSS), Onsite Assessment-Peer review by Visiting Teams and New Window. It was an interactive and very informative session.

### **Vivekotsava 2018**

On the eve of 155<sup>th</sup> birth centenary of Swami Vivekananda, Rovers and Rangers and Student Council of the college jointly organized "Vivekotsava 2018" a one day University level fest on 17<sup>th</sup> January 2018.

The program was inaugurated by Swami Jitakamananda, President Shri Ramakrishna Matt, Mangaluru. Shri Krishna Upadyaya, Chief Coordinator, Swacha Puttur Abhiyan, Ramakrishna Mission was the chief guest for the programme.

In his inaugural address, Swami Jithakamanda, stressed on the importance of technical education in India. He said that Swami Vivekananda had realized the need of technical and scientific knowledge for betterment of our nation. He also added that success of nation lies in the hands of youth. Apart from technical education there is a need for character building education. Youngsters should understand their responsibilities towards family and nation. To take a nation in the path of success youth should develop a healthy personality, develop internal faculties, identify themselves with others and think how much each individual can contribute to the nation. India has diverse culture and it is the responsibility of each and every individual to preserve this rich and diverse culture.

In the chief guests address, Shi Shrikrishna Upadyaya, pointed out the ideologies of Swami Vivekananda and motivated the students to follow the same. Prof. Aruna P. Kamath, Principal, delivered the presidential speech. Jayadev Hiranya welcomed the gathering, Manjushree and Akshay introduced the guests, Panchami P. V. delivered the vote of thanks and Sharavan Shetty compered the program.

The inaugural ceremony was followed by various competitions for the students of various colleges in and around Mangaluru. Books on preaching and teaching of Swami Vivekananda were exhibited in the library in order to inculcate the values preached by Swami Vivekananda.

The valedictory and prize distribution ceremony was held at 4 p.m. in the college Conference hall. A. Madanadeshwara Rao, Proprietor, Gurudev Tea Traders, Kasargod, and alumni of the college was the chief guest for the valedictory ceremony. He congratulated the college for organizing such a meaningful program and encouraged the students through his words of inspiration. SDM College, Ujjire, emerged as overall winners of the competitions. Mrs. Gayathri K., Mr. Gururaj G. and Dr. Jyothi were the staff coordinators of the program.

### **Synergy 2018**

SYNERGY, a two days national level management fest for undergraduate management students was organized on 24<sup>th</sup> and 25<sup>th</sup> January 2018. Mr. Sorabh Nahata, Director, Air Conditioner Point, Mangaluru and Mrs. Nanditha Acharya Vijesh, Managing Partner, Zari Couture, Mangaluru inaugurated the program by lighting the lamp.

Mr. Sorabh Nahata, in his inaugural speech congratulated the management and student for organizing the fest like synergy which enables the students to get the exposure of corporate world. He pointed out the value of theory of excellence and the importance of making use of opportunities for learning. Mrs. Nanditha Acharya Vijesh encouraged the students to make the best use of the fest which enriches their managerial skills. Principal Prof. Aruna P. Kamath called upon the students to strengthen their core competency. She highlighted the importance of cultivating entrepreneurial skills and to face the challenges with right spirit. She also pointed out that all should be unique in their chosen field.

The theme of the fest was "Blue Ocean". In ocean of acute competition more and more people, be the manager of a company, head of non-profit establishment, or leader of government, find themselves trapped where even larger fish gets swallowed by small fish. In a world where everyone is in a race to become number one, blue ocean strategy breaks the stigma.

Large number of colleges took part in the two days fest which includes events like Best Manager, The Entrepreneur, Finance, Human Resources, Marketing, Public Relations, Chief Operating Officer and quiz.

Ms. Chrismitha welcomed the gathering, Ms. Samantha proposed vote of thanks and Ms. Sandra Ronald compeered the programme. Staff coordinators, Mrs. Manju and Mrs. Gayathri. K, student coordinators Mr. Jayanth Jain and Mr. Manoj were present on the dais.

### **Syigma 2018**

The Computer Application Department organized a one day State level IT fest Syigma-2018 on 25<sup>th</sup> January 2018. The inaugurator of the function was Mr. Vasudev Kamath, Associate Vice President, Head-Mangalore Development Centre, Infosys, Mangaluru. In his inaugural address he spoke on the evolution of computers and how database emerged to be the storage medium from the time the computer came into existence. He encouraged the students to take part in these activities which would develop their confidence. The guest of honor for the program was alumnus Mr. Sagar Balu Vysa, Business Analyst, Ejyle Technologies, Bengaluru, In his speech, Mr. Sagar encouraged the students to be focused and set a goal which they need to strive for in their college days.

Mrs. Aruna P. Kamath, the Principal in her presidential speech addressed the students and said that every motive that is taken by us should be helpful to the society. Ms. Soujanya M., the student coordinator gave a brief introduction of the theme 'Infoquest' and the various rounds of the fest. Staff coordinators Mrs. Deepa D. Hegde and Mrs. Shashiprabha were also present on the dais. Ms. Nishmitha K. M. compeered the programme. Ms. Ranjitha K.M., Ms. Ranjitha R. and Ms. Rakshitha rendered the prayer service. Ms. Shivangi and Ms. Olivia Jane Lobo introduced the guests. Ms. Ranjitha K.M. and group sang the Syigma song. Mr. K.G. Vishal proposed vote of thanks.

The valedictory ceremony of Synergy and Syigma 2018 was held on 25<sup>th</sup> January 2018. Mrs. Pranamy Hegde, Manager, Vijaya Bank also the alumnus was the chief guest for the occasion. In her chief guest address, Mrs. Pranamy Hegde shared her experiences and the challenges faced



in life. She stressed on the importance of dream, belief and hard work that help to overcome challenges. The overall championship was bagged by Christ University, Department of Management, Bangalore while the runners up were Kristu Jayanti, Bangalore. The programme was compeered by Ms. Samantha. The overall championship of Sygma 2018 was bagged by St. Aloysius College, Mangaluru while the runners-up trophy was won by Canara First Grade College, Mangaluru.

### **Workshop on "Social Entrepreneurship"**

A workshop on "Social Entrepreneurship" was conducted by EDP cell on 1<sup>st</sup> February 2018 with the objective of motivating students to develop basic ethical principles in business for working in community and develop competence in team building, leadership and negotiation skills. The workshop was inaugurated by Mr. Rakesh Roshan, an Entrepreneur of SR IMPEX-Fuel plus, Mangaluru. Mr. Raif Zakariya, Managing Partner, Automotive Agencies, Mangalore also an alumnus of the college was the guest of honour.

Mr. Rakesh Roshan, in his inaugural address gave illustrations to show how social entrepreneurship provides an opportunity to earn profit and discharge social responsibilities as well. Mr. Raif Zakariya stressed on the need for developing a passion of following the dream and become successful entrepreneur in future. Principal Prof. Aruna Kamath, in her presidential address pointed out the main intention of conducting such workshop is to motivate students to nurture their talent and entrepreneurial spirits in them.

The inaugural session was followed by the technical session on the topic "Issues and Challenges faced by Social Entrepreneur" by Prakash Kaushik, CEO of Brizzio and Proprietor of Garodi Service, Mangaluru. Large number of students from various colleges took part in the workshop. The workshop was successful in sensitizing the young entrepreneurs into the exciting field of entrepreneurship. Mrs. Supritha R.K. and Mr. Sumesh Matada were the coordinators of the programme.

### **YASHA-An Interface with Industries and Students**

YASHA-An Interface with Industries and Students was organized on 20<sup>th</sup> February 2018 at the college conference with the objective to make students aware of job requirements in different sectors and make them job ready. The programme was inaugurated by Mr. Deepak Ramani, Entrepreneur, Mangalore. Mr. Deepak Ramani, in his inaugural address enlightened the students regarding the different aspects of business. Explaining the importance of Relevant Original Idea (ROI) in business, he opined that a businessman must work with heart. He also enlisted few funding sites for startups. Quoting suitable examples, he advised students to set clear goal with right practices to achieve success. Day long programme had four sessions.

In the first session, Mr. P. Suresh, Dy. General Manager, H.R., M.C.F spoke on "Industry expectation from Graduates". He highlighted the attributes and skills necessary in the industry. He said that along with practical skills, professional ethics like sincerity, respect to colleagues, willingness to learn new things and dedication to work helps an individual to be successful in work place.

In the second session, Mr. Sagar Balu Vyas, Program Manager at Ejyle Technologies addressed the students on the various opportunities available to the students after their graduation. He also highlighted the technical skills needed to possess while entering into IT industry.

In the third session, "Career in Banking", B. Gurudath Shenoy, Retd. Assistant General Manager, Vijaya Bank, spoke on the current manpower requirements in banking sector both in terms of quality and quantity. He enlightened the students on the preparation needed for the competitive exams.

In the fourth session, Mr. Santhosh Shet , Customer Relation Manager, YES Bank explained the interviewing technique and how to improve the personality in the business world. Stating the challenges in the marketing world, he highlighted the do's and don'ts in the field.

Mrs. Divya Uchil and Mrs. Smitha M. coordinated the programme.

## **IQAC PROGRAMMES**

### **Mock NAAC Visit**

As the NAAC peer team visit is on 21<sup>st</sup> and 22<sup>nd</sup> July 2017, the college decided to have a mock NAAC exercise, in the same line of NAAC peer team visit. Dr. K.V. Rao, Director, Science Center, Pilikula, Mangalore and also the former NAAC peer team member, Dr. Jaya Kumar, IQAC coordinator, SDM College Ujire were the peer team members who visited the college on 1<sup>st</sup> July 2017. Presentation by the principal was followed by interaction with the students, staff, inspection of records including innovative projects, assignments of the students and departmental visits. Suggestions were given by the peer team members. The visit gave confidence to work towards attaining excellence.

### **Leadership Training Programme**

Student council organized a training programme for the members of student council on 13<sup>th</sup> July 2017 in the college auditorium. As representatives of students, council members have the responsibility to assume leadership roles when needed. Acquainting them with requisite knowledge on leadership qualities is the objective of the programme. The trainer Mr. Manoj Louis, Associate Professor, Government First Grade College, Kavoor, conducted a fruitful and lively session for students. He enlightened students about the qualities such as communication skills, listening skills, team building, patience etc. which are most important in leader. Through activities he highlighted the importance of innovation and observation. This session taught students the qualities needed to manage different situations. The programme was compeered by Ms. Nishmitha K M. Mrs. Gayathri K. and Mrs. Renuthakshi K. coordinated the programme.

## **FACULTY DEVELOPMENT PROGRAMMES**

### **Blue Ocean Strategy - Industry Institution Interaction**

A faculty development programme on "Blue ocean strategy - industry institution interaction" was organized by IQAC on 22<sup>nd</sup> June 2017 in

conference hall. The resource person was Dr. Anjali Ganesh, Professor, Dept. of Business Administration, St. Joseph Engineering College, Mangaluru. The objective of the programme was to acquaint the faculties with the requisites of adopting blue ocean strategy in the interaction between institution and industry. The resource person, in her address, highlighted the various forms of interactions that can be done by the institutions with the industry to increase their value culture. She opined that since the trends in education have changed, it is very essential to educate the students not only in the classroom but also beyond the classroom and this can be made possible by having a focused and formulated strategy for industry institution interaction. The programme was coordinated by Mrs. Shashikala Shetty.

### **Research Publication in International Journals**

IQAC in association with the department of Business Management organized a faculty development programme on "Research Publication in International Journals" on 16<sup>th</sup> July 2017 in the conference hall. Dr. Amithab Anand, Assistant Professor, Skema Business School, Sophia Antopoles, France was the resource person. The objective of this programme was to create awareness about the international research publications among the faculties. Mr. Amithab, in his address, spoke about the opportunities available for research publication in international journals. He mentioned the list of journals to be considered for publication. He briefed about the structure and content of a good research article. He also enlightened the faculty members about the software to generate bibliography automatically. Stating that international publications provide good monetary incentives, he said getting published in international journals would open up opportunities for researchers to go on funded visit to foreign universities. He also displayed useful sites for researchers. The session was very interesting and interactive, and helped the faculties to get their doubts in the field of research publication clarified. It motivated the faculties to make an attempt in this regard. Mrs. Smitha coordinated the programme and welcomed the gathering. Mrs. Manju H. proposed vote of thanks



### **Role of Research Publication in Teaching and Learning**

A faculty development programme on "Role of Research Publications in Teaching and Learning" was organized by BCA department on 22<sup>nd</sup> August 2017 at the conference hall at 3 PM. The resource person was Dr. Iqbal Thonse Hawaldar, Assistant to the president for AQA, Kingdom University, Bahrain. Dr. Iqbal spoke about the various opportunities available in publishing articles in academic field. He opined that research is very essential at college level and there are huge opportunities for a researcher. He in his talk spoke on the advantages of publishing articles in good journals and shared his experience of publishing in a wrong journal and how it had affected his career. He inspired the faculties to register on research gate as various good journals are available in it and knowledge is always required for teaching. He gave several tips and advice about publishing research article and marketing it. He also shared his experience of being a researcher. The programme was coordinated by Mrs. Divya Uchil.

### **Blue Print for NAAC 2022**

Faculty Development Programme on Blue Print for NAAC 2022 was held on 20<sup>th</sup> March at 3 P.M. in the conference hall. Principal Mrs. Aruna P. Kamath was the resource person. Based on the inputs given by the resource person in the four NAAC workshop on NAAC new Methodology which she attended, she pointed out the need for a thorough planning require in all the areas. She briefly outlined the NAAC new format and stressed on the systematic maintenance of data and reports which should uploaded. It was a interactive session in which changes required in various areas like vision and Mission of the institution, Formation of Departmental Vision, Mission, Objectives and Learning Outcome, Lecture Plan format, Skill Enhancement and Extension activities of the department and association, Committee Handbook, Incorporating the list of Emerging Areas in the subject in the Annual Departmental plan, Formats used, Formation of SQAC, Introducing new short term course and incorporating built-in programmes to sustain good activities where discussed. Principal motivated all the faculties to think creatively to bring about the changes so that they can be introduced from next academic year. The programme was coordinated by Mrs. Smitha.

### **VALUE EDUCATION**

#### **Success with Happiness**

Value education programme on "Success with Happiness" was organized for I B.Com on 14<sup>th</sup> December 2017. The objective was to enhance mental, physical and emotional well being of the students. Mr. Prashanth Pai from Art of Living was the resource person. He gave insights into how to handle mind and emotions. Highlighting the key factors for success, he said quality life can be attained by focusing with relaxed mind. He demonstrated meditation techniques to handle mind through breath. The session was interesting with relevant exercises. Mrs. Smitha M. coordinated the programme.

#### **Moral Values and Character Education**

A guest lecture was organized for I BCA on 22<sup>nd</sup> February 2018 on the topic 'Moral values and character education'. Mrs. Deepthi, Asst. Professor, Rosario Degree College of Management Studies was the resource person. The objective of this session was to analyze character education concepts through the use of moral values. The speaker told the students that good character is required to help them to face the many opportunities and unknown dangers that are in today's society and to deal with them properly. She advised the students to develop knowledge and understanding of basic moral behavior and to put them into practice. She concluded her talk by telling that students need to know how to handle the pressures and character education will give them the tools that they need. The programme was coordinated by Mrs. Sowmya Jyothi

#### **Motivational Talk**

A motivational talk on "It's my cup of tea" was organized on 10<sup>th</sup> January 2018 at conference hall for I BBM "B" and "C". Mr. Hisrar Tallani, Founder of Hisrar events and celebrations was the resource person. The objective was to motivate the students to overcome all the barriers and achieve success. He said, self-motivation is a key for success along with suggestions from experienced individuals. Explaining the importance of positive thinking, he encouraged the students to move ahead with concentration to achieve success. The session was interactive and

interesting with relevant activities. The Program was coordinated by Mrs. Smitha M.

### **Academic Audit**

Academic Audit were held on 7<sup>th</sup> October 2017 and 12<sup>th</sup> March 2018 to verify the important records and documents maintained by the faculties. All the faculties submitted documents/report to the IQAC members. Later the documents were kept in an orderly manner, and members of the committee submitted the report to IQAC which was presented in the meeting.

### **WOMEN'S CELL**

#### **ACTIVITIES**

#### **Invisible Influence of Women in the Society**

Women's cell organized a guest lecture on the topic "Invisible Influence of Women in the Society" on 11<sup>th</sup> August 2017 in the conference hall for first years. Dr. Malini Hebbar, HOD, English Department, St. Agnes College, Mangalore was the resource person. She spoke about how women do most of the work in the home and they are never given credit. She mentioned some instances where women's are ill-treated in the families. As most women also take up jobs now, the household work should be equally shared between husband and wife, she said. Principal Prof. Aruna P. Kamath, Mrs. Jeevitha and Mrs. Shalini were present on the occasion.

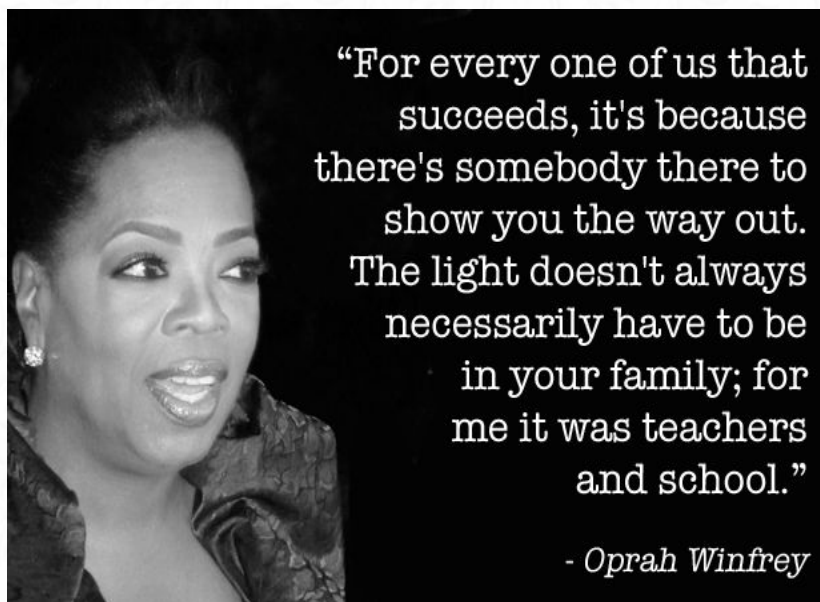
#### **Self-Defense Training for Women**

The women's cell organised a training programme for first and second years on 18<sup>th</sup> August 2017 in the college auditorium. Karthik S. Kateel, a martial arts expert, was the trainer. He demonstrated self-defense techniques and made few students perform those techniques. He also spoke about the dangers of social networking and asked the students to be cautious while revealing personal information on such sites. He gave useful tips to be cautious while travelling alone in public transport. Principal, Prof. Aruna P. Kamath, Mrs. Smitha and Mrs. Shalini were present on the occasion.

### **Women's Day Celebration**

On 8<sup>th</sup> March 2018 the Women's Cell celebrated women's day in the conference hall, Ms. Supriya Poojary, Bharat Bank also an International Common Wealth medalist, was the chief guest. The chief guest in her address expressed the hardships faced by her to become a successful sports person.

The programme was compeered by Ms. Christmitha D'Costa, Ms. Bhargavi welcomed the gathering. Ms. Chitra Rao introduced the guest and Mr. Praneet proposed vote of thanks. The principal Prof. Aruna P. Kamath and Mrs. Smitha was also present on the dais. Mrs. Shalini Devadiga coordinated the programme.







# Association Reports







# STUDENT COUNCIL

**Motto / Vision :** *Working Together Works*

**Theme :** *Uncovering Possibility in Impossibility*

## Objectives

- To represent the student body in matters pertaining to their betterment.
- To promote, organize and execute various activities that promote the personality development of students.
- To imbibe democratic ideals and provide a forum for expression.
- To provide students with unique opportunities to develop life skills and leadership qualities by organizing activities and hosting events of interest to the students

**Staff Coordinators :** **Mrs. Gayathri K.**  
: **Mrs. Renuthakshi**

**Student Coordinators :** **Ms. Chrismita Mary D'Costa** III BBM 'C'  
: **Ms. Rashmi Ramesh Achari** II BBA 'C'  
: **Ms. Nishmitha K. M.** III BCA 'A'  
: **Ms. Vaishali D. Kudva** II BBA 'C'

## Student Secretaries :

I BBA 'A'	: Rahul Rao	Bindiya D. Shettigar
I BBA 'B'	: Yashwith Adappa	Prashobitha Prabhakar
I BBA 'C'	: Gaurav	Diksha Shetty
I BCOM	: Vignesh V Baliga	Prapthi Shetty
I BCA 'A'	: Abdul Sahal	Neha Arpitha
I BCA 'B'	: Charan	Chaitra

I BA (HRD)	: Karthikeya V Shet
II BBA 'A'	: Anirudh Nagesh
II BBA 'B'	: Yajnesh D. Bengre
II BBA 'C'	: Shashank
II BCOM	: Punith Kotian
II BCA 'A'	: Nelson
II BCA 'B'	: Sanath Kumar D. Shetty
II BA (HRD)	: Jeevan
III BBM 'A'	: Vijesh Kumar
III BBM 'B'	: Deekshitha Shetty
III BBM 'C'	: Princeston Cyril Menzes
III BCOM	: Sathwik Bharadwaj
III BCA 'A'	: Venkathesh Bhat S.
III BCA 'B'	: Manish Raj
III BA (HRD)	: Gourav

Fathima Shabiha
Thanvi Shetty
Sneha S.
Prajna B.
Sanjana S.
Aishwarya
Pooja Ananda Chowta
Ashwathi C Rai
Pallavi Karkera
Sandya Shenoy
Melissa D'Souza
Disha
Priyanka D.
Fathima M.
Raksha

## ACTIVITIES

### Orientation Programme for first year students

Student Council organized an orientation programme for the new entrants of the institution on 17<sup>th</sup> June 2017 in the college auditorium. The main objective of the programme was to make the students aware of the academic aspects of the courses offered and the various rules and regulations of the college. The formal programme commenced at 9:30 am with the blessings of the Almighty invoked by Ms. Adithi. After the prayer, Principal Prof. Aruna P. Kamath, welcomed and addressed the students. In her address, she stated being admitted to management institution, students should develop entrepreneurial outlook and

managerial capabilities in all the streams. She asked the students to develop positive thinking and self-discipline in their life and also motivated them to grab the opportunities that come in their way. She also cited few anecdotes to describe the importance of hard work and dedication. After the welcome address, all the faculties introduced themselves followed by a detailed presentation of the skill enhancement activities by the staff coordinators of the various associations. In addition to this, fresher's were also informed about the fests that are organized by the college viz. Genesis, Synergy and Sygma by the respective staff coordinators. Alumni of the college Ms. Heera Maria Alva, Mr. Shivaprasad, Ms. Alminaaz and Mr. Vinod shared their experiences and memories associated with the college and motivated the students. The programme concluded with a vote of thanks by Mrs. Smitha M., Mrs. Madhumathi J. Raja compeered the programme. The programme was coordinated by Mrs. Gayathri K. and Mrs. Renuthakshi K

### **Progenitor- Orientation by Students**

After the formal orientation programme, the Final Year students of the college organized an orientation programme for the first year students. Mr. Shravan of III BBM 'C' briefed about the college and events. This was followed by the information relating to the various fests organized by the college viz. Genesis - a University Level Management Fest for the first year students of various colleges; Synergy, a National Level Management Fest organised for the undergraduate students which has attracted premier institutions across the country; Sygma, a State Level IT Fest organized for the undergraduate students.

After the briefing session, an Ice-breaking session was conducted for the first year students with the objective of inducing the spirit and essence of the corporate world in them. Ms. Chrismita D'Costa of III BBM 'C' conducted the session. The session was coordinated by Mrs. Gayathri K. and Mrs. Renuthakshi K.

### **Brain Storming for Action Plan by SQAC**

A brain storming session was held on 19<sup>th</sup> June 2017. The staff coordinators and secretaries of all association were present on the

occasion. The session was held to decide the theme, motto, and objectives of association. Planning of association activities for the academic year 2017-18 was also undertaken. The participants proposed different skill-based activities, events and extension activities to be held by the respective associations. At the end of the session, each association staff coordinators finalized and drafted the activities for the year.

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

The office bearers of the student council, Ms. Chrismita D'Costa, Ms. Rashmi Ramesh Achari, Mr. Dhanush K. T. and Mr. Abu Hysum Damudi along with the Principal, Mrs. Aruna P. Kamath, the staff coordinator of Students' Council Mrs. Gayathri K. and Mr. Arun F. Sequira visited Shri Kshethra Dharmasthala on 3<sup>rd</sup> July, 2017. The visit was intended to seek the blessings of reverend President Dr. D. Veerendra Heggade for the activities planned for academic year 2017-18. He expressed his happiness when the student representatives presented plan of action and briefed him about the skill enhancement activities planned for the year. He guided students on the importance of having practical knowledge to be successful in achieving their goals.

The group sought the blessings of Lord Manjunatha Swamy for a bright and successful year for the entire student community. This visit enabled the students to get an insight in to the vision of the management and encouraged them to work towards achieving it.

### **Inauguration of Student Council**

The Inauguration of the Students' Council for the academic year 2017-18 was held on 5<sup>th</sup> July 2017 in the college auditorium. The programme was inaugurated by Mr. Raghu Rao, Database Administrator, Department of Revenue, Atlanta, USA, Mrs. Sandhya Bekal, Senior Application Developer, Automatic Data Processing, Atlanta, USA and Mr. Karthik Pai, Assistant Manager, South Indian Bank, Kannur, also an alumnus of the college.

The motto and the theme adopted for the year 'Uncovering Possibility in Impossibility' was revealed by the members of the council with a dance performance by the students. The students' representatives of the various



associations and departments introduced themselves to the gathering and presented a plan of action for the academic year 2017-18. This was followed by the oath taking by council members which was administered by the staff coordinator Mrs. Gayathri K. To uphold the importance of the occasion college anthem was sung by the students.

The inaugurator Mr. Raghu Rao addressed the gathering through his inspiring words. In his inaugural address, he congratulated the students for planning wide range of activities in order to develop skills and to gain knowledge. He said that doing right things in life will help students to be more focused in their studies and to achieve their dreams.

The chief guest Mrs. Sandya Bekal, in her address, insisted the students to make use of the opportunities available to build their career. She said that she cherished the memory of being a faculty in the college two decades ago which helped her in various capacities. Mr. Karthik Pai, said that it is very essential for students to remain motivated. The plethora of activities held throughout the year is the real source of inspiration for students, he said. He also added that the opportunities provided by the college helped him to be more focused and career oriented.

The Principal, Mrs. Aruna P. Kamath, in her presidential address, said that the larger number of associations and wide range of skill development activities show that the students are very enthusiastic to imbibe leadership and entrepreneurial skills. The co-coordinator of Students' Council Mrs. Renuthakshi K. was also present on this occasion. Ms. Samantha D'Souza, compeered the programme, Ms. Chrismita Mary D'Costa, Students' Council President welcomed and Mr. Jayanth Jain, proposed vote of thanks. Council secretary Rashmi Ramesh Achari, joint secretaries Nishmitha K. M. and Vaishali D. Kudva were also present on the dais. The college anthem was sung by Adithi and group.

### **Leadership Training Programme**

Student Council organized a training programme for the members of student council on 13<sup>th</sup> July 2017 in the college auditorium. As representatives of students, council members have the responsibility to assume leadership roles when needed. Acquainting them with requisite

knowledge on leadership qualities is the objective of the programme. The trainer Mr. Manoj Louis, Associate Professor, Government First Grade College, Kavoor, conducted a fruitful and lively session for students. He enlightened students about the qualities such as communication skills, listening skills, team building, patience etc. which are most important in leader. Through activities he highlighted the importance of innovation and observation. This session taught students the qualities needed to manage different situations. The programme was compeered by Ms. Nishmitha K. M. Mrs. Gayathri K. and Mrs. Renuthakshi K. coordinated the programme.

### **PTA Annual General Meeting**

The PTA Annual General Meeting was held on 7<sup>th</sup> September 2017 at 3.00 pm at conference hall. The PTA President Mrs. H. K. Geetha was the chief guest for the programme. The programme commenced by evoking God's blessing by Miss. Prashobitha and group. 273 students of present II and III BBM, BCA, B.Com & BA(HRD) were felicitated by giving cash prizes for securing 85% and above in theory subjects and 95% and above in practical or Project work. 33 students of BBM, 58 students of BCA, 31 students of B.Com and 4 students of BA(HRD) who secured distinction in the Mangalore University Examinations held in April/May 2017 were awarded merit certificates. The distinction holders gave their feedback. 3 faculties were also felicitated for their achievements during the academic year 2016-17. New office bearers were elected. Mrs. Asha was elected as the President and Mrs. Shobhalatha G. Alva as Joint Secretary. Parents also gave their valuable suggestion and feedback. Principal welcomed the gathering. Mrs. Renuthakshi proposed vote of thanks. The programme was compeered by Mr. Thilakraj. Mrs. Renuthakshi coordinated the programme.

### **COLLEGE ANNUAL DAY CELEBRATION 2018**

#### **Prize Distribution Ceremony**

The 39<sup>th</sup> annual day celebration of the college was held on the 16<sup>th</sup> February 2018. It began with prize distribution ceremony at 9:00 a.m in the auditorium. Mrs. Malini K. V., Principal, Canara First Grade College and Ms. Shilpa H., Artist and an alumna of the college were the chief guests.

The program began with prayer. Ms. Chrismita Mary D'Costa welcomed the gathering. Mrs. Malini K. V. and Ms. Shilpa H. were introduced by Ms. Rashmi Ramesh Achari and Ms. Vaishali Kudva respectively. Chief guest, Mrs. Malini K. V. said that the future of our country lies in how a student uses the acquired education. Students need to set their goal and should work hard to reach the goal. Ms. Shilpa H. added that in SDM the future of the students are in right and safe hands. In her presidential address, Prof. Aruna P. Kamath said that the college offers plethora of opportunities for the students which enhance their skills and capabilities. The prize distribution ceremony began with the general proficiency prizes followed by various association prizes, prizes for special contribution in various fields and scholarships for students with highest marks. The prizes were distributed by the chief guests. The program concluded with the vote of thanks proposed by Ms. Nishmitha K. M. The event was compered by Ms. Samantha Virginia D'Souza.

The evening programme commenced at 4.30 pm with a prayer. The chief guests of the day were Dr. B. S. Nagendra Prakash, Registrar, Mangaluru University and Captain Rajaneesh Siddhi L. R., Indian Army, and an alumnus of the institution. The gathering was welcomed by student council president. A brief introduction of the guests was presented by Ms. Vaishali Kudva and Ms. Nishmitha K. M.

On this occasion Captain Rajaneesh Siddhi L. R. was honoured by Dr. B. S. Nagendra Prakash on behalf of the college as a mark of respect and appreciation. Following this, the principal, Prof. Aruna P. Kamath presented the annual report which encapsulated all the activities and achievements of the staff and students. She added that the entire team has walked an extra mile and achieved 'A' Grade in the NAAC assessment with CGPA 3.30 because of the support and guidance of the management. The rank holders in the Mangalore University examinations held in the month of April 2017, Ms. Alminaaz of BA(HRD), Ms. Sushmitha S., Ms. Leeta Welsy Aranha, Ms. Kriti Nahata and Ms. Chaithrashree L. from B.B.M were honoured in this occasion. Scholarships instituted by a few well-wishers of our institution were also awarded to various students. Ms. Sanjana, faculty of the college was felicitated for securing third rank in

M.Com examinations conducted by Mangalore University in April 2017. The best outgoing student award was conferred to Ms. Chrismita Mary D'Costa of III BBM, Mr. Dhanush K. T. of III BCA, Ms. Samantha Virginia D'Souza of III BA (HRD) and Ms. Deepa A. of III B.Com based on their admirable conduct and academic performance. In his address, the chief guest shared his dream of making Mangalore University a No 1 University in the country with the cooperation of young generation. He also acknowledged the efforts made by the SDM Management which contributes for the empowerment of the downtrodden and rural community.

Captain Rajaneesh Siddhi L. R. shared his memories of his college life and the process of training in army. He added that to achieve success in life there is a need to take challenge as an opportunity. He added that India will grow only when people will believe in the concept of one religion which is India.

The vote of thanks marking the end of the formal session was proposed by student coordinator Ms. Rashmi Ramesh Achari. The formal session was compered by Ms. Sandra.

The informal session was compered by Mr. Shravan, Ms. Chrismita Mary D'Costa and Ms. Sandhya, followed by a welcome dance. Various talented students exhibited their performances.

## **OBSERVATION OF IMPORTANT DAYS**

### **Independence Day Celebrations**

On 15<sup>th</sup> August 2017, the college celebrated the 71<sup>st</sup> Independence Day with great enthusiasm and respect. The chief guest was Captain Brijesh Chowta, Ex-serviceman of the Indian army. Dr. Tharanath, Principal, SDM Law College, Dr. Devaraj K., Director, SDM PG Centre for Management Studies and Research and Prof. Aruna P. Kamath, Principal, SDMCBM were also present. The celebration began with the students marching together in the spirit of freedom. This was followed by evoking blessings of almighty led by Rajath of III BCA 'A'. A bouquet of flowers was given by Dr. Tharanath and a memento as a token of our appreciation was given by Dr. Devaraj K. to the chief guest. To commemorate the sovereignty of



our nation the National Flag was hoisted by Captain Brijesh Chowta. The chief guest expressed that the Independence Day celebrations should not be confined only to ceremonies. Students should be aware of the present conditions of the country and contribute to development of the same in their own capacity. He also pointed out about the present India China tension at the border and explained as how strategically, militarily and economically we can strengthen the position of our country. Sweets were distributed to all the students present on this auspicious day. Ms. Nishmitha K. of III BCA 'B' introduced the chief guest. Ms. Chrismita D'Costa of III BBM 'C' welcomed the gathering. The programme was compeered by Mr. Roshin Alex John of II BBA 'B'. Ms. Rashmi Ramesh Achari of II BBM 'C' proposed the vote of thanks.

### **Teacher's Day Celebrations**

Teacher's Day was celebrated on 5<sup>th</sup> September 2017 to mark the birthday of a great teacher Dr. Sarvapalli Radhakrishnan, who was a staunch believer of education, and was the well-known diplomat, scholar, President of India and above all a Teacher. The day is also dedicated to honour the teachers of institution who play a prominent role in the life of their students and enrich their personality by imparting ethical and academic knowledge. The chief guest for the day was Prof. Udaya Kumar, SDM Law College, Mangaluru. Director, Dr. Devaraj K, Principal, Prof. Aruna P. Kamath, staff coordinators Mrs. Gayathri K. and Mrs. Renuthakshi K. were present on the dais. The day's celebration began with a prayer by Mr. Rajath. Ms. Vaishali Kudva formally welcomed the gathering on this august occasion. The significance of celebrating Teachers' day was rightly put forward by Ms. Sandra. She highlighted the various cases were teachers played vital role in shaping the society. Mr. Dhanush K. T. introduced the chief guest of the program. The chief guest was honoured by Dr. Devaraj K. and Prof. Aruna P. Kamath.

Thereafter, Prof. Udaya Kumar captured the attention of audience through his excellent speech. He emphasized that a teacher should always give importance to students, institution, and at the same time should never lose their dignity. From his work experience he provided valuable information to motivate the gathering. Dr. Devaraj K., in his presidential

address, emphasized that students should be encouraged for their innovative ideas. Following the presidential address, the teaching and the non-teaching staff were honoured by chief guest, Prof. Udaya Kumar by presenting mementos as a token of love and appreciation for being the pillars of strength and support of the institution. The programme was compeered by Ms. Chrismita D'Costa. Ms. Bhavisha proposed vote of thanks





## FINANCE ASSOCIATION - *Fondos*

**Motto/Vision :** *To enhance the financial analysis skills of students*

**Theme :** *The way to create, save and invest.*

### Objectives

- To create a cohort of students in financial careers.
- To provide the students with an overview of professional opportunities in finance.
- To encourage activities beyond prescribed syllabus.
- To provide the basic knowledge about the existing financial institutions and their services.

**Staff coordinators :**  
Mrs. Smitha M.  
Ms. Sowmya Hedge  
Mr. Gururaj G.  
Mr. Praveen  
Mrs. Sanchitha

**Student Coordinators :**  
Nidhi Bhandarkar III BBM 'B'  
Deepika III BCOM

**Student Secretaries :**  
III BBM 'A' : Vinutha Vegias  
III BBM 'B' : Nasheel  
III BBM 'C' : Varsha Pai  
III B.Com : Shrisha Nayak U.  
III BCA 'A' : Babitha Shetty  
III BCA 'B' : Uttam U. R.  
III BA(HRD) : Meghana

### ACTIVITIES

#### Inauguration and Orientation

Finance association inauguration and orientation was conducted on 11<sup>th</sup> July 2017 in conference hall at 2.00 pm. The resource person was Mr. Raif Zakaria, Managing Director of Auto Motive Agencies. This orientation was mainly conducted for the 1st year students to familiarize them about various skill enhancement activities, extension activities, guest lectures and also about the fest which will be conducted in our college as well as other colleges. The resource person encouraged the students to join the association by emphasizing its various benefits. The programme was coordinated by Mr. Gururaj. G.

#### Guest Lectures

##### GST- Impact on public

On 18<sup>th</sup> July 2017 Finance Department organized guest lecture on the topic "GST- Impact on Public" in Conference hall for II BBA A and III B.Com students at 2 p.m. Mr. Ashish Agarwal AGM, JBF Chemicals, Mangaluru was the resource person.

The main objective of this guest lecture is to give awareness about GST to the students. Mr. Agarwal spoke about how GST impact on common people and their lives. Goods and services will be subject to a uniform tax rate and both will be treated at par. With examples he clearly explained about how goods are charged within the state and outside the state. He also emphasized on interaction with groups in a positive manner. Miss Sowmya Hegde coordinated the programme.

##### Present Banking Scenario and Regulations

The Finance department organized a guest lecture on the topic "Present Banking Scenario and Regulations" for II BBM 'C' on 13<sup>th</sup> January 2018. Mr. N. Ravi Kumar, Manager, Canara Bank, Mangaluru was the resource



person. He spoke about present scenario of banking structure in India, banking regulations, facilities available in banks and also enlightened the usage and working of digital products. The resource person gave brief information about loan and other facilities. Mrs. Sanchitha coordinated the programme.

## **STUDENT FACULTY PROGRAMMES**

### **Journal Entries**

Finance department organized a student faculty programme on 15<sup>th</sup> July, 2017 by Ms. Nidhi Bhandarkar of III BBM 'B' for II BA (HRD) on the topic "Journal Entries". This programme was organized with the dual objective of providing an opportunity for final year students to improve their presentation skills, at the same time motivating first year students to take up such programmes in future.

She first explained about the journal, types of accounts and rule of double entry system. Then she dictated few transactions and explained the journal entries with steps followed for recording entries. She engaged the students by asking questions about the subject matter. Mrs. Gayathri K. coordinated the session.

### **Dividend Policy**

On 6<sup>th</sup> March 2017 Finance department organized student faculty programme for II BBM 'C' on the topic Dividend Policy by Ms. Sauparnika of III BBM 'A'. She explained about dividend and factors affecting dividend policy. This programme was conducted mainly to improve the presentation skill. Ms. Sowmya Hegde coordinated the programme.

### **Book Review**

A book review on "Connect the dots" by Rashmi Bansal was conducted for I BBA on 16<sup>th</sup> March 2018. The review was done by Mr. Samridh S. Shetty of I BBA 'C'. This book explains the success story of budding entrepreneurs. Mrs. Sanchitha coordinated the programme.

### **Group Discussion**

On 29<sup>th</sup> September 2017 the department organized a group discussion on the topic "FDI is Boon or Bane to India". The objective of this activity was to

improve the communication skill, leadership skill and interpersonal skill of the students and to inculcate knowledge among students about FDI. Ms. Sowmya Hegde coordinated the programme.

### **Paper Presentation**

On 22<sup>nd</sup> February 2018 Finance department organized paper presentation for III B.Com on the topic "Union Budget 2018-19" by Ms. Manjushree and Ms. Deepika of III B.Com. The objective of this is to create awareness about union budget and to improve students' presentation skill. Ms. Sowmya Hegde coordinated the programme.

### **Debate**

On 11<sup>th</sup> February 2018 Finance department conducted debate on the topic "Pros and Cons of GST" for II BBM 'C'. The objective of this activity was to provide information on the impact of GST. This activity was coordinated by Mrs. Sanchitha.

## **EXTENSION ACTIVITIES**

### **Visit to Junior Technical School KPT**

The Finance association conducted an extension activity on 5<sup>th</sup> September 2017 at Junior Technical School KPT. The objective was to provide information about basic accounting concepts to the high school students. Activities were conducted by the members of the association to improve their financial literacy. Mr. Deviprasad and Mr. Gururaj G. coordinated the activity.

### **Visit to Kanara Chamber of Commerce**

The members of the association Nidhi Bhandarkar of III BBM 'B', Deepika of III B.Com and Sucheth of II BBA 'C', were deputed to attend a GST Awareness Programme on 12<sup>th</sup> July 2017, organized by Kanara Chamber of Commerce and Industry, Mangaluru.

### **Visit to DSAJ Precision**

On 9<sup>th</sup> February 2018 Finance Department conducted an extension activity at DSAJ Precision, Mangaluru. Students of the department briefed about SIP (Systematic Investment Plans) to the employees of DSAJ Precision.

Various alternatives of SIP are explained to the employees. Nearly 14 employees benefited from this extension activity. The objective of this extension activity is to render some service to the needy employees of private sector companies as part of Institution social responsibility. A team of 8 Students actively participated in this activity. Ms. Sowmya Hegde, Mr. Gururaj and Mr. Praveen coordinated the programme.

## **SKILL ENHANCEMENT ACTIVITIES**

### **Money Talk**

The Finance association organized Money Talk on 28<sup>th</sup> July 2017 The objective of the activity was to create awareness about financial concepts. This activity helped students to improve communication skills and knowledge of financial accounting. Finance related topics were given to the students on the spot and they were asked to talk on the selected topic for two minutes. Large number of students participated in this activity. Ms. Priya Kamath and Mr. Sumesh were the judges. Mr. Gururaj G. coordinated the programme.

### **Debate**

The association conducted Debate competition on 12<sup>th</sup> August 2017 with the objective to ensure the students are well versed with the current events in the field of finance. The participants were innovative and creative. The competition was coordinated by Mr. Gururaj G.

### **Collage Competition**

The association conducted Collage competition on 21<sup>st</sup> December 2017, with the objective to create awareness, promote and educate the students regarding effect of demonetization on Indian economy. The participants used innovative and creative ideas to prepare the collage. The competition was coordinated by Mr. Gururaj G.

### **Paper presentation**

The association conducted paper presentation competition on the topic "Demonetization" on 22<sup>nd</sup> January 2018 .The objective of this activity was to enhance the presentation and communication skills of the students and also to acquaint them about the changes in monetary policy and system.

This activity helped students to improve their communication skills and knowledge about demonetization. Students actively took part in this event. Ms. Priya Kamath and Ms. Sanjana judged the event. Mr. Gururaj G. coordinated the event.

### **Financial Analyst**

The association conducted financial analyst competition by giving finance case study on 16<sup>th</sup> January 2018. The objective of this activity was to improve analytical skills of the students. The competition was judged by Ms. Priya Kamath and coordinated by Gururaj G.

### **Financial Crossword and Treasure Hunt**

Finance association conducted Financial Crossword and Treasure Hunt competition on 15<sup>th</sup> January 2018. The objective of the activity was to create awareness about financial words and their meaning. Finance related definitions were given to the students and they had to complete the crossword in order to get the treasure hunt clues. Only the first 15 teams to complete the crossword were able to move on to the treasure hunt round. Mr. Gururaj G. was the staff coordinator.

### **Bid and Win**

On 9<sup>th</sup> February 2018 Bid and Win competition was conducted for the students with the objective to develop competencies and also make the students aware of the recent trends in financial sectors, banking sectors, insurance sectors and corporate sectors. They were asked a series of questions and the participants were asked to write the correct answers for all the questions and had to bid for the correct answer. The participant with the highest bid was the winner. Mr. Gururaj G. coordinated the competition.

### **Portfolio Management**

Portfolio Management competition was conducted by the Finance association on 14<sup>th</sup> February 2018, with the objective of educating the students of effective Budgeting and how it can impact the decisions to be made. 15 students actively participated in the event. The competition was coordinated by Mr. Gururaj G.



## List of Prize Winners

### Money Talk

I	Jayant Jain	III BBM 'B'
II	Manoj	III B.Com
III	Vikas	I BBA 'A'
	Vivek Mitra	II BBA 'B'

### Argument

I	Rumulla	III BBM 'B'
II	Manoj	III B.Com
III	Varnitha	III B.Com

### Financial Analyst

I	Vikas Verma	I BBA 'A'
II	Amogh Alva	I BBA 'A'
III	Prathviraj K.	II B.Com

### Bid and Win

I	Jayanth Jain	III BBM 'B'
II	Abhishek	II BBA 'C'
III	Pooja	II BBA 'B'

### Portfolio Management

I	Manoj	III B.Com
II	Sowparnika	III B.Com
III	Sharmik	III BBM 'A'

### Paper Presentation

I	Sowmya .S.Rao	I B.Com
	Kshitha T. A.	III B.Com
II	Priyanka G. Naik	III B.Com
III	Nelson	II BCA 'A'

### Financial Crossword and Treasure Hunt

I	Annapurna	II B.Com
	Manoj	III B.Com
II	Ananya	II BBA 'B'
	Anusha	II B.Com
III	Sahana	III B.Com
	Kshithi	III B.Com

### Collage

I	Yayana B.	II BCA 'B'
	Shruja Amin	II BCA 'B'
II	Ananya	II BBA 'B'
	Anusha	II B.Com
III	Sahana B.S.	III B.Com
	Kshithi	III B.Com



## MARKETING ASSOCIATION - *Venta*

**Motto/Vision :** *To create an awareness among students about various dimensions of marketing.*

**Theme :** *Digital Marketing*

### Objectives

- To create an awareness among students about various dimensions in marketing
- To build the competency level of the students in terms of marketing skills
- To provide students with a professional network

**Staff coordinators :** **Mrs. Kavitha Prabhu**  
: **Mrs. Deepashree G. Shenoy**  
: **Mrs. Shwetha Y.**  
: **Mrs. Rashmi**

**Student Coordinators :** **Ms. Sakshi Shetty**     **III BBM 'C'**  
: **Ms. Rumulla Pinto**     **III BBM 'B'**

### Student Secretaries :

III BBM 'A' : Adithya Karkera  
III BBM 'B' : Rumulla Pinto  
III BBM 'C' : Sakshi Shetty  
III B.Com : Ashika  
III BCA 'A' : Prakruthi  
III BCA 'B' : Shaista

### ACTIVITIES

#### Inauguration and Orientation

The association was inaugurated on 30<sup>th</sup> June 2017 in the conference hall. Mr. Santhosh Shet, HR Manager, YES Bank, Mangaluru, also an alumnus,

inaugurated the association by lighting the lamp. He, in his inaugural address briefed the field of marketing to the gathering. Mrs. Smitha, Dean, BBM department, inspired the students to take active participation in the college activities. Proposed action plan for the year 2017-18 was also presented by the student coordinator. Mrs. Deepashree Shenoy coordinated the program

### GUEST LECTURES

#### Strategies for Market Research

The department organized a guest lecture on the topic "Strategies for Market Research" for II BBA 'A', and II B.Com. Resource person was Mr. Amithabh Anand, Assistant Professor, Department PMISSC and Shar Research Group, SKEMA Business School, France. He elucidated on emerging strategies pertaining to marketing research. Quoting the real life examples he stressed on the point that how marketing research plays its multifaceted role in benefiting the different sections of the society. This programme was coordinated by Mrs. Smitha M. and Mrs. Kavitha Prabhu.

#### Corporate Life

The department organized a guest lecture on the topic "Corporate Life" for II BBA 'B', on 14<sup>th</sup> March 2018. The resource person was Ms. Monisha Maben, Alumnus, Finance Officer, Osborne Engineering, Dubai. She said that corporate life keeps an individual updated with the current scenario which will help us know the world in a global level. The programme was coordinated by Mrs. Kavitha Prabhu.

#### Training on Viral Video Making

The department organised a training programme for the members of marketing association on viral video making on 29<sup>th</sup> June 2017 at BCA lab. The objective of the programme was to create awareness on digital marketing. Training was given by Pavithra Vikas, Center Head, NIIT, Mangaluru, and Ishwarya Shetty, faculty, NIIT Mangaluru. The programme was coordinated by Mrs. Kavitha Prabhu and Mrs. Shwetha Y.



## **Human Rights Day Celebration**

Karnataka State Human Rights Commission, District Administration, Legal Service Authority, Human Rights non government organisation in association with college celebrated Human Rights Day on 13<sup>th</sup> December 2017 at conference hall. District and Session Court Judge and District Legal Services Authority Chairman, K. S. Belagi was the inaugurator of the function. Senior Civil Judge, Mallana Gowda Patil, Additional Deputy Commissioner Mr. Kumar, Assistant Commissioner, Mrs. Renuka Prasad, Human Rights Activist Mr. K. Balakrishna Rai were also present on the occasion.

The programme started with administering the oath by K. S. Belagi on safeguarding human rights. Inaugurating the human rights day programme, he said that teachers and parents have equal responsibility to guide their children in ensuring that there is no violation of human rights by them. He informed that the role of teachers and parents place a vital role in safeguarding the human rights.

Mr. K. Balakrishna Rai opined that highest violation of human rights takes place in police department and he also quoted many cases of human rights violation in police station in the city. The programme was coordinated by Mrs. Kavitha Prabhu

## **STUDENT FACULTY PROGRAMMES**

### **Consumer Behaviour**

A Student faculty programme was organized by the department for II BBA 'A' by Ms. Rumulla of III BBM 'B' on the topic "Consumer Behaviour" on 26<sup>th</sup> September 2017. The objective of the programme was to inculcate leadership qualities among the students. Ms. Rumulla explained about various consumer behaviour patterns. Mrs. Deepashree Shenoy coordinated the programme.

### **Environmental Causes**

Marketing association conducted a student faculty programme on 'Environmental Causes' by Shravan and Monish Sowkar of III BBM 'C' for I B.A (HRD) on 19 March 2018. The objective is to create an awareness on

Environmental Causes and Effect. The programme was coordinated by Mrs. Rashmi T.

### **Dividend Policy**

Marketing association conducted a student faculty programme on 'Dividend Policy' by Chrismitha Mary D'Costa of III BBM 'C' for II BBM 'B' on 13<sup>th</sup> March 2018 The objective was familiarize about the basics of dividend and its policy in corporate world. The programme was coordinated by Mrs. Rashmi T.

### **Customer Retention through Social Media**

A student faculty programme was organized by marketing department on 27<sup>th</sup> February 2018 for I BBA 'B' by Ms. Disha and Ms. Neema of III B.Com on the topic "Customer Retention through Social Media". The objective of the programme was to inculcate leadership qualities among students. Ms. Disha and Ms. Neema in their presentation explained about various customer retention strategies through social media. Students were engaged in creative activities throughout the session. Mrs. Deepashree Shenoy coordinated the programme.

### **Consumer Rights**

A student faculty programme was organized by the department on 28<sup>th</sup> February 2018 for I BBA 'C' by Ms. Sahana and Ms. Kshithi Neema of III B.Com on the topic "Consumer Rights". The objective of the programme was to inculcate leadership qualities among students. Ms. Sahana and Ms. Kshithi in their presentation explained about various consumer rights which consumer can exercise. Students were engaged in creative activities throughout the session. Mrs. Kavitha Prabhu coordinated the programme.

## **EXTENSION ACTIVITIES**

### **Visit to Plama Plastics**

On 5<sup>th</sup> August 2017 the department organized a factory visit to "Plama Plastics", Baikampady, Mangaluru. The objective of this visit was to have an

industry- institution interaction and to know how the processing and marketing in industry. Mr. Suresh Karkera , Managing Director, guided the students. Mrs. Shwetha Y. coordinated the programme.

### **Visit to Deccan Plast Industries**

On 6<sup>th</sup> August 2017 the department organized a factory visit to "Deccan Plast Industries", Baikampady, Mangaluru. The objective of this visit is to have an industry- institution interaction and to know how the processing and marketing industry. Mr. Asgar, Managing Director guided the students. Mrs. Shwetha Y. coordinated the programme.

### **Visit to Lourds School**

The members of marketing department visited Lourds School, Bejai on 13<sup>th</sup> January 2018. The objective of the programme was to interact with the students and conduct marketing activities for them. As part of the activity the students had to design the logo for their product. This activity was conducted with an objective to bring out their inner talents and also a platform to build their confidence. Mrs. Kavitha Prabhu coordinated the programme

### **Visit to Mangala Cashew Industries**

On 29<sup>th</sup> March 2018 the department organized a factory visit to "Mangala Cashew Industries", Padavinangady, Mangaluru. The objective of this visit is to have an industry- institution interaction and to know how the processing and marketing takes place in the industry. Students were interacting with the staff of the industry to know about their processing and marketing strategies. Mr. Mahesh, Manager Mangala Cashew Industries guided the students. Mrs. Kavitha Prabhu coordinated the programme

### **Awareness about Consumer Rights**

On 28<sup>th</sup> March 2017, the department conducted an extension activity at Kodical, Mangaluru with an objective of creating awareness about consumer rights among shopkeepers .The extension activity was initiated by Ms. Krithi of II BBA 'C'. Mrs. Deepashree Shenoy coordinated the programme.

## **SKILL ENHANCEMENT ACTIVITIES**

### **Swap Me**

The association conducted Swap Me competition on 7<sup>th</sup> July 2017. Large number of students participated in this competition. Each individual was

evaluated on the basis of Presentation, Creativity and Innovation. The judges were Mr. Deviprasad and Ms. Priya Kamath. Mrs. Deepashree G. Shenoy coordinated the programme.

### **Brand Wars**

The association conducted brand wars competition on 14<sup>th</sup> July 2017. The Contestants were given brand names and had to perform in a team of two. The event was judged by Mr. Sumesh. Competition was judged on the basis of the participants' convincing ability, content and communication skills.

### **Logo Quiz**

The association conducted logo quiz on 28<sup>th</sup> July 2017. The criteria for judging were based on the accuracy of the answers given by the participants. Large number of students participated in the event.

### **Flash Marketing**

The association conducted Flash Marketing on 6<sup>th</sup> September 2017 on the topic "Trending Fashions". Participants were asked to market a product of their own based on the topic given. The event was judged by Mr. Sumesh.

### **Product Launch**

The association conducted Product Launch on 5<sup>th</sup> January 2018. The participants were asked to come up with their new product and launch it. Large number of students took part in the event. The event was judged by Mr. Sumesh and Mr. Praveen.

### **The Return**

The association conducted The Return competition on 16<sup>th</sup> December 2017. The participants were asked to choose their own product and which is absent or failed in the market and return the product into the market with extra uses and features. The event was judged by Mr. Praveen D.

### **Slogan Writing**

The association conducted Slogan Writing on 14<sup>th</sup> December 2017. The participants were asked to write slogans on the given product. The participants had to come up with their own slogans and brand names. The event was coordinated by Mrs. Deepashree Shenoy.



### **Jingle Writing**

The association conducted Jingle Writing on 19<sup>th</sup> December 2017. The participants were asked to write a Jingle on the given product. The event was coordinated by Mrs. Deepashree Shenoy.

### **Logo Designing**

The association conducted Logo Designing on 21<sup>st</sup> December 2017. The participants were asked to design their own logos which was provided. The event was coordinated by Mrs. Deepashree Shenoy.

### **Mad Ad**

The association conducted Mad Ad competition on 11<sup>th</sup> January 2018. The contestants were given a theme to present and 3 participants made a team. Competition was judged on the basis of presentation, content and innovation.

### **Short film**

The association conducted Short Film on 13<sup>th</sup> January 2018. The participants were asked to make a short film of 5 minutes on the topic "Faulty Marketing". The event was judged by Mr. Praveen D.

### **Treasure Hunt**

The association conducted Treasure Hunt on 15<sup>th</sup> January 2018. The hunt was conducted based on the marketing strategies.

### **Paper Presentations**

- The association organized paper presentation for III B.Com on 4<sup>th</sup> July 2017 on the topic "Comparative Study of Motivational Theory". Ms. Ashwini Rai and Ms. Shivani of III B.Com presented paper. The objective of the programme was to improve the presentation skill and enrich the knowledge of the students.
- The association organized a paper presentation for I BA (HRD) on 22<sup>nd</sup> August 2017. The objective of the programme was to improve the presentation skill and enrich the knowledge of the students. Following students presented the paper on the below mentioned topics.  
Consumer Awareness by Mr. Ananth Valke, Consumer Behaviour by Mr.

Aman Rao, Online Marketing by Mr. Akshay Kotian. Mrs. Shwetha coordinated the programme.

### **Group Discussion**

Group discussion was organized by the association for III B.Com on 27<sup>th</sup> September 2017. This activity was organized in order to improve the communication and analytical skills of the students. Students were divided into three groups. Each group was given 15 minute for discussion on different topics, 5 minutes for presentation and 2 minutes for question and answer. Mrs. Kavitha Prabhu coordinated the programme.

### **Quiz**

On 23<sup>rd</sup> February 2018 the marketing dept. conducted quiz for III BBM 'C'. The objective of this competition was to assess the marketing knowledge of the students. The programme was coordinated by Mrs. Shwetha Y.

### **Book Review**

- The department organized a book review on "The Trusted Executive" by John Blakey on 18<sup>th</sup> July 2017. The book was reviewed by Ms. Aisha Maimoona of II BBM B. The objective of the review was to develop critical reading skills by identifying the author's perspective. Mrs. Kavitha Prabhu coordinated the programme.
- The department organized a book review on "Warrior of the light" authored by Paulo Coelho on 6<sup>th</sup> February 2018. The book was reviewed by Ms. Rumulla Nishu Pinto of III BBM 'B'. The objective of the review was to develop critical reading skills by identifying the author's perspective. Mrs. Kavitha Prabhu coordinated the programme.
- The department organized a book review on 'Retail Management' authored by Swapna Pradhan and was reviewed by Dhanusha P. Kamath of III BBM 'C'. The objective was to know the significance of retail industry in India. Mrs. Rashmi T. coordinated the programme.
- The department organized a book review on "Knowledge Outlook of Indian Consumers towards BHIM App"- authored by A. Arun Kumar and was reviewed by Sushmitha of III BBM 'C'. The objective was to know about the consumer behavior towards BHIM App. Mrs. Rashmi T. coordinated the programme.

## List of Prize Winners

### Swap Me

I	Chrismtha D'Costa	III BBM 'C'
II	Roshin	II BBA 'B'
III	Vivek	II BBA 'B'

### Brand Wars

I	Nisha & Mahima	III B.Com
II	Jayanth Jain & Ashish	III BBM 'B'
III	Akshay Sharma & Vikas Varma	I BBA 'A'
III	Vivek & Roshin	II BBA 'B'

### Logo Quiz

I	Vastav	III BBM 'B'
II	Mohammed Shadab	I BBA 'A'
III	Mayank Patodi	I BBA 'C'
III	Dhanush K. T.	III BCA 'A'

### Flash Marketing

I	Vivek Mithra	II BBA 'B'
II	Abhishek	II BBA 'C'
III	Chrismitha D'Costa	III BBM 'C'

### The Return

I	Nidhi Bhandarkar	III BBM 'B'
II	Deekshitha Shetty	III BBM 'B'
III	Chrismitha D'costa	III BBM 'C'

### Slogan Writing

I	Jay Karia	I BBA 'C'
II	Akhil Raj K.	I BBA 'A'

### Jingle Writing

I	Mayank Patodi	I BBA 'C'
II	Sandhya Shenoy	III BBM 'B'

### Logo Designing

I	Anusha Suvarna	III BBM 'B'
II	Sagarika	III BBM 'B'

### Product Launch

I	Roshin & Vivek	II BBA 'B'
II	Mayank & Jay Karia	I BBA 'C'

### Mad Ad

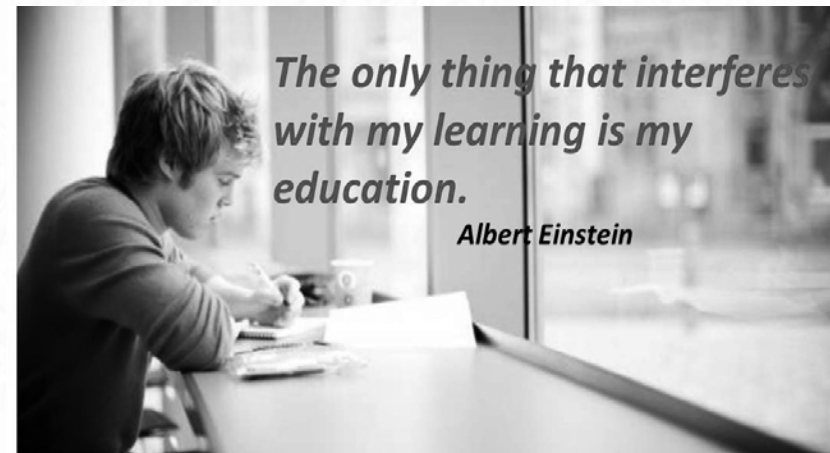
I	Nidhi Bhandarkar	III BBM 'B'
	Jeston Pereira	III BBM 'B'
	Hysum Damudi	III BBM 'B'
II	Vinutha Veigas	III BBM 'A'
	Adithya	III BBM 'A'
	Nireeksha	III BBM 'A'

### Short Film

I	Hysum Damudi	III BBM 'B'
II	Jay Karia	I BBA 'C'

### Treasure Hunt

I	Akshay Sharma	I BBA 'A'
	Vikas Varma	I BBA 'A'







## ASSOCIATION - *Resource Hub*

**Motto/Vision** : *To Be Innovative rather Than Imitative.*

**Theme** : *'Success through People'*

### Objectives

- Giving multi -dimensional perceptions to recent HR issues.
- Orienting the students towards changing HR policies and trends.
- Exposure to cultural ethos and traditional HR practices.

**Staff Coordinators** :  
: **Mrs. Anasuya**  
: **Mrs. Gayathri K.**  
: **Mrs. Preethika Dharmapal**  
: **Mrs. Parinitha Salian**

**Student Coordinators** : **Ms. Rashmi**  
: **Ms. Meghana**

### Student Secretaries

III BBM 'A' : Meghana  
III BBM 'B' : Mohammed Zanoon  
III BBM 'C' : Deekshith  
III B.Com : Vishal S Nayak  
III BCA 'A' : Chaithra Rai  
III BCA 'B' : Akash Raj  
III BA (HRD) : Athul

### ACTIVITIES

#### Inauguration of Human Resource Hub

The inauguration of HRD association was held on 8<sup>th</sup> July 2017. Mr. Shreyas, Senior Executive, Orange Counte, Bangalore, also an alumnus was the chief

guest. He spoke about the objectives and activities of the human resource association. He said that the participation in various activities of the association has enhanced his confidence and decision making ability. Mr. Thrishanth Kumar in his presidential address stressed that participation is more important than winning and it helps to overcome the stage fear. Ms. Rashmi presented the proposed plan of action for the current academic year. The programme was compeered by Mr. Rahil, Ms. Meghana welcomed the gathering and Mr. Prathvi proposed vote of thanks. Mrs. Anasuya and Mr. Hardhik coordinated the programme.

### GUEST LECTURES

#### Talent Management

HR department organized a guest lecture on "Talent Management" on 13<sup>th</sup> July 2017. The resource person was Mr. Kalandar Kaushik, Senior Executive in HR, JBF, Petrochemicals Ltd., Mangaluru. The objective of this programme was to sensitize students about human resource planning and how to improve business value. He emphasized that talent management is also an important and necessary skill for people in the workforce to acquire. Finding good and talented people is not a hard thing to do, but making sure that they want to stay working for the same business is the challenge. Ms. Neha introduced the guest and Ms. Shripradha proposed the vote of thanks. The programme was coordinated by Mr. Thrishanth Kumar and Mrs. Anasuya.

#### HR-Role in Organization Building

HR department organized a guest lecture on the topic "HR-Role in Organisation Building" on 26<sup>th</sup> July 2017. The resource person was Mrs. Nihal Rao, Customer Relationship Manager, Veenu Motors, Royal Enfield Service Center, Mangaluru. The objective of this programme was to make the students aware about role of HR in organisation building. She spoke about organisation culture and organisation strategy for organizational culture. Ms. Meghana proposed the vote of thanks. The programme was coordinated by Mrs. Anasuya.

### **Retention Strategies in the Organization**

HR department organized a guest lecture on the topic "Retention Strategies in the organisation" on 9<sup>th</sup> September 2017 for I BA(HRD). The resource person was Mr. Mohamed Safwan, Catalog Associate, Amazon. The objective of this programme was to make students aware about various retention strategies adopted by the organisation. Ms. Thaseen introduced the resource person and proposed the vote of thanks. The programme was coordinated by Mrs. Anasuya.

### **Training and Development in Rural Market**

Human Resource department organized a guest lecture on the topic "Training and Development in Rural Market" on 6<sup>th</sup> March 2018. Mrs. Manjushree Rai, Proprietor, Manjushree Agency, Mangaluru was the resource person. She shared her experience and spoke about the different methods of training and development. She stressed on present situation in rural market related to the training and development. It was a very informative and interactive session. Mrs. Preethika Dharmapal coordinated the programme.

### **Skill Development & Awareness on Higher Education in Abroad**

The department organized a guest lecture on 4<sup>th</sup> April 2018 on "Skill Development and Awareness on Higher Education in Abroad" for the III BBM. The resource person was Mr. Prabhu, Marketing Officer, Concorde Academics Pvt. Ltd., Mangaluru. The objective was to provide a brief overview on courses offered and various job opportunities available in abroad. Mrs. Preethika Dharmapal and Mr. Prasanna Kumar coordinated the programme.

## **STUDENT FACULTY PROGRAMMES**

### **Green HR Practices**

The association organized a student faculty programme on "Green HR Practices" for II BBA 'C' on 21<sup>st</sup> August 2017 by Mr. Akash Raj of III BCA 'B'. The objective of the programme was to enlighten the students on Green HR Practices. He highlighted the various green HR practices adopted by the organisation through practical examples. It was an interactive session. Mrs. Anasuya coordinated the programme.

### **Employee Engagement**

The association organized a student faculty programme on the topic

"Employee Engagement" for II BA (HRD) by Ms. Samantha of III BA (HRD) on 20<sup>th</sup> February 2018. The objective was to enhance the communication and presentation skills. Ms. Samantha explained the problem associated with employee engagement, the ten pillars of employee engagement and ways to improve it. Mrs. Parinita coordinated the programme.

### **Core Competence**

The association organized a student faculty programme on "Core Competence" for II BA (HRD) on 28<sup>th</sup> February 2018 by Mr. Hysum Damudi of III BBM 'B'. The objective of the programme was to enlighten the students about the importance of core competence in strategic management. He highlighted the need for core competence in business through practical examples. It was an interactive session. Mrs. Gayathri K. coordinated the programme.

### **Motivation Theories**

The association organized a student faculty programme on "Motivation Theories" for I BA (HRD) on 26<sup>th</sup> February 2018 by Ms. Parinita and Jake Navya of III BA (HRD). The objective of the programme was to enlighten the students on motivation theories. They highlighted the various theories of motivation through practical examples. It was an interactive session. Mrs. Anasuya coordinated the programme.

## **EXTENSION ACTIVITIES**

### **Visit to Government Primary School**

The association conducted an extension activity in Government Primary School, Attavar, Mangaluru on 5<sup>th</sup> August 2017. Activities like pick and speak and quiz were organized to develop self confidence among the students. The headmistress distributed the prizes to the winners and showed gratitude to HR secretaries and the lecturers for conducting extension activity in school. Ms. Rashmi was the student coordinator. Mrs. Anasuya coordinated the programme.

### **Visit to DSAJ Precisions Private Limited**

The association members visited DSAJ Precisions Private Limited, Nayak Complex, Jeppu, Mangaluru as a part of their extension activity on 5<sup>th</sup> August 2017. The objective was to sensitize the students to the practical challenges



that organizations face in the business world and to provide the information to the employees about the various welfare measures. This visit helped the employee to enrich their knowledge about welfare measures. Ms. Parinita coordinated the programme

### **Visit to St. Gerosa English Higher Primary School**

The department conducted extension activity in St. Gerosa English Higher Primary School, Jeppu, Mangaluru on 6<sup>th</sup> March 2018. Activities like pick and speak, quiz were conducted to boost confidence among students. The programme was coordinated by Mrs. Anasuya.

### **Visit to Indiana Hospital**

The members of HR department in association with Rampusha Charitable Trust visited Indiana hospital, Mangaluru on 5<sup>th</sup> March 2018 as a part of extension activity. The students gave awareness to the family members of the cancer patient about the procedures to claim funds from the Rampusha Charitable trust. The programme was coordinated by Mrs. Anasuya.

## **SKILL ENHANCEMENT ACTIVITIES**

### **First impression**

The association conducted a first impression competition on 12<sup>th</sup> July, 2017. It was an individual event where the participants had to submit their hand written CV and had to make it creative to make a first impression. Large number of students actively participated in the competition. The competition was judged on the basis of creativity of the students. Mrs. Anasuya coordinated the programme.

### **Just a minute**

The association conducted just a minute competition on 18<sup>th</sup> July 2017. It was an individual event. The participants were given a topic related to HR and were asked to speak for a minute continuously without any break. Students showed a creative blend of mind and spoke on various HR topics. The participants were judged by Ms. Hardhik Chauhan on the basis of presentation and communication skills. Mrs. Anasuya coordinated the programme.

### **Allegation**

The association conducted Allegation competition on 20<sup>th</sup> August 2017. It was an individual event. The participants were given a topic related to HR in which the participants accused the issues taking place in the organisation to defend them and convince the judge. The event was judged by Ms. Parinita on the basis communication skills. Mrs. Anasuya coordinated the programme

### **Quiz**

The association conducted quiz competition on 27<sup>th</sup> September 2017. It was an group event. The objective was to develop competencies and also make the students aware of the recent trends in human resource in corporate sectors. Mrs. Anasuya coordinated the programme.

### **Let's Hire**

The association conducted Let's hire competition based on job advertisement on 19<sup>th</sup> December 2017. It's a team event where the participants had to prepare a job advertisement in a creative way in order to hire right people for the right job. It was judged on the basis of creativity, advertising skills and knowledge. The event was judged by Mrs. Anasuya.

### **HR case study**

The association conducted HR case study competition on 15<sup>th</sup> January 2018. The participants were given a case related to the corporate world. The event was judged on the basis of decision making skills of the students and how they solved the case. The event was judged by Ms. Sanjana. Mrs. Anasuya coordinated the programme.

### **Role Play**

The association conducted role play competition on 14<sup>th</sup> February 2018. 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. The objective of this competition was to make students aware about the current issues of the corporate world. Students actively took part in the competition. The event was judged by Ms. Sanjana.

### **Paper Presentation**

The association conducted a paper presentation competition on the topic

"Role of HR in implementation of information system in organisation" on 12<sup>th</sup> February 2018. Large number of teams took part in the competition. The topic enhanced the knowledge and gave an insight to the HRIS. The event was judged on the basis of presentation skills, ideas and communication skills. The event was judged by Ms. Anasuya.

### Book Review

- The association organized a book review on 26<sup>th</sup> July 2017. Ms. Shripradha Bhat of III BBM 'C' reviewed the book "Personality Development and Communication Skills" authored by Pushpa Ranganath. The book unfolded the different aspects of personality and also the ways to improve communication skills. This exercise was undertaken to brief the students about the books available in the field of management and to enhance their reading skills.
- The association organized a book review on 30<sup>th</sup> August 2017. Ms. Nithysashree of I BA (HRD) reviewed the book "Banking with Technologies" authored by R. K, Uppal. The book unfolded the different aspects of technologies used in the organisation. This exercise was undertaken to brief the students about the books available in the field of management and to enhance their reading skills.
- The department organized a book review on 5<sup>th</sup> January 2018. Neema Raj of III B.Com reviewed the book titled "Development of Women Issues and Challenges", edited by G. Sandhya Rani, Associate Professor, Department of Women's Studies S.P. Mahila Viswavidyalayam, Tirupati. She narrated the important points mentioned in the book by citing contents. This exercise was undertaken to brief students about the new books available in the field of management and to encourage them to read such books.

### Paper Presentations

- The association organized paper presentation for III BBM on 22<sup>nd</sup> September 2017. The objective of this programme was to enlighten the student about current topic of HR. Following are the details of topics presented by students. Ms. Nidhi and Melissa III B.B.M 'C' presented on E- Recruitment. They highlighted different E-recruitment methods with

the various examples. Ms. Susmitha and Neha Shetty of III BBM 'C' presented on Work force Diversity. They spoke about how to deal with diversified workforce in the organisation.

- The department organized a paper presentation on the topic Knowledge Management on 20<sup>th</sup> December 2017 for III BBM by Ms. Chrismita D'Costa of III B.B.M 'C'. The objective of this programme was to enlighten the students about current topics of HR.
- The department organized a paper presentation on 30<sup>th</sup> January 2018 for III BBM. The objective of this programme was to enlighten the student about current topics in the field of HR. Mr. Noufal, Fahad and Melissa from III B.B.M 'C' presented a paper on the topic "Strategic Human Resource Management". They highlighted different types of strategies and HR practices linked with the competitive strategy.
- The department organized paper presentation on 15<sup>th</sup> February 2018 for III BBM. The objective of this programme was to enlighten the student about current topic of HR. Ms. Susmitha K. and Ms. Neha Jayram of III BBM 'C' presented the paper on "Work Recent Trends in Collective Bargaining". They highlighted present bargaining system in organisation and the benefits to the employer and employee with different examples.

### List of Prize Winners

#### First impression

I	Rashmi	II BBA 'C'
II	Adithi Harish	III BCA 'A'
III	Karthik	I BCA 'B'

#### Just a Minute

I	Vivek Mitra	II BBA 'B'
II	Abhishek	II BBA 'C'

#### Allegation

I	Akshay	I BBA 'A'
II	Vikas Sharma	I BBA 'A'
III	Rashmi	II BBM 'C'



### Human Resource quiz

- |     |                     |           |
|-----|---------------------|-----------|
| I   | Priyanka and Pooja  | III B.Com |
| II  | Vivek               | II BBM    |
|     | Monoj               | III B.Com |
| III | Nisha and Kaveramma | III B.Com |

### Let's Hire

- |    |                             |           |
|----|-----------------------------|-----------|
| I  | Smridh Shetty and Akhil Raj | IBBA 'C'  |
| II | Vikas Sharma and Akshay     | I BBA 'A' |

### Case study

- |     |                  |            |
|-----|------------------|------------|
| I   | Vikas Sharma     | IBBA 'A'   |
| II  | Kshithi          | III B.Com  |
| III | Nelson Jack Lobo | II BCA 'A' |

### Flip Side

- |    |                  |            |
|----|------------------|------------|
| I  | Nelson Jack Lobo | II BCA 'A' |
| II | Likitha          | II B.Com   |

### Role Play

- |    |                  |            |
|----|------------------|------------|
| I  | Nelson Jack Lobo | II BCA 'A' |
|    | Joel             | II BCA 'A' |
|    | Manoj            | II BCA 'A' |
| II | Neemaraj         | III B.Com  |
|    | Bhavisha S.R.    | III B.Com  |
|    | Disha Acharya    | III B.Com  |

### Paper Presentation

- |    |                  |            |
|----|------------------|------------|
| I  | Joel             | II BCA 'A' |
| II | Nelson Jack Lobo | II BCA 'A' |



## ECONOMICS ASSOCIATION

**Motto/Vision :** *To create awareness among students regarding recent trends in Economics.*

### Objectives

- Engaging students through active learning in the field of economics to build advance knowledge in economics.
- To provide information of recent trends in economics
- To through light on how economics is helpful to management and Business activities.

**Staff Coordinators :** Mrs. Shashikala K. G.  
Mr. Prasanna Kumar T.  
**Student Coordinator :** Ms. Meghana Prabhu III BBM 'A'

### ACTIVITIES

#### GUEST LECTURES

##### Digital India

On 26<sup>th</sup> August 2017, Economics Department organized a guest lecture on the topic "Digital India" for I BBA 'C'. Mr. Mohammed Masood, Marketing Head, Digital India, Mangaluru was the resource person. The main objective of the programme was to impart knowledge on the ambitious concept originated by the Prime Minister "Digital India". The speaker in his session said that the launch of Digital India programme, the government is taking a big advancement to convert the nation into a digitally motivated knowledge economic system. He stressed that Digital India will assist in making the tasks online such as payment of taxes, e-billing, mobile billing, shopping, education, medical facilities and it will be available both in rural and urban areas. He told how this technology is bound to benefit all the people. He interacted with the students and motivated them to express their opinions on this move. The session was coordinated by Mrs. Shashikala K.G.

##### Effectiveness of Rural Entrepreneurship

The Economics department organized a guest lecture on the topic "Effectiveness of Rural Entrepreneurship" on 6<sup>th</sup> January 2018 for I BBA 'B'. Ms. Kriti Nahata, Entrepreneur, The Nut Factory, Mangaluru, was the resource person. The objective of this programme was to provide awareness on challenges faced by rural entrepreneurs. The speaker in her session, said that the role of rural entrepreneurship is to provide employment opportunities and prevent migration. She spoke about startup and encouraged to take up social entrepreneurs. She interacted with the students and motivated them to express their opinions on this move. The session was coordinated by Mrs. Shashikala K.G. and Prasanna Kumar T.

#### EXTENSION ACTIVITIES

##### Visit to Dhanalakshmi Rubber Industry, Ujire

On 23<sup>rd</sup> September 2017, the association organized a visit to Dhanalakshmi Rubber Industry Labourers at Ujire, Belthangady Taluk as a part of an extension activity. The main objective of this programme was to know about the Dhanalakshmi Rubber Industry, to guide them about saving schemes, banking rules and regulations, to know about the financial status. Mr. Prasanna Kumar coordinated the programme.

##### Visit to Gurucharan Industries

The members of the department visited Gurucharan Industries, Baikampady, Mangaluru to conduct extension activity on 12<sup>th</sup> January 2018. The objective of this programme was to know about the Gurucharan Industries and to guide the labourers about online banking, banking rules and regulations etc. This visit proved to be a rewarding experience for both the students and the laborers of the industries. Mrs. Shashikala K.G. coordinated the programme.

##### Visit to Govt. Primary School

The members of the department visited Govt. Primary School Nirkaje, Vitla



to conduct extension activity on 14<sup>th</sup> January 2018. The extension activity began with the competition Art from waste. 10 teams participated with two members in each team. A talk was also delivered by the students on the topic "Effects of Devaluation of Money and Mobile Banking". Mr. Prasanna Kumar T. coordinated the program

### **Visit to Bhagavathi English Medium Primary and High School**

On 1<sup>st</sup> February 2018, the members of the department visited Bhagavathi English Medium Primary and High School, Sankolige, Uchila as part of their extension activity. The extension activity began with Quiz competition. A total of 15 teams with two members in each team participated. Followed by quiz students gave a talk on 'money concept'. They highlighted their views on various aspects such as origin of money, procedure of making currency notes, RBI rules on issue currency notes etc. The programme proved beneficial to the school students. The lecturer in charge was Mrs. Shashikala K.G.

### **Visit to PACMAC Engineers Pvt. Ltd.**

On 10<sup>th</sup> February 2018, the members of Economics department visited PACMAC Engineers Pvt. Ltd, Baikamapdy, Mangaluru as a part of extension activity. The main objective of the programme was to know about the PACMAC Engineers Pvt. Ltd, and to guide the laborers about Provident Fund, ESI Schemes and Health Insurance Schemes. This visit proved to be a rewarding experience for both the students & the laborers of the industries. Mrs. Shashikala K.G. and Mr. Prasanna Kumar T. coordinated the activity.

## **STUDENT FACULTY PROGRAMMES**

### **Economics and Business Environment**

The Economics department organized a student faculty programme for I B.Com on 17<sup>th</sup> July 2017 on the topic "Economics and Business Environment" by Mr. Dilan Pereira of III BA (HRD). He stressed that environment of business is an extremely complex and dynamic phenomenon as the environmental factors varies from country to country. Students actively participated in the session. Mrs. Shashikala K. G. coordinated the programme.

### **GST benefits and impact on Indian economy**

The Economics department organized a student faculty programme for the benefit of I BA (HRD) students on 20<sup>th</sup> December 2017 on "GST" by Ms. Sandra M.R of III BBA 'B'. The objective of the programme was to make the students aware of the GST benefits and its impact on Indian economy. She stressed that under GST, CGST is a tax levied on Intra State supplies of both goods and services by the Central Government and will be governed by the CGST Act. Students actively participated in the session. Mrs. Shashikala K.G. coordinated the programme.

## **SKILL ENHANCEMENT ACTIVITIES**

### **Observation of World Population Day**

A student seminar was organized by the department as a part of the observation of World Population Day on 11<sup>th</sup> July 2017. Roshin Alex John of II BBA 'B' presented a seminar on the topic "Over population is a strength or weakness for India" for the I BBA. He highlighted that the growing population would put more pressure on existing housing sector, transport system, health care, education, ecology, natural resources and food production. Active interaction took place during the session. Mrs. Shashikala K.G. coordinated the programme

### **Book Review**

A book review on "From Population Control to Reproductive Health" by Mohan Rao was conducted on 26<sup>th</sup> July 2017. The review was done by Ms. Meghana Prabhu of III BBM 'A'. The objective of the review was to develop critical reading skills by identifying the author's perspective. It helped to analyze, evaluate and judge the content of the book. The book mentions that the health sector in India is influenced by ideas of eugenics and of Malthus. It also explains how these ideas have molded the discipline of demography and helped to construct the family planning programme.

### **Debate Competition**

The dept conducted a Debate Competition on 28<sup>th</sup> August 2017 on the topic "Digital Payments". The objective was to enlighten the students about advantages & disadvantages of digital payments. Students actively participated and the programme helped them to gain knowledge on digital payments

### **Student Seminar on World literacy Day**

The department observed the World Literacy Day by organizing a student seminar on 8<sup>th</sup> September 2017. Nidhi J. of I BBA 'C' presented a seminar on the topic of "Literacy and Sustainable Development". The seminar highlighted the importance of celebrating the day to promote the public consciousness about current literacy rate in the society. The active interaction took place during the session. The programme was coordinated by Mrs. Shashikala K.G.

### **Group Discussion**

Group discussion was organized by the Economics department on 22<sup>nd</sup> December 2017. This activity was organized in order to improve the communication skills, team building, and analytical skills of the students. Students were divided in to three groups. Each group was given separate topics for the discussion. Following topics were given to students for discussion-digitalization in banking sector, black money in India, women empowerment. Each group was given 15 minute for discussion, 5 minutes for presentation and 2 minutes for question and answer. Mrs. Shashikala K.G. coordinated the programme.

### **Economics Quiz**

The Economics department conducted Economics Quiz competition on 31<sup>st</sup> January 2018. The students participated with great enthusiasm by exhibiting their potential in those areas. It also motivated them and gave an exposure to economic and business industry of our country. Mrs. Shashikala K.G. coordinated the programme.

### **Book Review**

A book review on "Intelligent Manager" by V.S Muralidharan was conducted for II BBM 'B' on 22<sup>nd</sup> February 2018. The review was done by Ms. Aisha Maimoona of II BBM 'B'. The objective of the review was to develop critical reading skills by identifying the author's perspective. It helped to analyze, evaluate and judge the content of the book. V.S. Muralidharan mentioned that globalization has started to influence organizations and their existence both positively and negatively. He explains that it is important to learn the modern techniques of negotiation to handle overseas business partners. Mrs. Shashikala K. G. coordinated the programme.

### **PAPER PRESENTATIONS**

#### **Advantages and Challenges of NITI Aayog**

The department conducted paper presentation competition on the topic "Advantages and Challenges of NITI Aayog" on 22<sup>nd</sup> August 2017. It was an individual event. The objective was to inculcate research culture amongst students and to provide a great platform for their intellectual stimulation and to develop competencies of students. It was conducted with an intension to explain National Institution for Transforming India. Aayog is a policy think-tank of Government of India that replaces Planning Commission and aims to involve the states in economic policy-making in India.

#### **Panel discussion Union Budget-2018**

The Economics department conducted a panel discussion on 23<sup>rd</sup> February 2018 on "Union Budget-2018". Students presented the topics such as Education, Railways, Agriculture, Banking, Rural Development etc. Mr. Prasanna Kumar T. was the moderator for the session. The session was conducted to create an awareness of the implications of union budget of 2018 and enhance their analytical skills. The session provided the students an opportunity to deliberate upon the union budget-2018.

#### **Digital Economy and Foreign Trade**

The Economics department conducted paper presentation on 7<sup>th</sup> March 2018 on the topic "Digital Economy and Foreign Trade". The topic was presented by Ashish Prasad of II BBA 'B'. It enriched the students' knowledge about the digital or internet economy which has transformed many aspects of our lives over the past two decades. It also showed how important it is for the policy makers to consider how the internet affects our lives and the economy as a whole. The programme was coordinated by Mrs. Shashikala K.G.

#### **Rural Banking**

The Economics dept. conducted paper presentation on 20<sup>th</sup> March 2018 on the topic "Rural Banking". The topic was presented by Maclean Johnas of II BBA 'B'. He highlighted on how rural banking traditionally has serviced the financial needs of people living in remote areas of India. It showed how rural banks help in agricultural focus or those serving a small rural community. Thus it enhanced the students' knowledge about rural banking.



## Role of Education in Rural Development

The Economics Department conducted paper presentation on 12<sup>th</sup> March 2018 on the topic "Role of Education in Rural Development". The topic was presented by Stanly Sonal D'Souza of I B.A (HRD). The objective was to explore the significant role of education in India especially in rural India. It also shows the failures and problems being faced by the rural education. It also stresses the various initiatives which have been taken by the government and the paper also highlights some of the suggestions for improving the education system in rural areas. The programme was coordinated by Mrs. Shashikala K.G.

### List of Prize Winners

#### Debate

I	Vivek Mithra	II BBA 'B'
	Roshin Alex John	II BBA 'B'
II	Manoj Kumar E.S.	III B.Com
	Mayanak Patodi	I BBA 'C'
III	Priyanka G. N.	III B.Com
	Kshithi T. A.	III B.Com

#### Paper presentation

I	Mandara D.N.	III B.Com
	Priyanka G.N.	III B.Com
II	Nelson Jack Lobo	II BCA 'A'
	Joel D'souza	II BCA 'A'
III	Kshithi T. A.	III B.Com
	Sahana B. S.	III B.Com

#### Economics Quiz

I	Roshin Alex John	II BBA 'B'
	Vaibhav Jagadeeshan	II BBA 'B'
II	Ashish Prasasd	II BBA 'B'
	Pawan G. Sharma	II BBA 'B'
III	Deeksha V.	II BBA 'C'
	Likitha R.	II BBA 'B'



## COMMERCE ASSOCIATION - *Commercio*

**Motto/Vision :** *To equip students qualified in competitive employment market by integrating academic with value-based advice and professional skills*

**Theme :** *Green Commerce*

<b>Staff Coordinators</b>	:	<b>Mr. Thilakraj G.</b>	
	:	<b>Mrs. Veena D. Kotian</b>	
	:	<b>Mrs. Manju H.</b>	
<b>Student Coordinators</b>	:	<b>Ms. Bhavishya</b>	<b>III B.Com</b>
	:	<b>Ms. Tripthi</b>	<b>III BBM 'B'</b>

### ACTIVITIES

#### Inauguration

The association organized inauguration and orientation program on 27<sup>th</sup> June 2017. Ms. Swati Rao, alumna was the inaugurator. The guest highlighted the importance of participating in activities organized by the association. Ms. Bhavisha and Ms. Tripthi presented the plan of action. Mrs. Manju H., Mr. Thilakraj, & Mrs. Veena D. Kotian were present on the dais.

### GUEST LECTURES

#### Professional Course Orientation

The department organized a professional course orientation programme for first year students by Mrs. Dhanya Shenoy, CA and counselor on 23<sup>rd</sup> June 2017. The objective of the programme was to create awareness about pursuing professional courses along with the degree course. Active interaction took place. The programme was coordinated by Mrs. Manju H.

#### Monitoring loan accounts and NPA's

The department conducted a guest lecture on 28<sup>th</sup> July 2017 on the topic

"Monitoring loan accounts and NPA's". Mr. Kishore Chandra Hegde, Retired AGM, Vijaya Bank and Present Chairman of Lokayukth, Mangaluru was the resource person. He explained the loans available in banks and managing those accounts. He highlighted on education loans and modes of repayment and action taken by bank for non-payment of loans. He further explained the benefits, procedure and requirement of application for educational loans. It was an interactive session. Mrs. Veena D. Kotian coordinated the programme.

#### Customer Relationship Management

The department organized a guest lecture on the topic "Customer Relationship Management" by Mr. Jean-Marie Mascarenhas, President, Interlog Services, France on 29<sup>th</sup> July 2017 for final year students. The objective of the programme was to create awareness on the importance of identifying client's expectations and maintaining good customer relations by the companies. The programme was coordinated by Mrs. Manju H.

#### Advertising Effectiveness through Medias

The department organized a guest lecture on "Advertising Effectiveness through Medias" on 13<sup>th</sup> January 2018 by Mr. Rishith Karkera for I B.Com students. The objective of the programme was to create awareness about the media impact in advertising.

#### BSE & Capital Markets

The department conducted a guest lecture on 20<sup>th</sup> January 2018 on the topic "BSE & Capital Markets", Prof. Mr. B. V. Krishnamurthy, Assistant. General Manager (Rtd.) from RBI, Bengaluru and SEBI empanelled resource person for financial education was the resource person. In his lecture he said that the capital markets play a significant role in any economy. The effective allocation of savings has a great impact on improving the GDP of a country. Capital market is the best channel to route the savings into long-term productive use. Mr. Thilakraj G. coordinated the programme.



## STUDENT FACULTY PROGRAMMES

### Recruitment and its Sources

Commerce department organized a student faculty programme on the topic "Recruitment and its sources" by Ms. Chrismitha D'Costa from III BBM 'C' on 18<sup>th</sup> July 2017 for II BA (HRD). The objective of the programme was to create a scope for advanced learners to improve their knowledge sharing. The programme was coordinated by Mrs. Manju H.

### Consumer Behavior and Factor Influencing the Purchase Behavior

Student faculty programme was conducted for II B.Com by Commerce department on the topic "Consumer Behaviour and Factor Influencing the Purchase Behaviour" by Ms. Melissa of III BBM 'C' on 14<sup>th</sup> September 2017. The objective of the programme was to share the knowledge of advanced learners with the peer group. The programme was coordinated by Mrs. Manju.

### Preparing for Competitive Exams

The department organized a student faculty programme on 2<sup>nd</sup> February 2018 by Nisha of III BBM for the II BBA on "Preparing for Competitive Exams". The objective of this programme was to enhance their ability to develop confidence. Mr. Thilakraj G. coordinated the programme.

### Customer Protection

A student faculty programme was organized by the department on the topic "Customer Protection" on 12<sup>th</sup> March 2018 by Ms. Kshithi of III B.Com for I B.Com. The objective was to improve communication skills of the students. She briefed the students on various customer rights and duties of consumers. Mr. Thilakraj G. coordinated the programme.

### Advertising Effectiveness on Consumer Products

The department organized a student faculty programme on the topic "Advertising Effectiveness on Consumer Products" by Hysum Damudi of III BBM 'B' for I B.Com on 14<sup>th</sup> March 2018. The objective of the programme was to provide a platform for advanced learners to improve their level of knowledge. The programme was coordinated by Mrs. Manju H.

### Customer Perception

A student faculty programme was organized by the department on the topic "Customer Perception" on 16<sup>th</sup> March 2018 by Ms. Sahana of III B.Com for I B.Com. The objective was to improve presentation skills of the students. She briefed the students on various customer perception concepts. Students actively participated. Mr. Thilakraj G. coordinated the programme.

### Leadership

The Commerce department organized a student faculty programme on 19<sup>th</sup> March 2018 by Rakshitha of II B.Com for I B.Com on the topic "Leadership". The objective of this programme was to enhance their ability to develop confidence. Mr. Thilakraj G. coordinated the programme.

### Discipline and Causes for Indiscipline in an Organization

The department conducted a student faculty programme on the topic "Discipline and Causes for Indiscipline in an Organization" by Mr. Jeevan of III BA (HRD) for I B.Com on 3<sup>rd</sup> April 2018. The programme was effective and developed in depth knowledge among the students.

### Paper Presentation

Commerce department organized paper presentations on the following topics

Date	Name of the students	Class
6 <sup>th</sup> March 2018	Prathiksha Baliga	I B.Com
<b>Topics :</b> <i>E-Wallet, CTS, E-Cash features and benefits</i>		
8 <sup>th</sup> March 2018	Mansi Jain	I B.Com
<b>Topics :</b> <i>Personal Banking, MICR, VSAT and Electronic data interchange</i>		
12 <sup>th</sup> March 2018	Vignesh Baliga	I B.Com
<b>Topics :</b> <i>EFT, BLC, LAN, WLAN and Data mining</i>		

The programme was coordinated by Mrs. Manju H.

The association also organized paper presentation on the following topics.

- International Business
- Merchant Banking

- Social Responsibility
- Online Trading
- Advertising
- Goods and Service Tax
- Green Banking
- Union Budget 2018

The objective of the programme was to create awareness on respective topics. Presentations were coordinated by Mr. Thilakraj and Ms. Sanjana

### **Book Review Influence**

The association organized a book review on a book titled "Influence" by Pooja Devadiga on 17<sup>th</sup> August 2018. The book reveals the actions and words that profoundly affect the desires and needs of the customers, colleagues and the competitors. Mr. Thilakraj G. coordinated the programme.

### **Banking Technology**

The association conducted a book review on a book titled "Banking Technology" authored by Dr A. S. Rama and Arun Devi on 1<sup>st</sup> January 2018 for B.Com. The book illustrates and explains the importance of efficient payment system which has huge impact in banking sector.

### **Ecology of Commerce**

The association conducted a book review on 'Ecology of Commerce' authored by Paul Hawken on 14<sup>th</sup> March 2018 for BBM. Students actively took part in the program and concluded that the book illustrates how wide the gap has become between the natural world and our commercial lives. Program helped to develop creative idea on environment based commerce related concepts in the minds of students.

### **Financial Inclusion and Inclusive Growth**

The association conducted a book review on a book titled "Financial Inclusion and Inclusive Growth" authored by Dr. Biju S. K. on 19<sup>th</sup> March 2018 for II B.Com. The book explains the reasons for inclusion, methods of including a huge population and through which how it positively affect the growth of the country.

## **VIDEO REVIEW**

### **Emotional based Advertisement**

The association conducted a video review for III BBM on the topic "Emotional based Advertisement" on 15<sup>th</sup> July 2017. The objective of the programme was to make the students aware about the importance of advertisement in the business work culture. The students participated enthusiastically.

### **Customer Engagement**

The association conducted a video review programme for III BBM on 14<sup>th</sup> December 2017. The programme was conducted on customer engagement at Banks. Active interaction took place and students developed an idea of importance engaging customers and its result on making them happy.

### **Team Spirit**

The department conducted video review on 1<sup>st</sup> February 2018 for I B.Com to identify the importance of team spirit and how effectively it can be implemented as a good manner.

### **Work Culture**

The association conducted a video review for III BBM on the topic "Work Culture" on 13<sup>th</sup> March 2018. The objective of the programme was to make the students aware about the importance of attitude in the corporate world and need to develop such culture among them. The students participated enthusiastically.

### **Quiz**

- The department conducted a Quiz on Marketing for III BBM 'A' on July 31<sup>st</sup> 2017. This programme helped the students gain knowledge in the field of marketing. Mrs. Veena D. Kotian coordinated the programme.
- The department conducted a Quiz on Indian Constitution for I B.Com on 11<sup>th</sup> August 2018. This programme helped the students to gain knowledge on constitution of India. Students actively participated in the Quiz. The programme was organized by Mrs. Veena D. Kotian.

### **Group Discussion**

- The department organized a group discussion on the topic "Mobile



Commerce" on 11<sup>th</sup> July 2017. The objective was to enhance the students' communication skills and also to learn group dynamics. The activity helped the student's to update their knowledge on current issues.

- The department organized a group discussion on the topic "E- Commerce - Boon or Bane" on 12<sup>th</sup> July 2017 for I B.Com students. The objective was to enhance the student's communication skills and to learn group ethics. The activity helped the students to update their knowledge on current issues Mrs. Veena D. Kotian coordinated the programme.
- The department organized a group discussion on "Corruption- The Root Cause for Indian Economy Decline" on 28<sup>th</sup> August 2017 for I BBA 'A'. Objective of the programme is to improve the critical thinking ability and communication among the students. Students actively participated in the programme discussion was coordinated by Mrs. Veena D. Kotian.
- The department conducted group discussion programme for III B.Com students on the topic "GST - Pros and Cons". Objective of the programme is to improve the knowledge on the topic and analytical skills. Discussion was organized by Mrs. Veena D. Kotian

### **EXTENSION ACTIVITIES**

The members of the association Sharoon, Manoj Kumar and Vishal of III B.Com, were deputed to attend a GST Awareness Programme on 13<sup>th</sup> July 2017, organized by Milagres College, Mangaluru.

#### **Visit to Attavara Government School**

Commerce department conducted an extension activity at Attavara Government School, Mangaluru, on 5<sup>th</sup> August 2017. The members provided training & information regarding the modern banking concept - ATM. They also organized quiz and other activities in order to brush up the latest on goings in the country. Ms. Bhavishya and Ms. Tripthi were the student coordinators. Mrs. Veena D. Kotian coordinated the programme.

#### **Visit to Self-Help Groups**

Commerce department organized an extension activity on creating awareness about self-help groups and its objectives among different group of housewives in Bantwal Taluk on 26<sup>th</sup> December 2017 by I B.Com. The programme was coordinated by Mrs. Manju H.

The department conducted following extension activities :

- On 5<sup>th</sup> March 2018 about online marketing to general public.
- On 6<sup>th</sup> March 2018 about digital payments to shop owners.
- On 12<sup>th</sup> March 2018 about Paytm to general public .
- On 13<sup>th</sup> March 2018 about different types of investments to petty shop owners.
- On 16<sup>th</sup> March 2018 about small saving schemes to general public.

### **SKILL ENHANCEMENT ACTIVITIES**

#### **Collage**

The association organized Collage competition on 11<sup>th</sup> July 2017 on the topic "Digital Commerce". 2 make a Team and Time allotted was 1 Hour. This competition helped the students to enhance the creative and analytical skills. Large number of students actively participated. Event was judged on the basis of creativity and applicability of the theme. The judges were Mrs. Anasuya and Mrs. Veena D. Kotian.

#### **Commerce Exhibition**

The association conducted commerce exhibition on 14<sup>th</sup> July 2017. It was a group event with 5 members. The participants had to prepare 3 charts related to the commerce topics. Event was judged based on the topic chosen, creativity and information included. Event was judged by Mrs. Smitha and Mrs. Gayathri.

#### **Business Quiz**

On 28<sup>th</sup> July 2017, the commerce association conducted a skill based activity "Business Quiz" on current issues, GK, business world and modern developments in commerce. Large number of students participated in the quiz. The competition helped students to improve their knowledge.

#### **Flip Slide**

On 31<sup>st</sup> August 2017 the association conducted a Flip side competition to improve communication skills. The topics were on current issues related to Green commerce. Many students participated in the competition. The competition helped the students to improve their knowledge.

### Debate

The association conducted a Debate competition on September 2017 topic was on 'Digital Payments and Greening the Society'. The objective of this activity was to enhance their analytical skills and enabled to express their views, thoughts and ideas

### Research Paper Presentation

The association conducted a paper presentation competition on 8<sup>th</sup> September 2017 on the relevant topics like GST, Cashless Transactions, Digital Payments and Demonetization. The objective of this competition was to develop confidence and showcase their analytical skills.

### Meet the CEO

The association conducted a skill based competition meet the CEO on 17<sup>th</sup> December 2017. The objective of the program was to evaluate person's ability of communication and face the allegation. It is an individual event where the case related to the company where given to the participants and as a CEO they have to defend the case in favour of company and answer the questions raised in the session. Large number of students participated in the program.

### Business proposal

On 16<sup>th</sup> January 2018 the association conducted venture launch competition to improve knowledge. The event was related to developing an Amusement park at Thar Desert. Many teams participated in the competition. The competition helped the students to improve their financial, marketing, human resource and production management skills.

### List of prize winners

#### Collage

- |     |                        |           |
|-----|------------------------|-----------|
| I   | Shrilaxmi & Manjushree | III B.Com |
| II  | Kshithi & Sahanab S.   | III B.Com |
| III | Annapurna & Sharany    | II B.Com  |

#### Commerce Exhibition

- |     |                |          |
|-----|----------------|----------|
| I   | Sahana B.S.    | II B.Com |
|     | Kshithi T.A.   | II B.Com |
|     | Priyanka G. N. | II B.Com |
|     | Swathi P.      | II B.Com |
|     | Pooja          | II B.Com |
| II  | NISHA          | II B.Com |
|     | Vijayalaxmi    | II B.Com |
|     | Akshatha       | II B.Com |
|     | Nishmitha      | II B.Com |
|     | Ramyashree     | II B.Com |
| III | Vanishree      | I B.Com  |
|     | Thrishali      | I B.Com  |
|     | Thrisha        | I B.Com  |
|     | Ajishath       | I B.Com  |
|     | Kushi          | I B.Com  |
| III | Thsnushree     | I. B.Com |
|     | Hema           | I. B.Com |
|     | Kavya          | I. B.Com |
|     | Deepika        | I. B.Com |

### Business Quiz

- |     |                       |             |
|-----|-----------------------|-------------|
| I   | Bharath Rai & Prajwal | III B.Com   |
| II  | Nisha & Kaveramma     | III B.Com   |
| II  | Vikas & Shadab        | III B.Com   |
| III | Jayanrh & Shrivatsav  | III BBM 'B' |
| III | Sumith & Sanvan       | III B.Com   |

### Flip side

- |     |        |            |
|-----|--------|------------|
| I   | Roshin | II BBM 'B' |
| I   | Vivek  | II BBM 'B' |
| II  | Nisha  | III B.Com  |
| III | Vikas  | I BBA 'A'  |

### Debate

- |     |               |              |
|-----|---------------|--------------|
| I   | Samantha      | III BA (HRD) |
|     | Abishek       | II BBA 'C'   |
| II  | Roshni Meena  | II BBA 'B'   |
|     | Roshin        | II BBA 'B'   |
| III | Vijay Shastri | I BA (HRD)   |
|     | Anant         | I BA (HRD)   |

### Research Paper

- |    |              |            |
|----|--------------|------------|
| I  | Neema Raj    | III B.Com  |
| II | Udith Kotian | I B CA 'B' |

### Meet the CEO

- |    |              |             |
|----|--------------|-------------|
| I  | Jayanth Jain | III BBM 'B' |
| II | Abhishek     | II BBA 'C'  |

### Mock press

- |    |               |           |
|----|---------------|-----------|
| I  | Rashmi C. Rai | III B.Com |
| II | Disha Acharya | III B.Com |

### Business Proposal

- |    |             |             |
|----|-------------|-------------|
| I  | Srishti Rai | III BBM 'B' |
| II | Niriksha    | III B.Com   |



## BUSINESS LAW

**Motto / Vision :** *To enhance the knowledge of legal affairs of the business among the students*

**Theme :** *Legal literacy*

### Objectives

To educate the students on the various topics of Business Law and inculcate in them the skills required to meet the challenges of Business Law of various sectors.

**Staff Coordinators :** **Ms. Priya Kamath**  
: **Mrs. Deepashree Shenoy**

**Student Coordinator :** **Krithi Shetty III BBM 'C'**

### ACTIVITIES

#### GUEST LECTURE

##### Expert Witness and Patent Litigation

The department organized a guest lecture on the topic "Expert Witness and Patent Litigation" for II B.Com on 6<sup>th</sup> September 2017. The resource person was Mr. Nikilesh K., Asst. Professor, MAPS College, Mangaluru. The objective of the lecture was to accustom the students with the emerging concept of Expert Witnesses and Patent Litigation and its importance to corporate world. The resource person highlighted that litigation due to patent infringement is an ongoing problem, and it tends to rise during certain periods over time. Since 2012, the amount of lawsuits over these issues has been the highest in several decades due to various individuals seeking either the same patents or attempting to reproduce the items of a currently patented creation. Ms. Priya Kamath coordinated the programme.

#### STUDENT FACULTY PROGRAMME

##### Employment Laws

Student faculty programme was held on 15<sup>th</sup> July 2017, by the department

on the topic "Employment Laws" by Ms. Krithi Shetty and Ms. Shripada of III BBM 'C' for II BBA 'A'. The objective was to acquaint the students with the knowledge of various legislations on employment and labour. Mrs. Deepashree Shenoy coordinated the programme.

#### SKILL ENHANCEMENT ACTIVITIES

##### Case Analysis

The department organized a skill based case analysis competition on 11<sup>th</sup> July 2017. The objective of this competition was to test the analytical and decision making skills of the students. A case related to business law was given to the participants, for which the possible solutions had to be suggested by them. This competition helped the students to learn and improve their vocabulary and decision making skills. Mr. Sumesh was the judge for the event. The event was coordinated by Ms. Priya Kamath.

##### Pick and Speak

Pick and speak competition was conducted by the department on 18<sup>th</sup> August 2017. The activity was conducted to examine the knowledge of the students with regard to the current issues in the field of business law. The competition was judged by Mr. Sumesh Matada.

##### Debate

The department conducted a debate competition on 31<sup>st</sup> August 2017 on the topic "Access to drugs that are not FDA approved". The objective of the competition was to examine the students' ability to analyse, select and evaluate evidence, construct and refute arguments. It helped the students to develop their critical thinking capacity and communication skills. The competition was judged by Mr. Praveen.

##### Book review

A book review on "Indomitable spirit" by Dr. A.P.J. Abdul Kalam was done by Ms. Kirthi Shetty of III BBM 'C' on 27<sup>th</sup> September 2017. The objective of the review was to develop critical reading skills by identifying the author's

perspective. It helped to analyse, evaluate and judge the content of the book. This book motivates one to become a better citizen and a better human being at every point of life.

### **Essay Writing**

The department organized an Essay Writing Competition on the topic "Fighting against misleading advertisements" on 14<sup>th</sup> December 2017. The objective was to provide a platform for students to showcase their writing skills, interpretation skills and to give them the liberty to express their views according to their perspective. Ms. Kirthi Shetty was the student coordinator and Ms. Priya Kamath coordinated the programme.

### **Quiz**

The department conducted a Quiz on 17<sup>th</sup> January, 2018 with the objective of examining the knowledge of students relating to business law topics. Large number of students actively participated in the competition. Ms. Priya Kamath coordinated the programme.

### **EXTENSION ACTIVITIES**

#### **Visit to Canara Higher Primary School, Urva**

On 5<sup>th</sup> August, 2017, the members of the Business Law Department visited Canara Higher Primary School, Urva, as a part of extension activity. The objective of this activity was to create awareness about consumer protection, childline 1098, and child harassment laws among the students. Various skill enhancement activities like pick and speak, quiz, debate and games were conducted. The winners were awarded prizes. Ms. Priya Kamath and Mrs. Deepashree Shenoy coordinated the programme.

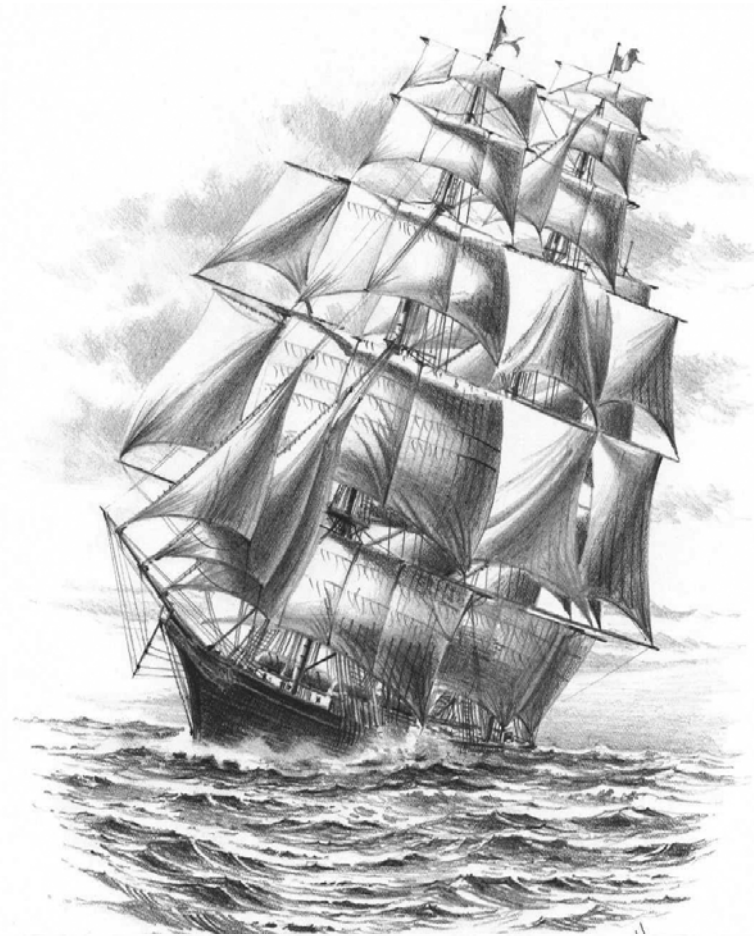
#### **Visit to Canara High School**

On 10<sup>th</sup> February 2018, the members of the department conducted an extension activity for the students of Canara High School, Urva, Mangaluru. The objective of the program was to educate the high school students on medical negligence, misleading advertisements and help them fight against it. Various skill enhancement activities were conducted and the winners

were awarded. Ms. Priya and Mrs. Deepashree coordinated the programme.

### **Visit to Court**

The members of the department visited different Courts at Court Complex, Mangaluru, on 16<sup>th</sup> January 2018. This helped the students to acquaint themselves with the knowledge of how a court functions and the way in which the lawyers, clients and court staff interact. Mrs. Deepashree Shenoy and Mrs. Kavitha K. coordinated the programme.





## CONSUMER CLUB - *Samvradhi*

**Motto/ Vision :** *Let light on your Right'*

**Theme :** *Aware! Alert!! and Act!!!*

### Objectives

1. To make the student responsible as a Consumer.
2. To create the awareness of consumer right among students.
3. To mobilize youngsters by instilling them in the spirit of consumer protection and strengthen consumer movement.

**Staff Coordinators :** Mr. Deviprasad  
: Ms. Priya Kamath

**Student Coordinator :** Samantha III BA (HRD)

**Add on Course :** The District Consumer Federation Mangaluru offers Certificate Course on Consumer Education for the Students of Consumer Club. A MOU with District Consumer Federation Mangaluru is signed by the college in this regard. 20 students enrolled for the certificate course.

### ACTIVITIES

#### Inauguration

The Consumer Club "Samvradhi" was inaugurated on 29<sup>th</sup> June 2017 by Mr. M. J. Salian, President, District Consumer Federation, Mangaluru in the conference hall. The inaugural session began with the prayer by Ms. Deepa of III BCOM and Ms. Hanan of III BCOM welcomed the gathering. Mr. M. J. Salian, in his inaugural address, stressed on the need for awareness of consumer rights. He also pointed out the significance of consumer education in enhancing their knowledge about consumerism & also highlighted the various aspects of consumer education. The vote of thanks was proposed by Ms. Mishcuath of III BA(HRD) & the programme was compeered by Ms. Nisha of III BCom. Mr. Deviprasad & Ms. Priya Kamath coordinated he programme.

#### Theory and Practical Session

The District Consumer Federation (R), Mangaluru conducted the theoretical and practical session for the members of the consumer club on 9<sup>th</sup> and 10<sup>th</sup> January 2018. The theoretical classes were conducted in the morning session

by Mr. M. J. Salian, Mr. Edwin D' Mello and Mr. Walter Mascarenhas covering the various topics such as Consumer Protection Act 1986, The Adulteration, corruption and Right to Information. The practical classes were conducted in the afternoon sessions at the Zilla Panchayat, Lokayukta Office, Corporation Office, Consumer Forum, Food and Safety Office and Deputy Commissioner Office. This acquainted the students with both the theoretical and practical knowledge of the course.

### GUEST LECTURE

#### Best Practices in Consumer Protection

Consumer Club Samvradhi organized a guest lecture on the topic "Best Practices in Consumer Protection" for the members of consumer club on 8<sup>th</sup> February 2018 at the conference hall. The resource person was Dr. Sekar Iyer, HOD, MBA Department, VCET, Puttur. The objective of the lecture was to accustom the students with the knowledge of claiming their rights as consumers and educating them on its implementation. Ms. Priya Kamath coordinated the programme.

### EXTENSION ACTIVITIES

#### Participation in World Consumer Day Celebration and Certificate distribution Ceremony

The Students of consumer Club attended the World Consumer Day Celebration and Certificate Distribution Ceremony organized by District Consumer Federation, Mangaluru at Zillah Panchayath Hall Mangaluru on 15<sup>th</sup> March 2018. On the occasion the District Consumer Federation awarded prizes to the Consumer Club of the college for excellence in certificate course. The Prizes were awarded by Mr. M. J. Salian, President of the Federation.

#### Participation in National Consumer's Day Celebration

The members of Consumer Club along with the coordinator Ms. Priya Kamath attended the National Consumer's Day celebration organized by District Consumer Federation and Shri Dhavala College, Moodibidri on 26<sup>th</sup> of December 2017, at Shri Dhavala College, Moodibidri. On this occasion Ms. Samantha of III BA (HRD) was awarded first prize in the essay competition conducted by the federation.

## EDP CELL

**Motto / Vision :** *To promote entrepreneurial skills among budding entrepreneurs*

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

### Objectives

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

**Staff Coordinators :** Mrs. Supritha A.  
: Mr. Sumesh M.

**Student Coordinator :** Ms. Nisha S. III B.Com

### ACTIVITIES

#### Workshop on "Social Entrepreneurship"

A workshop on "Social Entrepreneurship" was conducted by EDP cell on 1<sup>st</sup> February 2018 with the objective of motivating students to develop basic ethical principles in business for working in community and develop competence in team building, leadership and negotiation skills. The workshop was inaugurated by Mr. Rakesh Roshan, an Entrepreneur of SR IMPEX-Fuel plus, Mangaluru. Mr. Raif Zakariya, Managing Partner, Automotive Agencies, Mangaluru also an alumnus of the college was the guest of honour.

Mr. Rakesh Roshan, in his inaugural address gave illustrations to show how social entrepreneurship provides an opportunity to earn profit and discharge social responsibilities as well. Mr. Raif Zakariya stressed on the need for developing a passion of following the dream and become successful entrepreneur in future. Principal Prof. Aruna Kamath, in her presidential address pointed out the main intention of conducting such workshop is to motivate students to nurture their talent and entrepreneurial spirits in them.

The inaugural session was followed by the technical session on the topic "Issues and Challenges faced by Social Entrepreneur" by Prakash Kaushik, CEO of Brizzio and Proprietor of Garodi Service, Mangaluru. Large number of students from various colleges took part in the workshop. The workshop was successful in sensitizing the young entrepreneurs into the exciting field of entrepreneurship. Mrs. Supritha R. K. and Mr. Sumesh Matada were the coordinators of the programme.

### GUEST LECTURES

#### An Entrepreneurial Journey

EDP cell conducted a guest lecture on the topic "An Entrepreneurial Journey" by Prof. V. Balasubramanian, Marketing Professional, Mangaluru on 18<sup>th</sup> July 2017 for II BBA 'A'. He focused on critical areas of professional journey. The session was more interactive. The objective of the guest lecture was to inspire the students to start their own venture and inculcate the entrepreneurial qualities in them. The students actively participated in the interactive session.

#### World Entrepreneurship Day

EDP Cell observed World Entrepreneurship Day on 21<sup>st</sup> August 2017 by organizing a guest lecture for III BBM 'A'. Mr. Kumble Narasimha Prabhu, Managing Director, Solar Trade was the resource person. He spoke about his entrepreneurial journey, innovative ideas on new startups and also on financial assistance available from banks and government available to start



up new unit. The objective of this guest lecture was to encourage students to become an entrepreneur with all available facilities. Mrs. Supritha coordinated the programme.

## **STUDENT FACULTY PROGRAMME**

### **Role of Entrepreneurs**

EDP Cell organized student faculty programme for I BA (HRD) on the topic "Role of Entrepreneurs" on 30<sup>th</sup> August 2017 by Ms. Nisha S. of III B.Com. She explained the different types of an entrepreneur and the role of entrepreneur in achieving the objectives of business organisation.

## **EXTENSION ACTIVITIES**

### **Seminar on GST**

The members of the cell, Nisha of III B.Com. and Sowparnika of III BBM 'A' participated in a seminar on GST at Moti Mahal, Mangaluru on 25<sup>th</sup> June 2017. The seminar was organized by Relyon Softec Ltd., Bengaluru, in association with Silicon Software Inc. Mangaluru. CA Prasanna Shenoy, was the resource person for the first technical session who focused on the topic "GST" and CA Colin Rodrigues was the resource person for the second technical session who focused on the schedules and rules under GST. The seminar highlighted the basics of taxation and GST

### **Visit to Canara High School**

EDP Cell organized an extension activity on 10<sup>th</sup> Feb. 2018 at Canara High School, Urva, Mangaluru. The members of the cell conducted various activities, focusing the importance of entrepreneurship & also the benefits of developing entrepreneurial skills among the students. The winners were awarded.

### **Visit to Government School**

EDP Cell members visited Government School, Mannagudda on 5<sup>th</sup> August 2017 as a part of extension activity. The members conducted various activities; focused on importance of becoming an entrepreneur and highlighted developing entrepreneurial skills among students. Prizes were distributed on various activities conducted.

## **Workshop on Export Marketing**

The members of EDP cell attended a National Level Workshop on "Export Marketing" at Hotel Ocean Pearl, Mangaluru on 24<sup>th</sup> November 2017 organized by the Government of India, Ministry of Micro, Small and Medium Enterprises, MSME-Development Institute. The seminar was given by the expertise head of export and import management on the topics export procedure and documentation, ECGC Ltd., customs procedure for export, opportunities in export and marine products and about NMPT Mangaluru Port. Students of EDP cell enhanced their knowledge on current affairs on export marketing.

## **SKILL ENHANCEMENT ACTIVITIES**

### **Case Analysis**

The EDP Cell conducted case analysis competition on 11<sup>th</sup> July 2017 on the topic "Employer responsibility to provide harassment free workplace". The objective of the competition was to enhance the problem solving skill of the students. The activity was conducted in an efficient way and students participated with great enthusiasm. Mrs. Supritha coordinated the programme

### **Quiz**

On 21<sup>st</sup> December 2017 EDP Cell conducted a quiz competition on business related topics. The objective of this activity was to enhance the knowledge about current affairs among the students. Large number of students actively participated in the competition.

### **Group Discussion**

EDP cell conducted a group discussion competition on 5<sup>th</sup> January 2018 on the topic "Difference between General Entrepreneur and Social Entrepreneur". Mr. Santhosh Kumar S., Asst. Professor, St. Aloysius College, Mangaluru, also an entrepreneur of catering business was the resource person. He interacted with the students and shared his insights about entrepreneurship. Large number of students participated in the competition. Mrs. Supritha Coordinated the Program.

## SCAN ASSOCIATION

**Motto/Vision** : *Achieving technical excellence*

**Theme** : *'Increasing productivity and efficiency through technology'*

### Objectives

- To empower the students to excel in the field of technology and improve their computing skills to be the best in corporate world.

**Staff Coordinator** : **Mrs. Deepa D. Hegde**

**Student Coordinators** : **P. L. Nishanth Bhat**

: **Abhilash P. Shenoy**

### Student Secretaries

III BBM 'A' : Rakesh Bhat

III BBM 'B' : Bharath Kumar

III BBM 'C' : Habeeb Rehman

III B.Com : Mohd Ziyam

III BCA 'A' : Praneeth J. Shetty

III BCA 'B' : Bhavith Puthran

III BA (HRD) : Sushma

### ACTIVITIES

#### Inauguration

The association was inaugurated on 23<sup>rd</sup> June 2017 in the conference hall. Ms. Rakshitha Salian, Software Engineer, Thomson Reuters International Service Pvt. Ltd., Mangaluru, also an alumna, inaugurated the association by lighting the lamp. She, in her inaugural address, insisted to be focused and dedicated to achieve the goals in life through grabbing the opportunities that come in their ways and also to make the best use of the activities conducted by college to gain more skills. Dean of BCA department, Mrs.

Divya Uchil, presided over the function. In her address, she encouraged the members of the association to be creative and innovative in their work to develop self-confidence and make optimum use of the opportunities provided to them and upgrade their soft skills. A video of the skill based activities conducted in the last year and the teaser of INSPIRE 2017 was then displayed to the students. Bhavith Putran welcomed the gathering, Shaista introduced the chief guest and Abhilash P. Shenoy presented the proposed action plan for the year 2017-18. Adithi Harish compeered the programme and Shreya D.S. proposed the vote of thanks. Mrs. Deepa D. Hegde coordinated the programme.

#### INSPIRE 2017

The association organized 'Inspire 2017' on 23<sup>rd</sup> August 2017 to train second years of BCA to teach how to organize the fest and first years of BCA to take part in the fest as a competent. Ms. Namrutha K., Single Window Operator, Corporation Bank, Padmanoor, Mangaluru, inaugurated the programme at the Conference Hall. The programme began by invoking God's blessings through prayer by Ms. Aishwarya and Ms. Arpitha. Mr. Abhilash P. Shenoy, Mr. P. L. Nishanth Bhat, student coordinators of Scan association gave an introduction of 'Inspire 2017'. The chief guest in her inaugural address shared her experience in the college and explained how it helped her to root her career. She advised the students to grab opportunities and actively participate in all the fests that are organized which will boost their confidence. She also specified the various opportunities available in different fields other than IT. Ms. Rasha Rafeeq welcomed the gathering. Ms. Shwetha M. compeered the programme. Mr. Dhanush K. T. proposed vote of thanks. Mrs. Deepa D. Hegde coordinated the programme.

#### GUEST LECTURES

##### Introduction to Java Database Connectivity

BCA department organized a guest lecture on 6<sup>th</sup> July 2017 for III BCA on



the topic "Introduction to Java Database Connectivity" in the conference hall. The resource person was Prof. Thomas C. G., Asst. Professor, Dept of IT, AIMIT, St. Aloysius College, Beerri, Mangaluru. The guest speaker in his lecture highlighted the features of Java and how Java is different from other programming languages. The speaker focused and discussed about various editions of Java. Some highlights of the core Java covered in the lecture were, introduction to Java Programming concepts, Class, Objects, Methods, Array, String, etc. He then spoke on database connectivity and explained the major steps involved. He illustrated the steps with the help of simple project wherein he retrieved the rows of data which was stored in the database. The session was interactive. It was very inspiring and informative for the students who aspire to take up their career as successful programmers. The programme was coordinated by Mrs. Shashiprabha.

#### **Handling Procrastination**

BCA department organized a guest lecture on the topic "Handling Procrastination" on 11<sup>th</sup> July 2017 for II BCA 'B'. The resource person was Mrs. K. T. Shwetha, Director and Founder, Psychologist of Anirvedha - Resource Centre for Psychological Well being. The guest in her lecture briefed about Procrastination and its types. She also explained the reasons for procrastination and useful tips for handling procrastination. It was an interactive session. Ms. Soujanya M. welcomed and introduced the resource person. Ms. Payal Shetty proposed vote of thanks. Mrs. Deepa D. Hegde coordinated the programme.

#### **Web Domains and Web Hosting**

A guest lecture was organized by BCA department on 21<sup>st</sup> August 2017 for III BCA 'A' on the topic "Web Domains and Web Hosting". The objective of this session was to imbibe the knowledge of purchasing domain and hosting websites. The resource person was Mr. Sudhir Kumar, Asst. Training Manager, Diya Systems Pvt. Ltd, Maryhill, Mangaluru. The resource person explained various aspects such as web hosting, web server, types of servers, types of hosting, web hosting services, WHOIS tools etc. Ms. Shreya D. S. welcomed and introduced the resource person to the gathering. Mr. Venkatesh Bhat proposed vote of thanks. Mr. Arun F. Sequeira coordinated the session.

#### **Big Data**

A guest lecture on the topic "Big Data" was organised on 31<sup>st</sup> August 2017 for the I BCA 'A'. The resource person was Mrs. Anushree Raj, Research scholar, N.I.T.K., Surathkal. The main objective of the programme was to get the students enlightened as to how every data is very important in the field of technology which later becomes information. She said that the term "Big Data" refers to a deluge of information that is generated every second through myriad digital devices that record and practically dictate the patterns of one's personal and professional lives. The amount of data generated each day is so huge that an exact quantification is quite improbable. The real challenge lies not in the availability of data, but in deriving useful information from them. She then explained the three V's of Big Data that was introduced more than a decade ago i.e. volume, velocity and variety. The programme was coordinated by Mrs. Divya Uchil.

#### **Social Intelligence**

A guest lecture on Social Intelligence was held on 6<sup>th</sup> September 2017 at conference hall for III BCA. Dr. B. M. Hegde, Former Vice Chancellor, Manipal University, Manipal was the resource person. The objective of the lecture was to sensitize the students to effectively negotiate complex social relationships and environments. The resource person stated that social intelligence is an aggregated measure of self and social awareness, and an appetite to manage complex social change. He explained the difference between the terms 'Intelligence' and 'Knowledge'. He then said social intelligence comes from trying to understand oneself. They also became aware of the responsibility they have towards the society they live in. Ms. Prakriti Bhandary coordinated the programme.

#### **Angular - The Web Framework**

The department organized a guest lecture on the topic "Angular - The Web Framework" on 12<sup>th</sup> January 2018 for II BCA 'B'. The resource person was Ms. Deepa Shetty, Senior UI Developer and technology support specialist, Infosys, Mangaluru. She began with the introduction of World Wide Web, Internet and its uses. She briefed about the Web based scripts like CSS and JAVA Script used by most of the developers to develop the web, Angular

web framework and its advantages. Ms. Pooja Chowta welcomed and introduced the resource person. Ms. Arpitha Shetty proposed vote of thanks. Mrs. Deepa D. Hegde coordinated the programme.

### **Technical quiz**

Technical quiz was conducted by Dataqueue Systems, Mangaluru for III BCA on 20<sup>th</sup> September 2017. The objective of the quiz was to judge and enhance the understanding level of C and C++ Programming concepts. The quiz provided the students a platform to assess their knowledge level in the field of programming. Mrs. Sowmya Jyothi and Mr. Arun F. Sequeira coordinated this event.

### **Basic Etiquette**

The department organized a guest lecture on the topic "Basic Etiquette" for I BCA 'B' by Roshini Yeshwanth, Asst. Professor, Govt. First Grade College, Halyangady on 22<sup>nd</sup> January 2018. Ms. Roshini spoke about the importance of discipline among the students. She also conducted an activity related to mannerism. Ms. Pavana Purushotham introduced the guest. Mr. Elvis proposed the vote of thanks. Reshmi B. R. coordinated the programme.

### **Application of Computer Graphics**

The department organized a guest lecture on the topic "Application of Computer Graphics" by Mr. Rakesh Kumar, Associate Professor, AIMIT for II BCA 'A' on 23<sup>rd</sup> January 2018. The resource person enlightened the students about the major graphics concepts such as morphing and rendering. He also ensured that students can make their future secured by choosing the field of computer graphics. He provided ample information on career opportunities and the importance of the subject. It was an interactive session. The program was coordinated by Mrs. Shashikala Shetty.

### **Project Documentation on Software Engineering**

The BCA department organized a guest lecture on "Project Documentation on Software Engineering" on 20<sup>th</sup> January 2018 for II BCA 'A'. Mr. Padmanabh Bhat, Program Analyst, Barclays Technology Centre in India, Pune, an alumnus was the resource person. The resource person spoke how to document a project in software development life cycle. He also explained how software industry and IT firms document their projects. He conducted

activities to explain the importance of user requirements in software development. It was an interactive session. The program was coordinated by Mrs. Shashikala Shetty.

### **Challenges Faced by IT Professionals**

A guest lecture was organized on the topic "Challenges Faced by IT Professionals" on 8<sup>th</sup> February 2018 for II BCA 'B' by Ms. Chaithra Rao, SAP Consultant, Merck Ltd., Bangalore. The objective was to address the students on various challenges faced by IT professionals in IT Industry. Ms. Chaithra Rao in her lecture said that turning these challenges into opportunities is the key to success. She also said that meeting these challenges is what will eventually separate the winners from the losers. The session was very informative and interactive. The programme was coordinated by Mrs. Shashiprabha.

### **Information Revolution**

The BCA department organized a guest lecture for I BCA 'A' on the topic "Information Revolution" on 14<sup>th</sup> February 2018. Mr. Supreeth Raj from LIC of India was the resource person. The objective of the programme was to impart to the students' knowledge of the technological advancements. Development of technology in the second half of the 20 century that has led to dramatic reduction in the cost of obtaining, processing, storing, and transmitting information in all forms. Mr. Supreeth said that over the last few decades, because of the advances in communications technology it is possible for people to form connections in a manner not thought possible before. This revolution has transformed the way in which people around the world think, work, share, and communicate. He opined that Information and Communication Technologies (ICTs) and the cyber spaces are playing higher role and they are promising a future of a highly interconnected world. He explained that because of the invention of Hyper Text Mark-up Language (HTML) and the creation of the World Wide Web has led to most important development because of which information can be accessed by everyone. He also gave the students various examples as to how IT has played a major role in revolution. The programme was coordinated by Mrs. Divya Uchil.



### **A Lifetime of Healthy Smile!**

The BCA department organized a guest lecture on 26<sup>th</sup> February 2018 for I BCA 'A' on the topic "A Lifetime of Healthy Smile!". The objective of this session was to impart the knowledge on Dental and Oral Health Care. The resource person of the lecture was Dr. Abida Banu, MDS in Orthodontics and Dento Facial Orthopedics. She said "Smile is a universal sign of happiness and positive emotion". A clean, healthy mouth is fundamental to everybody's quality of life. Good oral health will contribute positively to overall health and wellbeing. Dr. Abida gave simple tips on how to take care of the teeth and keep them - for life like brush twice a day, brushing the tongue, floss every day, no smoking, dry mouth and carb causes cavity. It was very interactive session. Students asked several queries based on their experience of visiting the dental doctors. The session was very much beneficial to all students and agreed to follow and spread awareness about the tips given by the resource person. Mr. Arun F. Sequeira coordinated the programme.

### **Moral Values and Character Education**

A guest lecture was organized for I BCA on 22<sup>nd</sup> February 2018 on the topic 'Moral Values and Character Education'. Mrs. Deepthi, Asst. Professor, Rosario Degree College of Management Studies was the resource person. The objective of this session was to analyze character education concepts through the use of moral values. The speaker told the students that good character is required to help them to face the many opportunities and unknown dangers that are in today's society and to deal with them properly. She advised the students to develop knowledge and understanding of basic moral behavior and to put them into practice. She concluded her talk by telling that students need to know how to handle the pressures and character education will give them the tools that they need. The programme was coordinated by Mrs. Sowmya Jyothi.

### **STUDENT FACULTY PROGRAMME**

#### **Guidelines on Preparation of Projects**

A student faculty programme on "Guidelines on Preparation of Projects" for I BCA 'B' by Mr. Bhavith Puthran was organized on 17<sup>th</sup> January 2018. The

objective was to provide guidelines about the project to be submitted in the VI semester. Mr. Bhavith explained how to select projects and its platform to develop. Mrs. Reshmi B. R. organized the program.

### **Interesting Facts about Computers**

A student faculty programme on the topic "Interesting Facts about Computers" was organized on 18<sup>th</sup> January 2018 for II BCA 'B' by Mr. Sanjay Nayak and Mr. Rayesh Pai of III BCA 'B'. The objective of the programme was to acquaint students with interesting yet hidden facts about the computers. The speakers, organized a quiz for the students and imparted knowledge upon very fascinating facts about the computers. It was an interactive session where students acquired a lot of information on unknown facts. The programme was coordinated by Mrs. Shashiprabha.

### **Communication Skills**

A student faculty program was conducted for II BCA 'B' on 23<sup>rd</sup> January 2018 by Aditi Harish of III BCA 'A' on the topic "Communication Skills". The session was started with the introduction to communication and the process in which the communication takes place. She mentioned about the types of communication like Intrapersonal communication and Interpersonal communication. She pointed out that Language, Economic status, Educational level, Physical barriers, Attitude, Timing and Understanding of message are the barriers to communication. The Program was coordinated by Mrs. Deepa D. Hegde

### **Authoring System in Multimedia**

A student faculty program was conducted for II BCA 'A' on 29<sup>th</sup> January 2018 by Shreya of III BCA 'A' on the topic "Authoring System in Multimedia". Students gained the knowledge about the importance and uses of multimedia and how to implement it in our presentation. The program was coordinated by Mrs. Shashikala Shetty.

### **Authoring tools and Choosing authoring tools in Multimedia**

A student faculty programme was conducted for II BCA 'A' students on 30<sup>th</sup> January 2018 by Akash Raja of III BCA 'B' and Mohammed Faiz of III BCA 'A' on the "Authoring tools and Choosing authoring tools in multimedia." She shared the knowledge about the importance and uses of multimedia

and how to implement it in the presentation. She also explained about the three types of authoring tools, and its features like Editing, Organising and Programming etc. The Program was coordinated by Mrs. Shashikala Shetty.

### Version Control Softwares

A student faculty programme was conducted for I BCA 'A' on 21<sup>st</sup> February 2018 on the topic "Version Control Softwares" by Dhanush K.T and Nishanth Bhat of III BCA 'A'. The objective of the programme was to highlight the uses and implementation of version control software. Version Control softwares are used when developers need to collaborate with developers on the other systems. To deal with this problem, Centralized Version Control Systems (CVCSs) were developed. They also explained the version control software Git and Git Hub. They explained the ways in which the software can be installed using Linux as well as windows and the commands to install it. The various features Git and Git Hub was also included. The programme ended with a live demonstration. They designed a project and explained how when two or more students working in a project, how changes can be done by a student gets implemented in another students projects by making of the commands 'pull' and 'push'. They motivated the students to work on team projects and make use of this software. The students were very happy of the latest technology. They got an insight of how this software makes things simpler when two or more developers are working together. The programme was coordinated by Mrs. Divya Uchil.

### System Analysis and design

A student faculty programme was conducted on 7<sup>th</sup> February 2017 for II BCA-'A' and II BCA- 'B' by the V semester project students. The students presented on different topics of System Analysis and Design like DFD's and ER diagrams and they also shared their experience of their VI semester project development. All the II BCA Students were benefited by this programme. Mrs. Divya Naveen coordinated the programme.

### Machine Learning Techniques and its Applications

A student faculty program was conducted by Ms. Babitha of III BCA 'A' on the topic 'Machine Learning techniques and its applications' for I BCA on 1<sup>st</sup>

February 2018. The objective of the program was to provide opportunity for student faculty to inculcate deeper learning of the subject and to improve their confidence level. The focus of the lecture was on various types of Machine Learning methods & algorithms. The student faculty explained the concept of supervised & unsupervised algorithms for categorical & continuous domains. She also explained how these algorithms are used in self-driving cars, the current & future trends in this area. Students opined that it was an informative session. Mrs. Sowmya Jyothi coordinated the programme.

### Basics of Networking and Introduction to WAN

A student faculty programme was organized for I BCA 'A' on 8<sup>th</sup>, 9<sup>th</sup> and 12<sup>th</sup> of February 2018 by the V semester project students on the topic "Basics of Networking and Introduction to WAN". Topics were given to the students, wherein all the students did their seminar through PPT presentation. It was an interactive session. Final III BCA students learnt how to handle the classes & enhanced their confidence. The topics given to the seminar were as follows:

Name of the student	Topic
Ranjitha	Overview of WAN
Srigopal Nayak	WAN Connectivity options
Chaya Dattetraya Bhat	POTS (Plain Old Telephone System)
Supreetha	POTS (Plain Old Telephone System)
Venkatesh Bhat S.	Leased Lines
Karthik	ISDN (Integrated Services Digital Network)
Nishmitha	Working of ISDN
Meghana B. A.	VSAT (Very Small Aperture Terminal) and its Devices
Bhavith B. Bangera	VSAT Networks
Shruthi	Working of VSAT
Shwetha M.	Infrared
Indrajith Ullal	Microwave
Suhag	Radio
Nishita Latish S.	VPNs (Virtual Private Networks)
Anvitha	Working of VPN
Arun F. Sequiera coordinated the programme.	



## **EXTENSION ACTIVITIES**

### **Visit to Kittle Memorial High School**

The SCAN association organized an extension activity on 5<sup>th</sup> August 2017 at Kittle Memorial High School (Aided), Gorigudde, Mangaluru. The objective of the extension activity was to make the students aware about technology. The student volunteers of final year BCA taught the basics of computers and uses of internet. They also conducted various activities like guess the part, memory test, quiz etc. Winners were awarded prizes. The school students gained an insight on the advantages of computer and technology. The staff coordinators Mrs. Deepa D. Hegde along with the student coordinators P. L. Nishanth Bhat, Abhilash P. Shenoy, Praneeth J. Shetty, Bhavith Puthran, Dhanush K. T. and Shreya D. S. of III BCA were present.

### **Observation of Computer Literacy day**

The association organized an extension activity for students and faculty of 4<sup>th</sup> and 5<sup>th</sup> Standard at Dakshina Kannada Zilla Panchayath Higher Primary School, Attavar, Mangaluru on 22<sup>nd</sup> December 2017. The objective of this programme was to provide awareness on digital literacy. Mr. P. L. Nishanth Bhat, Mr. Dhnaush K. T. and Mr. Bhavith Putharan from III BCA demonstrated the parts of computers and its usages to the students and the faculty. An interactive session was conducted on documentation of files. The session illustrated the benefits of digital literacy and potential hazards of digitalisation. Large number of students benefited from this program. Mrs. Deepa D. Hegde coordinated the programme.

### **Visit to Holy Family Higher Primary School**

The association organized an extension activity for students and faculty of Holy Family Higher Primary School, Derebail, Mangaluru on 10<sup>th</sup> January 2018 under the guidance of Mrs. Deepa D. Hegde. The objective of this programme was to provide education and create an interactive session about Internet. The session was presented by Mr. P. L. Nishanth Bhat, Mr. Dhnaush K. T. and Mr. Bhavith Puthran of III BCA. The students and the faculty were shown the live demonstration of computer parts and its usages. An interactive session was conducted on Email and Documentation. The session illustrated the Pros and cons of Internet. Entertainment activities like drawing, quiz and memory test were conducted for the children, after which the winners

of the games were given the prizes. The student coordinators Mr. Praneeth J. Shetty and Abhilash P. Shenoy secretaries of SCAN association took active part in the planning and organising the event.

### **Visit to Software Exhibition**

The students of III BCA visited a Software Exhibition organized by the MCA department of Shree Devi Institute of Technology (SDIT), Kenjar, Mangaluru on 30<sup>th</sup> August 2017. The objective of the visit was to gain awareness and exposure about latest advances in technology and data security. The students from MCA department then gave a brief description about the software's developed by them. Projects on online registration portal, Firebase Chat, Group Chat, Weather App, Notification Manager, Blue Eye Tech, WB Count, Project Loon etc. motivated the students. The new inventions and creative ideas applied on some existing technologies truly inspired the students and enriched their knowledge. The exhibition enabled the students to come up with innovative ideas which will be a great contribution to the technical field. Mr. Arun F. Sequeira and Mrs. Soumya Jyothi escorted the students.

### **Internet and Mobile Application**

A group of III BCA students visited the B.E.M. Higher Primary School, Alake on 19<sup>th</sup> December 2017. The objective of the programme was to impart knowledge to the students on Internet and mobile applications. Ms. Rachana, Mr. Nishanth, Ms. Pratheeksha, Ms. Chaithra, Mr. Prajwal and Mr. Shrijith addressed the 5<sup>th</sup> and the 6<sup>th</sup> standard students. They explained the usage of various Google applications like Gmail, Google drive, Playstore, Google maps, Youtube and Google Chrome to the students. Quiz was conducted for the students by Ms. Aishwarya and Ms. Shaista. The students actively took part. Winners were given prizes. Large number of students benefited from this activity. The programme was coordinated by Ms. Divya Uchil.

### **Web Designing and Programming**

On 19<sup>th</sup> December 2017, a group of III BCA project students visited Government First Grade College, Haleyangady as a part of extension activity and enlighten the BBA, B.Com and BA students about the concepts of Web Designing and Programming. The students taught how to develop simple web pages and include videos using various interesting tags. Activities such as guess the part and quiz were also conducted for the students. All the

students enthusiastically participated in the activities. Prizes were distributed to the winners. The programme was coordinated by Mr. Arun F. Sequeira.

### **Computer Basics**

In order to create social awareness among the students and also to give an exposure to III BCA project students, an extension activity was organized on 19<sup>th</sup> December 2017 at Dakshina Kannada Zilla Panchayath Higher Primary School, Kapikad, Mangaluru. The objective of this programme was to teach 'Computer Basics'. Large number of students were benefited from this programme. Chaithra Rai explained the fundamentals of computers to the students and also spoke about internet services. Babitha Shetty conducted quiz and Priyanka conducted memory test based on the concepts discussed. Mrs. Sowmya Jyothi coordinated the programme.

### **Visit to ICGS SHOOR Ship**

Field visit was organized on 21<sup>st</sup> December 2017 to ICGS SHOOR Ship, NMPT, Mangaluru for a group of III BCA project students. The objective of this program was to know the functioning of the ship. The students were taken around the ship by the assistance captain, who explained the purpose of various equipments, the facilities that were available during the sail. It was very informative to the students. The visit was coordinated by Mrs. Deepa D. Hegde.

### **Visit to Nalya Padavu Higher Primary School**

On 22<sup>nd</sup> December 2017, an extension activity was conducted by the III BCA for 5<sup>th</sup>, 6<sup>th</sup> standard of Nalya Padavu Higher Primary School, Shakthinagar, Mangaluru. The session started with the introduction to computers, MS Office Software. Activities like quiz, memory test and guess the part were conducted for the students. It was an interactive session. Winners were awarded prizes. Mrs. Reshmi coordinated the programme.

### **Visit to Govt. Model Higher Primary School**

With the view to create social awareness among the students the project students of III BCA organized an extension activity on 23<sup>rd</sup> December 2017 at Govt. Model Higher Primary School, Kavour, Mangaluru. The objective of this programme was to impart knowledge on various applications of

computers. A large number of students were benefited through this programme. Various activities were organized, winners of which were awarded. Mrs. Shashiprabha coordinated the programme.

### **Visit to Govt. Higher Primary School**

A group of III BCA students conducted an extension activity on 27<sup>th</sup> December 2017 at Govt. Higher Primary School, Kadri, Mangaluru. Various activities related to computers were conducted. The students actively participated in the activities conducted. Mrs. Divya Naveen coordinated the programme.

### **Visit to Dakshina Kannada Zilla Panchayath Higher Primary School**

An extension activity was organized on 6<sup>th</sup> January 2018 by III BCA for V and VI standard students of, Dakshina Kannada Zilla Panchayath Higher Primary School, Mannagudda. They explained the concepts of Ms-Word, Power Point presentation and social responsibilities to the school students. The Program was coordinated by Mrs. Shashikala Shetty.

### **Visit to St Lawrence Anudanitha Higher Primary School**

A group of III BCA students conducted an extension activity on 11<sup>th</sup> January 2018 at St. Lawrence Anudanitha Higher Primary School, Bondel, Mangaluru. The students briefed on "Digital India". Various activities like quiz and drawing were conducted and the prizes were distributed to the winners. The Program was coordinated by Mrs. Deepa D. Hegde

### **Visit to St. Reeta Higher Primary School**

On 13<sup>th</sup> January 2018, an extension activity was conducted by the students of III BCA for 5<sup>th</sup>, 6<sup>th</sup> and 7<sup>th</sup> standard of St. Reeta Higher Primary School, Mangaldevi, Mangaluru. Students spoke on introduction to basics of computers, Ms-Office software and also gave the knowledge on Swacch Bharath. Various activities like quiz, memory test and guess the part were also organized. Pens were distributed to all students of the school. Mrs. Reshmi B. R. coordinated the programme.

### **Communication skills**

An extension activity was organized on 13<sup>th</sup> January 2018 by III BCA at Mangala Seva Samithi Trust, Kutharpadavu, Munnur. Ms. Priyanka provided



techniques on how to improve communication skills to the students. Ms. Varshitha conducted fun based communicative games to the students. The program was coordinated by Mrs. Sowmya Jyothi.

### **Visit to M. Vaman Nayak Sons, Winding Wall and Grandfather Clock Manufacturers and Exporters**

A group of III BCA students conducted an extension activity to M. Vaman Nayak Sons, Winding Wall and Grandfather Clock Manufacturers and Exporters on 22<sup>nd</sup> January 2018 with the objective to know the business culture, work ethics and time management of the company. The students addressed the office staffs on Microsoft Excel Application which is useful for business transactions. The students got an opportunity to know the making and working of a winding clock. The programme was coordinated by Mrs. Divya Uchil.

### **Visit to Sarathi Printers**

A group of III BCA project students visited Shruthi Printers, Baikampady on 29<sup>th</sup> January 2018. Supervisor of the company took the group to the industry and explained the entire process taking place inside the industry. The Program was coordinated by Mrs. Shashikala Shetty.

### **Basics of Computers and HTML Programming**

The III BCA students visited Nalanda High School, V. T. Road, Mangaluru and organized an extension activity on 30<sup>th</sup> January 2018 for the students of 8<sup>th</sup> and 9<sup>th</sup> standard. Students taught Basics of Computers and HTML programming. Later guess the part event and quiz was organized to both the classes. Students actively involved and took part in the activities with great enthusiasm. Prizes were distributed to the winners. The program was coordinated by Mr. Arun F. Sequeira

### **Visit to KIOCL**

A field visit was conducted on 1<sup>st</sup> February 2018 to KIOCL Ltd. by III BCA. Mr. Shivraj, General Manager of Safety Department gave a basic introduction about the company and also instructed the students about the safety measures of the company at research centre. This field visit gave a brief knowledge about working of an iron ore industry. Mrs. Reshmi B. R. coordinated the programme.

### **Importance of Soft Skills**

An extension activity was conducted on 2<sup>nd</sup> Feb. 2018 at Govt. First Grade College (Gandhinagar) by a group of III BCA students as a part of their project work. A talk on "Importance of Soft Skills" was given, in which students were educated about the need of communication skills in this competitive world. Competitions such as quiz and memory tests were conducted by the student volunteers. The students actively took part in the activities conducted and the winners were awarded. The lecturers supported and appreciated the work of the students. The programme was coordinated by Mrs. Shashiprabha.

### **Visit to Indian Wood and Wood Products**

A group of III BCA students visited Indian Wood and Wood Products, Shediguri as a part of project work on 3<sup>rd</sup> February 2018. Students were guided by an employee about the stages through which a wooden plank gets converted into large and attractive wooden products. Students were also shown the finished products to analyze the importance of passing the planks through the different machineries. The programme was coordinated by Mrs. Shashiprabha.

### **Visit to Little Sister Old age Home**

The students of III BCA in association with Rovers and Rangers organized an extension activity at Little Sister Old Age Home, Bajjodi, on 5<sup>th</sup> February, 2018. The objective of the programme was to interact with the residents and impart the knowledge of the various online transactions. The students Mr. Dhanush and Srijeeth addressed the inmates about the different transactions and about its operating methods. The students had a good interaction with the aged people. Confidence, team spirit and leadership qualities were developed among the inmates. The programme was coordinated by Mrs. Divya Uchil.

### **Visit to St. Anns High School**

A group of III BCA students conducted an extension activity on 6<sup>th</sup> February 2018 at St. Anns High School, Kuntikan, Mangaluru. Students briefed about "Teens and Social Networking". Various activities like quiz and memory test were conducted and the winners were given prizes. The programme was coordinated by Mrs. Deepa D. Hegde.

### **Workshop on "Art of Programming"**

On 6<sup>th</sup> February 2018 students of III BCA attended a workshop at Shree Devi Institute of Technology, Kenjar at 9:30 a.m. and 1:30 p.m. in two batches. The workshop was titled as "ART OF PROGRAMING". The session was a brush on various programming languages those have been studied in undergraduate course till date. The resource person for the workshop was Prof. Poornima Thanthri, Faculty of MCA Department, SDIT. The common keywords of programming and its importance were explained with relevant examples. Prof. Nethravatamma, HOD of MCA Department, SDIT, guided the students with various techniques of interviews, methods of interviews conducted by different organizations and type of questions mostly asked in the interviews. It was an informative and interactive workshop. All the students were benefitted immensely.

### **Visit to Roof Terrace Garden**

On 8<sup>th</sup> February 2018, a team of 13 VI semester BCA project students under the guidance of Mr. Arun F. Sequeira visited the house of Mr. Blany D'Souza, Marnamikatta, Monkey Stand, Jai Hind Road, Mangaluru,. The objective of the visit was to imbibe the knowledge of roof terrace gardening. Mr. Blany D'Souza explained how to plant various vegetables and fruit plants, way of looking after them and the method of watering the plants. Sir has planted varieties of the Indian plants.

### **Visit to Govt. Higher Primary School**

A group of III BCA students conducted an extension activity on 3<sup>rd</sup> March 2018 at Govt. Higher Primary School at Bikarnakatte, Mangaluru. Various activities related to computers were conducted. The students actively participated in the activities conducted. The programme was coordinated by Mrs. Divya Naveen.

### **Visit to Holy Family English Medium School**

On 5<sup>th</sup> March 2018, III BCA project students conducted an extension activity at Holy Family English Medium School, Surathkal on Awareness of Online Banking. Various activities related to computers were conducted. The students actively participated in the activities. The programme was coordinated by Mrs. Shashikala Shetty

### **Visit to KVS Cashew Factory**

A field visit was organized on 7<sup>th</sup> March 2018 to KVS Cashew Factory, III BCA. The objective of this program was to know the business culture, work ethics and time management of the company. The programme was coordinated by Mrs. Divya Naveen.

### **Visit to Naveen Engineering Works**

On 13<sup>th</sup> March 2018 the III BCA visited Naveen Engineering Works, Carstreet, Mangaluru. The objective of this visit was to provide the students an opportunity to gain awareness about the work processes followed in the factory. The students gained knowledge about the current practices followed for the repair of engines and their work environment. The programme was coordinated by Mrs. Sowmya Jyothi.

## **SKILL ENHANCEMENT ACTIVITIES**

### **Color Spray**

The association organized a 'Color Spray' competition on 28<sup>th</sup> June 2017 on the topic "Swachh Bharath". The objective of the event was to keep pace with the current happenings of the world and allow the participants to display their work in art. An overwhelming response from all streams of students was observed in a collective consonance. The students were seen with colors and brushes of M.S Paint, merging the colors enthusiastically and animatedly, mesmerizing the judges and organizers who had gathered. Mr. Hardik and Mr. Sumesh were the judges. The student coordinators were Mr. Abhilash Shenoy, Mr. Praneeth J. Shetty, Mr. Bhavith Puthran, Mr. Dhanush K. T. and Ms. Shreya of III BCA. Mr. Arun F. Sequeira coordinated the programme.

### **Guess the Part**

The association organized an event 'Guess the Part' on 30<sup>th</sup> June 2017 at 3.00 pm. The objective of this event was to test the participants knowledge about the various components used in computers. A series of 30 images of Computer Hardware Components were displayed through PPT which, the participants had to guess. The event was judged on the basis of accurate recognition of the parts. Large number of students actively participated in the event. The student coordinators were Mr. Nishanth Bhat, Mr. Abhilash Shenoy, Mr. Praneeth J. Shetty, Mr. Bhavith Puthran and Ms. Shreya D. S. of III BCA. Mrs. Deepa D. Hegde coordinated the programme.



### **Memory Test**

The association organized a 'Memory Test' on 3<sup>rd</sup> July 2017. The event was conducted to test the photographic memory, knowledge of the student participants and ability to judge multiple thoughts or memories at one time. 50 different computer hardware components, IT companies and their logos and personalities were presented to the students through PPT. After the presentation the participants were given 3 minutes to recall and write them. The students exhibited exemplary memory skills and knowledge in the field of IT. The student coordinators were Mr. P.L. Nishanth Bhat, Mr. Abhilash P. Shenoy, Mr. Praneeth J. Shetty, Mr. Bhavith Puthran and Mr. Prajwal of III BCA. Mrs. Shashiprabha coordinated the programme.

### **Quick Hands**

The association organized event 'Quick Hands' on 7<sup>th</sup> July 2017. The objective of this event was to test the participants speed and efficiency in typing. The Students were given a paragraph of 200 words to type within a time limit of 5 minutes, and were judged on the basis of the number of words and accuracy of typing. The participants showcased their typing skills with speed and accuracy of typing. Mr. P. L. Nishanth Bhat, Mr. Abhilash P. Shenoy, Mr. Praneeth J. Shetty, Mr. Bhavith Puthran and Mr. Prajwal of III BCA were the student in-charge. Mrs. Sowmya Jyothi coordinated the programme.

### **Turn Coat (Toggle Toggle)**

The association organized an event toggle toggle on 12<sup>th</sup> July 2017. The objective of this event was to test the participant's communication skills and their ability to cope under pressure. The participants were given topics with dual meanings and 1 minute preparation to speak; the participant would then switch topics on hearing the word "toggle" given by the judges. The event was judged on the basis of the participant's spot thinking & communication skill. Mr. P. L. Nishanth Bhat, Mr. Abhilash P. Shenoy, Mr. Praneeth J. Shetty, Mr. Bhavith Puthran, Mr. Dhanush K. T. & Mr. Nishan C of III BCA were the student in-charge. Ms. Deepthi & Mrs. Divya Naveen were the judges for the event. Mrs. Shashikala Shetty coordinated the programme.

### **IT Collage**

The association organized an event IT-Collage on 13<sup>th</sup> July 2017. The topic for the event was 'Cashless Transaction. It was an individual event where

the participants were given a topic on the spot and the related data and images were taken from the internet. Using the downloaded information the participants prepared a collage using MS-Paint. The objective of this event was to test the creativity of the students. Time allotted was 20 minutes. Judging was done based on the participant's creativity, overall presentation, relevance and neatness. Mr. P. L. Nishanth Bhat, Mr. Abhilash P. Shenoy, Mr. Praneeth J. Shetty, Mr. Bhavith Puthran and Mr. Dhanush K. T. of III BCA were the student coordinators. The event was judged by Mrs. Sowmya Jyothi and Ms. Prakriti Bhandary. Mrs. Reshmi B R coordinated the programme.

### **Power Point**

The association organized a Power Point Competition on the topic "Promotion on Eco-Friendly Campus" on 26<sup>th</sup> July 2017. The objective of the event was to develop the presentation and communication skill. Mrs. Smitha and Mrs. Kavitha Prabhu were the judges. The participants were judged on the basis of design, creativity and content. The student coordinators were Mr. P. L. Nishanth Bhat, Mr. Abhilash P. Shenoy, Mr. Bhavith Puthran and Mr. Prajwal of III BCA. Mrs. Divya Uchil coordinated the programme.

### **Tagger**

The association organized an event 'Tagger' on 10<sup>th</sup> August 2017. The objective of this event was to test the participants' creativity and innovativeness. The participants were given the product "Mobile", for which they had to devise their own creative taglines in a time limit of 5 minutes. The event was judged on the basis of their uniqueness, relevance & creativity. The judges were Mrs. Supritha A. & Mr. Prasanna Kumar. The student coordinators were P. L. Nishanth Bhat, Abhilash P. Shenoy, Praneeth J. Shetty, Bhavith Puthran of III BCA. Ms. Prakrithi Bhandary coordinated the programme.

### **Captcha Cracker**

The association organized an event 'Captcha Cracker' on 18<sup>th</sup> September 2017. The objective of this event was to test the participant's ability to decipher "Captcha's". The participants were given ten Captcha's which they had to crack in a time limit of 5 mins. Event was judged based on the number of Captcha's cracked. The student coordinators were P. L. Nishanth Bhat, Abhilash P. Shenoy, Praneeth J. Shetty, Bhavith Puthran of III BCA. Ms. Deepthi coordinated the programme.

### **IT Debate**

IT Debate was conducted by the association on 28<sup>th</sup> September 2017 on the topic "Technology Today: a Scourge or Blessing". The students were given 5 minutes to prepare on the topic. In a team there were 2 participants and they had to speak for and against the topic with their teammate. The time given for debating was 3+1 minutes. The event was judged on the basis of the participants' language, communication skills, relevancy to the topic and knowledge. Mr. Arun F. Sequeira and Ms. Prakrithi Bhandary were the judges. The student coordinators were P. L. Nishanth Bhat, Abhilash P. Shenoy, Praneeth J. Shetty, Bhavith Puthran of III BCA. Mrs. Divya Naveen coordinated the programme.

### **IT Quiz**

The association organized 'IT Quiz' on 8<sup>th</sup> September 2017. The objective of this event was to test the participants' knowledge about technology. Large number of students actively participated. The participants were given 20 minutes to answer 40 questions. The student coordinators were Mr. P.L. Nishanth Bhat, Mr. Abhilash P. Shenoy and Mr. Bhavith Puthran of III BCA. Mr. Arun F. Sequeira coordinated the event.

### **Product Launch**

The SCAN association organized the event Product Launch on 14<sup>th</sup> December 2017. The objective of this programme was to test the participants' ability to innovate and market products. Students took active part in the event. The participants of the event were given 20 minutes to design a presentation on the topic "Wallet" and to present it creatively by marketing their product. The event was judged by Ms. Sowmya Hegde and Mrs. Divya Naveen. Mrs. Divya Uchil coordinated the programme.

### **Paper Presentation**

The association organized Paper Presentation on 20<sup>th</sup> December 2017. The objective of this event was to test the participants' knowledge, presentation and communication skill. The participants were given the topic "Innovation of IT Technology". The time limit for the presentation was 20 minutes. The criteria for judgment were relevancy, communication, body language, presentation skill. The Judge for the event was Ms. Priya Kamath and Mrs.

Sanchitha. The student coordinators were Mr. P. L. Nishanth Bhat, Mr. Abhilash P. Shenoy and Mr. Praneeth J. Shetty and Mr. Bhavith Puthran of III BCA and Mr. Manjunath Shenoy of II BCA 'A'. Mr. Arun F. Sequeira coordinated the event.

### **Coding & Debugging**

Coding event was conducted on 21<sup>st</sup> December 2017 by the association. The students had to write a program using C or C++ and generate a given pattern. The team consisted of two participants. The event was judged based on the logic they use and the execution. This event was helpful for the students to showcase their ability to generate their own logic and develop codes. Mrs. Divya Uchil and Mrs. Shashiprabha were the judges. The student coordinators were Mr. P. L. Nishanth Bhat, Mr. Abhilash P. Shenoy, Mr. Praneeth J. Shetty, Mr. Bhavith Puthran and Mr. Dhanush K.T. of III BCA. Mrs. Divya Naveen coordinated the event.

### **Web Development**

The SCAN association organized web development programme on 3<sup>rd</sup> January 2018. The objective of this event was to test the knowledge of the participants on HTML. The participants were given 45 minutes to create a web site. Content relevance, usage of multimedia and innovation were the criteria for judgment. Mr. Arun F. Sequeira & Mrs. Shashikala Shetty were the judges for the event. Mr. P. L. Nishanth Bhat, Mr. Abhilash P. Shenoy, Mr. Praneeth Shetty, Mr. Bhavith Puthran & Mr. Dhanush K.T. were the student coordinators. The programme was coordinated by Mrs. Reshmi B.R

### **Stress Interview**

The SCAN Association organized Stress Interview on 10<sup>th</sup> January 2018. The objective of this programme was to test the participant's ability to manage stress, whilst maintaining their composure. The participants of the event, filled a questionnaire based on their general knowledge, followed by a Stress Interview. Large number of students took active part in the event. The student coordinators Mr. P. L. Nishanth Bhat, Mr. Abhilash P. Shenoy, Mr. Praneeth Shetty, Mr. Bhavith Puthran and Mr. Dhanush K. T. were involved in the planning and organisation of the event. The event was judged by alumnus of the institution Mr. R. K. Nikash and the faculty Mr. Sumesh. Mrs. Sowmya Jyothi coordinated the event.



### Treasure Hunt

The SCAN association organized Treasure Hunt on 13<sup>th</sup> January 2018. The objective of this event was to find the treasure through an App which was developed by the students. The student coordinators were Mr. Abhilash P. Shenoy, Mr. Praneeth Shetty, Mr. Bhavith Puthran of III BCA. Mrs. Deepa D. Hegde coordinated the programme.

### List of Prize Winners

#### Color Spray

I	Govind Chowdhari	III BCA 'A'
II	Sharath Rao	I BCA 'A'
III	K.G. Vishal	II BCA 'B'

#### Guess the Part

I	Nithin	III BCA 'A'
II	Anush	III BCA 'A'
III	Dhanush K. T.	III BCA 'A'

#### Memory Test

I	Anush	III BCA 'A'
II	Chaithra Rai	III BCA 'A'
III	Nithin	III BCA 'A'

#### Quick Hands

I	Varadraj Nayak C.	III BCA 'B'
II	Fakruddin Darvesh A. K.	III BCA 'A'
III	Sanjay Nayak K.	III BCA 'B'

#### Turn Coat (Toggle Toggle)

I	Sukesh K.	I BCA 'A'
II	Govind Chowdhari	III BCA 'A'
III	Aditi Harish	III BCA 'A'

#### IT - Collage

I	Janesh Ballal	III BCA 'B'
II	Hardik Bhat	I BCA 'A'
III	Sukesh K.	I BCA 'A'

### Powerpoint Presentation

I	Pratheeksh K. Puthran	I BCA 'B'
II	Nithin	III BCA 'A'
III	Deepthi Nayak	I BCA 'B'

#### Tagger

I	Muhammed Sahad	II BCA 'B'
II	Nithin	III BCA 'A'
III	Manjunath Shenoy M.	II BCA 'B'

#### Captcha Cracker

I	Varadraj Nayak C.	III BCA 'B'
II	Srinivas Shenoy	II BCA 'A'
III	Dhamini	I BCA 'B'

#### IT Debate

I	Rajath Hegde	III BCA 'A'
	Aditi Harish	III BCA 'A'
II	Reshma P. N.	II BCA 'A'
	Nelson Jack Lobo	II BCA 'A'

#### IT Quiz

I	Suhag	III BCA 'A'
II	Chaithra Rai	III BCA 'A'
III	Shreya	I BCA 'B'

#### Product Launch

I	Hardik Bhat	I BCA 'A'
II	Nelson Jack Lobo	II BCA 'A'

#### Paper Presentation

I	Aditi Harish	III BCA 'A'
II	Nelson Jack Lobo	II BCA 'A'
III	Suraj Shivram	I BCA 'B'

#### Coding & Debugging

I	Nikhil & Pranay Raj	II BCA 'A'
II	Manjunath Shenoy M.	II BCA 'B'
	Abdur Rehman	II BCA 'B'
III	Nelson Jack Lobo	II BCA 'A'
	Joel D'Souza	II BCA 'A'

### Web Designing

I	Manjunath Shenoy M	II BCA 'B'
II	Abdur Rehman	II BCA 'B'
III	Manoj Churya	II BCA 'A'

#### Best IT Manager - Stress Interview

I	Abhishek	II BBA 'C'
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#### Treasure Hunt

I	Pragathi M & Rakshitha	II BCA 'B'
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### INSPIRE - 2017

#### Coding & Debugging

I	Pranay Raj & Joel D'souza	II BCA 'A'
II	Manjunath Shenoy M. & Abdur Rahman	II BCA 'B'

#### Web Designing

I	Sanath Kumar D. Shetty	II BCA 'B'
II	A Manoj Churya	II BCA 'A'

#### Best Manager

I	Pooja Ananda Chowtha	II BCA 'B'
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#### IT Quiz

I	Elvis Rego & Suraj Shivaram Saphalya	I BCA 'B'
II	Nikhil & Kazi Mohammed Suhaib	II BCA 'A'

#### It - Debate & Advertisement

I	K. G. Vishal & Twisha Amin	II BCA 'B'
II	Krithi & Shivangi	II BCA 'A'

#### Client Connect

I	Anushree Shenoy	II BCA 'B'
II	Mohammed Shoiheb	II BCA 'B'

#### Enews

I	Soujanya M.	II BCA 'B'
II	Guruprasad	I BCA 'B'

#### Treasure Hunt

I	Pragathi M., Rakshitha, Sanjana S. Pai	II BCA 'B'
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The Overall winners were Kazi Mohammed Suhaib & team and the runners up were Shivaprasad & team

## LITERARY ASSOCIATION - *Crown of Wisdom*

**Motto /Vision :** *'To sharpen the linguistic skills and to bring out hidden talents/creativity of the students.*

**Theme :** *Aspire to Inspire.*

### Objectives:

- The main objective of this Association is to train Students to Communication Skills and Soft Skills, such as reading /pronunciation/ speaking, essay -writing, presentation skills .
- To improve the confidence level of the students.
- To inculcate moral values in the students.
- To improve the confidence level of the students.

**Staff Coordinators :**  
: **Mrs. Madhumathi J. Raja**  
: **Mr. Ashwin Mendonca**  
: **Mrs. Jeevitha D.**  
: **Mrs. Renuthakshi**  
: **Dr. Jyothi**  
: **Dr. Shalini Devadiga**

**Members :**  
: **Mrs. Shashiprabha**  
: **Mrs. Reshmi**  
: **Mrs. Parinitha Salian**  
: **Mrs. Deepashree G. Shenoy**  
: **Mrs. Priya Kamath.**  
: **Mrs. Kavya U.**

### Student Coordinators

English : Manjushree Kamath III B.Com  
Kannada : Chaya Bhat III BCA 'A'  
Hindi : Shaistha III BCA 'B'

**Student Secretaries :** III BBM 'A'  
: III BBM 'B'  
: III BBM 'C'  
: III BCOM  
: III BCA 'A'  
: III BCA 'B'  
: III BA (HRD)  
: II BBA 'A'  
: II BBA 'B'  
: III BBA 'C'  
: II BCOM  
: II BCA 'A'  
: II BCA 'B'  
: II BA (HRD)  
: I BBA 'A'  
: I BBA 'B'  
: I BBA 'C'  
: I B.Com  
: I BCA 'A'  
: I BCA 'B'  
: I BA (HRD)

Pooja  
Swathi  
Sripada  
Isha Shaheen  
Rasha Sayyed Rafeeq  
Meghashree  
Faithma Mischauth  
Zainaba Nishanth  
Panchami P. N.  
Shrinidhi U.Rai.  
Raksha A.  
Thanaz  
Prathiksha Shetty  
Advitha  
Fathima Nashvana  
Azbar Hussain  
Ibrahim Thameen  
Thanushree  
Alfina Banu  
Shreya Madhava Hegde  
Shravan Kumar

### ACTIVITIES

#### Inauguration and Orientation

On 19<sup>th</sup> June 2017, the association was inaugurated by Dr. Ammalu Kutty, Associate Professor, University College, Mangaluru. She inaugurated the programme by releasing the College Magazine 2016-17. Dr. Ammalu Kutty, in her address, motivated the students to involve themselves completely in every kind of work they take up and opined that the secret of success lies in the amount of our dedication towards the work. Principal, Prof. Aruna P. Kamath delivered the Presidential address. The students thereafter, presented the poems written by themselves in all the three



languages. Ms. Chaya Bhat presented the association's plan of action for the academic year. Ms. Manjushree introduced the chief guest. Ms. Samantha welcomed the gathering and Ms. Prajna proposed the vote of thanks. The programme was coordinated by Mrs. Madhumathi J. Raja.

## **GUEST LECTURES**

### **Positive Attitude**

The English department conducted a guest lecture on 18<sup>th</sup> August 2017 for I BBA 'C'. The resource person was Ms. Dhirti Divakar, Technical Recruiter, People Gamut HR Solutions, Mangaluru. In her talk, she said that the key to success is positive thinking and action. She highlighted that positive thinking is contagious. People around us pick our mental moods and are affected accordingly and so it is very essential to think about happiness, good health and success. She stressed upon the use of positive words such as, 'I can', 'I am able', 'it is possible', 'it can be done', while thinking and talking. She gave few live examples of how people changed their lives with positive attitude and she concluded by advising the students to fill their mind with light, hope and feelings of strength. Mrs. Madhumathi J. Raja coordinated the programme.

### **Importance of Aim in Life**

The English department organized a guest lecture on the topic "Importance of Aim in Life" on 23<sup>rd</sup> September 2017 for the I BBA 'C'. The resource person was Psychiatrist, Mrs. Rani Mangala, Director, Wake-up Counseling Centre. She highlighted that human beings are blessed with several benevolent instincts, to name a few - love, compassion, respect, generosity, most importantly - unique mind power which can distinguish between the right and the wrong. Therefore we should exercise our mind power to such a level that our mind should guide us to take only righteous steps and decisions in life. Mrs. Madhumathi J. Raja coordinated the programme.

### **Importance of Time**

The English department organized a guest lecture on the topic "Importance of Time" on 25<sup>th</sup> September 2107 for the I BBA 'C'. The resource person was Mrs. Shwetha, Clinical Psychologist. She stressed out the importance of time management. She also emphasized that time management is

essential in achieving success. She conducted some games showing them the importance of time and students took part enthusiastically. Mrs. Madhumathi J. Raja coordinated the programme.

### **Stress Management**

A guest lecture on "Stress Management" was organized on 2<sup>nd</sup> April 2018 for I BBA 'C'. Mrs Shree Vidya, Counselor, Roshni Nilaya Counseling Centre was the resource person. The objective of the lecture was to create an awareness on handling and managing stress. Mrs. Madhumathi J. Raja coordinated the programme.

### **Positive Thinking**

The department conducted a guest lecture on "Positive Thinking" for I BBA 'A' and 'B' on 2<sup>nd</sup> April 2018. Mrs Shree Vidya, Counselor, Roshni Nilaya Counseling Centre was the resource person. The objective of the programme was to develop positive thinking among the youngsters. Mrs. Madhumathi J. Raja coordinated the programme.

## **STUDENT FACULTY PROGRAMMES**

### **Stress Management**

The department organized a student faculty programme for II BA (HRD) on 27<sup>th</sup> June 2017 by Samantha D. of III BA (HRD) on the topic 'Stress Management'. The objective of the programme was to make the students aware about stress management and also the importance of counseling sessions. Mrs. Madhumathi J. Raja coordinated the programme.

### **How to prepare for paper presentation**

The department organized a student faculty programme for II BA (HRD) on the topic "How to prepare for paper presentation" on 30<sup>th</sup> August 2107 by Samantha of III BA (HRD). The objective of this programme was to enrich and encourage the students with presentations skills as well as give them a platform to showcase their creativity and give them confidence in orating skills. Mrs. Madhumathi J. Raja coordinated the programme.

### **Campus Opportunities**

The English department organized a student faculty programme on 26<sup>th</sup>

September 2017 by Manjushree Kamath and Shijith of III B.Com for I BBA 'C'. The objective of this programme was to make the students aware of the opportunities available in the college campus. The students were made to realize the importance of grabbing the opportunities and moving in the right direction to become successful and enhance their overall personality. Mrs. Madhumathi J. Raja coordinated the programme.

### **Social Issues in India**

The English department conducted a student faculty programme on 23<sup>rd</sup> December 2017 by Mischaath of III BA (HRD) for the students of I BCA 'A' on the topic 'Social Issues in India'. The objective of this programme was to make the students aware of social issues in India. It enriched their knowledge and also gave a platform to discuss their opinions and trying to find solutions to such problems. The programme was coordinated by Mrs. Madhumathi J. Raja.

### **Child Labor**

The English department conducted a student faculty programme on 23<sup>rd</sup> December 2017 by Mishcuath of III BA (HRD) for the students of I BBA 'C' on the topic 'Child Labor'. The objective of this programme was to make the students aware of problems which are faced in our country. It was an interactive session where the students actively took part. The programme was coordinated by Mrs. Madhumathi J. Raja.

### **How to build self esteem**

The English department organized a student faculty programme on 6<sup>th</sup> January 2018 by Jeevan of II BA (HRD) for the I BCA 'A' on 'How to build Self-esteem'. The objective of this programme was to make students realize the importance of self-esteem which helps to look beyond the brighter side of life. The students were made to understand the basic fact that health is the greatest possession, contentment is the greatest treasure but confidence is the greatest friend. The outcome of this programme was it helped the students realize the importance of being positive and having right attitude towards themselves. The programme was coordinated by Mrs. Madhumathi J. Raja.

### **Drugs Abuse**

The English department conducted a student faculty programme on 14<sup>th</sup> February 2018 for the I BBA 'C' on the topic 'Drugs Abuse'. The objective of this programme was to make students aware about the bad effects of drugs and its use. Through the programme the students were made to realize the different health effects and how they could avoid themselves from getting into drug addictions. The programme was coordinated by Mrs. Madhumathi J. Raja.

### **How to face Interview**

The English department conducted a student faculty programme on 27<sup>th</sup> February 2018 for the students of II B.Com. on the topic 'How to face Interviews'. The objective of this programme was to make them aware of how they should behave in the interviews and face them positively. The students were shown the basic rules and regulations about facing interviews. The students were given live examples on how to face the different interviewers with the positive attitude. The students learnt a lot with great interest. The programme was coordinated by Mrs. Madhumathi J. Raja.

### **Suicide in Youths**

The Counseling Cell organized an awareness programme for BBA, BCA, BA (HRD) and B.Com on 'Suicide in Youths' in the month of January and February. Mr. Jeevan, Mr. Susheeth and Mr. Bhavish of II BA (HRD) created awareness on the consequences of the suicide cases. The students were asked to help others and also help themselves by making them aware that there were counselors to help them in college as well as outside. The programme was coordinated by Mrs. Madhumathi J. Raja.

### **Inspiring people**

The English department conducted a student faculty programme on 3<sup>rd</sup> March 2018 for the I BCA 'A' and I BBA 'C' by Rakshitha of II B.Com on the topic 'Inspiring people'. The objective the programme was to inspire the students by quoting the examples of great personalities like Narayan Murthy, Amitabh Bachchan, Arunima Sinha. The students were made to realize the importance of such personalities through their inspirational



stories of determination, perseverance and success. The programme was coordinated by Mrs. Madhumathi J. Raja.

### **The Effects of Cell Phone Addictions & means to overcome them**

The English department conducted a student faculty programme on 6<sup>th</sup> March 2018 on the topic "The Effects of Cell Phone Addictions and Means to Overcome them" by Ms. Shreeja from II B.Com for I BBA 'A' and 'C'. The objective of this programme was to make the students realize the importance of time and relationships in their life. A brief introduction to cell phone addiction and its consequences was also given. The programme was coordinated by Mrs. Madhumathi J. Raja and Mrs. Kavya U.

### **Social Media**

The English department conducted a student faculty programme on 8<sup>th</sup> March 2018 for I BCA 'A' and I BA (HRD) by Kirthi Pal of II B.Com on "Social Media." The objective of the programme was to make the students realize the use of social media. The programme served its purpose in making the students realize the pros & cons of social media. The programme was coordinated by Mrs. Madhumathi J. Raja and Mrs. Kavya U.

### **Overcoming Depression**

The English department conducted a student faculty programme on 8<sup>th</sup> March 2018 for I BCA 'A' and I BA (HRD) by Anil of II B.Com on "Overcoming Depression". The objective of this programme was to make the students aware about the causes and remedies for depression. A lack of sleep and exercise, poor eating habits, are the sources of depression among college students. The programme was coordinated by Mrs. Madhumathi J. Raja and Mrs. Kavya U.

## **EXTENSION ACTIVITIES**

### **Visit to Lady Hill Higher Primary School**

On 5<sup>th</sup> August 2017, the members of the English department visited Lady Hill Higher Primary School, Mangaluru for conducting leadership Training for the high school students. The main objective of this activity was to

develop self- confidence and enhance leadership qualities. Various competitions like memory test, pick and speak etc were conducted to encourage the students to gain self- confidence and team work. The winners were awarded. The students participated enthusiastically. The activity was successful and it also enriched the students with team work and confidence. Ms. Manjushree Kamath was the student coordinator. Mrs. Madhumathi J. Raja coordinated the programme.

### **Visit to Paschim Trust**

On 6<sup>th</sup> January 2018 the students of II B.Com and the members of the department visited Paschim Trust Rehabilitation Centre-'A home for Aged', Someshwar Village, Kotekar, Mangaluru as a part of extension activity. The students shared the woeful experiences of all the inmates, consoled them and offered them books, handkerchiefs, fruits, cookies and the most precious was to give vent to the feelings of the old which made many outburst their emotions. It was really a joyous experience for all the students to visit the old age home and interact with its inmates. Through this extension activity we believe that learning outside the classroom is just as important as learning within the classroom situation, and it is possible to greatly enhance our students' academic performance with additional extension activities. As students' progress upwards through the school, these will be increasingly linked to their specific areas of expertise or developmental needs. The Program was coordinated by Mrs. Madhumathi J. Raja.

### **Visit to Ashoka Vidyalaya High School**

On 13<sup>th</sup> January 2018 the members of the English department visited Ashoka Vidyalaya English Medium High School, Mangaluru .The main objective of this activity was to make the students develop self-confidence and enhance their creativity along with team spirit. Competitions like pick and speak and poem recitation were conducted to encourage the students to gain self -confidence and a platform to show case their talents. The students also taught the children to prepare things out of craft, inspiring the young children's creativity. The students participated enthusiastically. The program was coordinated by Mrs. Madhumathi J.

### **Visit to Dakshina Kannada Jilla Panchayath School**

The English department conducted an extension activity in Dakshina Kannada Jilla Panchayath School on 17<sup>th</sup> February 2018. The objective of this programme was to build confidence among the students and also develop leadership qualities. The students conducted various vocabulary games, poem recitation and pick and speak. The winners were distributed with prizes. The school students participated enthusiastically. This programme enhanced the school student's knowledge as well as they were given a platform to showcase their talents. The department students gained self-confidence & it helped them to develop leadership qualities as well as team spirit among themselves. The program was coordinated by Mrs. Madhumathi J. Raja.

### **Visit to St. Joseph English Medium High School**

On 29<sup>th</sup> January 2018 the members of the English department and a few students of I BBA 'C' visited the St. Joseph English Medium High School, Mangaluru. The objective of this activity was to encourage the students to develop their self-esteem and to enrich their creativity. The students conducted various vocabulary games and encouraged the school students to show case their talents through these activities. This activity motivated the students to build their self-confidence and work in team with positivity. Mrs. Madhumathi J. Raja coordinated the programme and the student coordinator was Ms. Bindya S.

### **Visit to Animal Care Trust**

On 10<sup>th</sup> February 2018 the members of the English department and II B.Com students visited the Animal Care 'Vatsalya Animal Care Trust', Shakthinagar, Mangaluru. The objective of this extension activity was to make the students realize the need and importance of animal protection. The students visited the animal care trust, observed how injured, stray, sick animals are taken care. The students donated dog and cat foods to the trust. This activity helped them to realize the importance of animal protection. Mrs. Madhumathi J. Raja coordinated the programme.

### **Visit to Canara Higher Primary School**

The members of the English department visited Canara Higher Primary

School, Dongerkery, Mangaluru, on 10<sup>th</sup> February 2018. The aim of this visit was to educate the students in an informal way by creating friendly and different atmosphere. The students played various vocabulary games and helped the school students in team work and encouraged the young school students to participate and showcase their talents through various ways. This activity helped the student's gain confidence; excel in their creativity and leadership qualities imbibing them with positive team spirit. Mrs. Madhumathi J. Raja and Mrs. Kavya coordinated the programme and Ms. Manjushree Kamath was the student coordinator.

### **Visit to Shree Laxmi Devi Narshima Pai Vidyalaya**

The members of the English department along with a few I BBA 'C' conducted an extension activity in Shree Laxmi Devi Narshima Pai Vidyalaya at Panemangaluru on 17<sup>th</sup> February 2016. The objective of this programme was to make the students develop self-confidence and enhance their leadership qualities. Various competitions like pick and speak, poem recitation and vocabulary games were conducted. The school students participated enthusiastically. This activity was successful and it also enriched the students with confidence. Mrs. Madhumathi J. Raja and Mrs. Kavya coordinated the programme and Ms. Anusha was the student coordinator.

### **Awareness on Using Paytm**

On 4<sup>th</sup> and 7<sup>th</sup> April 2018, Suprith, Prajna and Krithi of II BBM 'C' visited Yacchus Hair Garage, Bantwal Balaji Stationaries, MG Road Mangaluru and Suvarna Stores, Kodical, respectively to create an awareness on using Paytm. The activity helped the beneficiaries to understand the benefits of cashless transactions which have become the need of the day. Mrs. Madhumathi J. Raja coordinated the programme.

## **SKILL ENHANCMENT ACTIVITIES**

### **Poster Making**

The department conducted a poster making competition on 28<sup>th</sup> June 2017 on the topic 'Go Green'. The objective of the activity was to enhance their creative and innovative talents. It facilitated team spirit, extensive research and reading abilities. Mrs. Madhumathi J. Raja coordinated the programme..



### **Slogan Writing Competition**

On July 7<sup>th</sup> 2017, the department conducted Slogan Writing Competition on the topic "Importance of Education". The objective of this competition was to encourage students to develop writing skills. This competition enhanced their creativity, knowledge and writing skills. The coordinator was Mrs. Madhumathi Raja and the student coordinator was Manjushree Kamath.

### **Essay Writing Competition**

On 11<sup>th</sup> July, 2017, the department conducted an Essay Writing Competition on the topic "Female Foeticide" to make the students aware that female foeticide is a crime against women as it debars them to take birth in the society with girls doing well in diverse professions, which were considered male-bastions up until now, such as boxing, wrestling, martial arts, armed forces, etc.. The coordinator was Mrs. Madhumathi Raja and the student coordinator was Manjushree Kamath.

### **Debate Competition**

The department conducted a Debate Competition on 12<sup>th</sup> July 2017 on the topic "Should Women have dress code restrictions at work place". The objective was to enhance their conversational skills, give them a platform to express their thoughts, ideas and views and to gain confidence to speak effectively. The coordinator was Mrs. Madhumathi Raja and the student coordinator was Manjushree Kamath.

### **Pictionary Competition**

The department organized Pictionary Competition on 26<sup>th</sup> July 2017. Two pictures were shown to the participants and they had to write a story, poem or an article combining both the images. The objective was to encourage their critical and analytical thinking and also enhance their writing skills. The student coordinator was Ms. Manjushree Kamath. Mrs. Madhumathi J. Raja coordinated the programme.

### **Wrong People at Wrong Job**

The department conducted a competition on "Wrong Person at Wrong Job" on 10<sup>th</sup> August 2017. The objective of this competition was to

examine the participant's perception, reasoning and rationality. This competition helped the students to comprehend the situation successfully. The student coordinator was Ms. Manjushree Kamath. Mrs. Madhumathi J. Raja coordinated the programme.

### **Word Puzzle**

The department conducted a Word Puzzle Competition on 18<sup>th</sup> August 2017. The puzzle was based on general words. The competition helped the students in enriching their vocabulary skills. The student coordinator was Ms. Manjushree Kamath. Mrs. Madhumathi J. Raja coordinated the programme.

### **Elocution**

On 21<sup>st</sup> August 2017, the department conducted Elocution Competition on the topic "Importance of Library and Technology" and "The impact of Cinemas in today's world". The topic was chosen to make the student aware about the importance of E-library and to know the effect of cinemas on the life of people. The main objective of this competition was to enhance their communication skill and to build their confidence. The student coordinator was Ms. Manjushree Kamath. Mrs. Madhumathi J. Raja coordinated the programme.

### **Story writing**

The association conducted a Story Writing Competition on 31<sup>st</sup> August 2017 on the topic "Tolerance". The objective of this activity was to provide students with an opportunity to learn by doing and also giving them a platform for their creativity. The student coordinator was Ms. Manjushree Kamath. Mrs. Madhumathi J. Raja coordinated the programme.

### **Poem Writing**

On 31<sup>st</sup> August 2017, the department conducted Poem Recitation Competition on the topic "Nature and its Beauty". The students recited their own written poems. This competition gave the student a platform to bring out their innovative and creative ideas, views and their own perceptions. It also helped them to overcome the stage fear. It also improved their language skills. The student coordinator was Ms. Manjushree Kamath. Mrs. Madhumathi J. Raja coordinated the programme.

### **Pick and Speak**

On 4<sup>th</sup> September 2017 the department conducted Pick and Speak Competition. The objective of this competition was to enhance their speaking skills and also to gain confidence in them to speak their perceptions. This competition gave the students a platform to showcase their speaking abilities, knowledge and creativity. Mrs. Madhumathi J. Raja coordinated the programme.

### **Poem Recitation**

On 18<sup>th</sup> December 2017, the department conducted Poem Recitation Competition on the topic "Women". Students recited their own written poems. This competition gave the students a platform to bring out their innovative and creative ideas. Ms. Manjushree Kamath was the student coordinator. The event was coordinated by Mrs. Madhumathi J. Raja

### **Monologue Competition**

The association conducted a Monologue Competition on 21<sup>st</sup> December 2017 on famous personalities. The objective of this competition was to develop confidence and showcase their acting talents. The event helped the students to develop their confidence. Mrs. Madhumathi J. Raja coordinated the event.

### **Spell Me**

The English association conducted a 'Spell Me' competition on 4<sup>th</sup> January 2017. The objective of this activity was to improve the vocabulary skills and enrich the students with new vocabulary. Large number of students actively participated in the event. Mrs. Madhumathi J. Raja coordinated the competition along with the student coordinator Ms. Manjushree Kamath.

### **Literary Quiz**

The English association conducted "Literary Quiz" on 5<sup>th</sup> January 2018. The objective of the quiz was to test the student's 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 helped them to know their literature better and reconnect

with the famous authors. Mrs. Madhumathi J. Raja coordinated the event along with the student coordinator Ms. Manjushree Kamath.

### **Logo designing**

The department conducted Logo Designing on the topic 'Humanity'. The objective of this competition was to enhance their writing, creative skills and well analytic skills. The topic was chosen to make the students aware that humanity is very important in our life. Mrs. Madhumathi J. Raja coordinated the competition along with the student coordinator Ms. Manjushree Kamath.

### **Article Writing**

The English association conducted Article Writing Competition on 17<sup>th</sup> January 2018. The objective of this competition was to enhance their writing skills and enrich the students with knowledge. The students participated with great interest as it gave them a platform to showcase their views, ideas, opinions and encouraging their creativity through writing skills. Mrs. Madhumathi J. Raja coordinated the competition along with the student coordinator Ms. Manjushree Kamath.

### **Creative writing**

The English association conducted Creative Writing Skill Competition on 3<sup>rd</sup> February 2018. The objective of this was to enhance their writing skills, motivate them to bring out with creativity, views and ideas. It was a platform to show case their writing skills as well as their creativity in an innovative idea. The students participated enthusiastically.

### **BOOK REVIEWS**

- The department conducted a book review on 10<sup>th</sup> July 2017, which provided descriptive, critical and evaluative account of the book. Ms. Manjushree Kamath reviewed the book "Attitude is Everything." The objective of the review was to enhance their reading skills by identifying the author's perspective. The student opined that the author gives readers a step by step plan for taking control of their lives and unleashing their incredible potentials. The book consists of 12 Lessons: Your Attitude is Your Window to the World; You're A Human



Magnet; Picture Your Way to Success; Make a Commitment and You'll Move Mountains; Turn Your Problems into Opportunities; Your Words Blaze A Trail; How Are You?; Stop Complaining; Associate with Positive People; Confront Your Fears and Grow; Get Out There and Fail; Networking That Gets Results. It's a "Success Manual" and if the readers used these principles they too can make positive changes in every area of their lives. The book helps to develop positive attitude. Mrs. Madhumathi J. Raja coordinated the programme.

- A book review was conducted by Fathima Mishcuath of III BA (HRD) on the book "The Naked Face" by Sydney Sheldon on 10<sup>th</sup> August 2017. This book has the ability of keeping the readers hooked to it from the first two chapters and keep the reader on his/her toes throughout the book. "The Naked Face" as the title says is all about stripping away the fake face (innocent face) or the face or mask that people put on to hide their true emotions or their true self. Mrs. Madhumathi J. Raja coordinated the programme.
- The department conducted a book review on 1<sup>st</sup> September 2017. Pratheeksha of II B.Com reviewed "Life is what you make it" authored by Preethi Shenoy. The student opined that the book teaches to have a balance between determination, faith, love and career. It attempts to enlighten people about the mental illness and the cure. The book endeavours to remove the stigma attach with mental illness. Mrs. Madhumathi J. Raja coordinated the programme.
- The department conducted a book review on 25<sup>th</sup> September 2017. Ms. Deeksha P. of II B.Com reviewed "The God of Small Things" authored by Arundhati Roy. The objective of the review was to develop reading skills by identifying the author's perception and overview of one person's highly subjective reading experience. The story sheds light on the deep rooted prejudices about caste nurtured by people. It shows the extent to which people swear on their beliefs and punish those violating the norms laid by society. Mrs. Madhumathi J. Raja coordinated the programme.
- The English department organized a book review on 20<sup>th</sup> December

2017 on the novel 'Life after Life', Kate Atkinson Reagan. The book was reviewed by Ms. Sanjana S. The objective of the review was to develop and enhance reading skills by identifying the author's perspective. The student opined that the book is interesting and inspiring. The book encourages, understanding the reality of life and to face it positively. Mrs. Madhumathi J. Raja coordinated the event.

- The department conducted a book review on 5<sup>th</sup> March 2018 by Shivani and Bhavani of II B.Com on the book 'Fasting and Feasting' by Anita Desai. The book seeks to open a conversation between family values, cultural norms and individual aspirations. This book is recommended for every Indian who wants to know more about our cultures. The Students opined that the book was simple but intriguing keeping up with the sensitivity and innocence throughout the novel. Mrs. Madhumathi J. Raja coordinated the programme.

#### Group Discussions

- The department conducted a group discussion on 3<sup>rd</sup> July 2017 on the topic "Should girls have dress code restrictions at work place." On 13<sup>th</sup> July 2017, on the topic "Wats up killing Minds" and on 28<sup>th</sup> July 2017, on the topic "Business and Ethics don't go together." The objective of this activity was to enhance their communication skill and also to inculcate team spirit in them. It also helped them to express their views and ideas on the given topics. Mrs. Madhumathi J. Raja coordinated the programme.
- The department conducted a group discussion on 18<sup>th</sup> August 2017, 16<sup>th</sup> December 2017, 4<sup>th</sup> January 2018 and 1<sup>st</sup> February 2018 on the topics "China is a threat to Indian IT Industry.", "Should Reality shows be there? "Suicide among college students? and "Usage of Internet by the Youngsters" respectively. The objective of the activity was to enhance their communication skill and also to inculcate team spirit in them. It also helped them to express their views and ideas on the given topics. Mrs. Madhumathi J. Raja and Mrs. Kavya U. coordinated the programme.

### Paper presentation

The department conducted a paper presentation on the topic "Environmental and Social Issues" on 27<sup>th</sup> and 28<sup>th</sup> March 2018 for the II B.Com and BA(HRD). The topic enhanced their knowledge and gave an insight to the issues and solutions. The event was judged on the basis of presentation skills, ideas and communication skills by Mrs. Madhumathi J. Raja.

### List of Prize Winners

#### Poster Making

- |                   |            |
|-------------------|------------|
| I. Lavanya Shetty | II BCA 'A' |
| Thanaz            | II BCA 'A' |
| II. Pragathi      | II BCA 'B' |
| Swasthi           | II BCA 'B' |
| III. Soundarya R. | II BCA 'B' |
| Gagana B.         | II BCA 'B' |

#### Slogan Writing

- |                      |            |
|----------------------|------------|
| I. Praveen           | II BBA 'C' |
| II. Alfin Banu       | I BCA 'A'  |
| III. Mahima Machamma | III B.Com  |

#### Essay Writing

- |                  |            |
|------------------|------------|
| I. Shreya Hegde  | I B.Com    |
| II. Prajna B.    | II BBA 'C' |
| III. Anchal Jain | II BBA 'C' |
| Shreelaxmi       | II B.AHRD  |

#### Debate

- |             |            |
|-------------|------------|
| I. Samantha | III B.AHRD |
| Abhishek    | II BBA 'C' |

- |                    |             |
|--------------------|-------------|
| II. Priyanka G. N. | III B.Com   |
| Mandara P. N.      | III B.Com   |
| III. Adithi        | III BCA 'A' |
| Rajath             | III BCA 'A' |

#### Pictionary

- |                        |           |
|------------------------|-----------|
| I. Kshithi T. A.       | III B.Com |
| II. Chithra Rao K. P.  | I BBA 'A' |
| III. Samridh S. Shetty | I BBA 'C' |

#### Wrong People at Wrong Situation

- |                    |           |
|--------------------|-----------|
| I. Mahima Machamma | III B.Com |
| II. Nisha          | III B.Com |
| III. Vikas Varma   | I BBA 'A' |

#### Word Puzzle

- |                    |           |
|--------------------|-----------|
| I. Sahana B. S.    | III B.Com |
| II. Vinutha        | I BBA 'A' |
| III. Kshithi T. A. | III B.Com |

#### Elocution

- |                    |            |
|--------------------|------------|
| I. Priyal          | I BCA 'A'  |
| II. Abhishek       | II BBA 'C' |
| Priyanka G. N.     | III B.Com  |
| III. Kshithi T. A. | III B.Com  |

#### Story Writing

- |                  |            |
|------------------|------------|
| I. Sahana B. S.  | III B.Com  |
| II. Deeksha V.   | II BBA 'C' |
| III. Nidhi Hegde | II BBA 'C' |

#### Poem Writing

- |                   |           |
|-------------------|-----------|
| I. Kshithi T. A.  | III B.Com |
| II. Sisira T. V.  | I BBA 'C' |
| III. Sahana B. S. | III B.Com |

#### Pick and Speak

- |             |            |
|-------------|------------|
| I. Abhishek | II BBA 'C' |
| II. Manoj   | III B.Com  |
| III. Vivek  | II BBA 'B' |

### Poem Recitation

- |              |            |
|--------------|------------|
| I. Manoj     | III B.Com  |
| II. Thanaz   | II BCA 'A' |
| III. Lawanya | II BCA 'A' |

### Monologue

- |                 |           |
|-----------------|-----------|
| I. Sameeksha    | II B.Com  |
| II. Krithi Pal  | II B.Com  |
| III. Bindiya S. | I BBA 'C' |

### Spell Me

- |                      |            |
|----------------------|------------|
| I. Vinutha Rao       | I BBA 'A'  |
| Vaishnavi Bhat       | IBBA 'A'   |
| Shri Nidhi U. Rai    | II BBA 'C' |
| II. Fathima Nashvana | I BBA 'A'  |
| III. Shehzeen        | I BBA 'A'  |
| Deeksha              | II B.Com   |

### Literary Quiz

- |                    |           |
|--------------------|-----------|
| I. Vaishnavi Bhat  | I BBA 'A' |
| II. Vinutha V. Rao | I BBA 'A' |
| III. Shehzeen      | I BBA 'A' |
| V. Neha Kamath     | I BBA 'A' |

### Logo Designing

- |                      |            |
|----------------------|------------|
| I. Prajwal Kumar P.  | II BBA 'C' |
| II. Swathi M Poojary | I BBA 'A'  |
| III. Nidhi Hegde     | II BBA 'C' |

### Article Writing

- |                       |            |
|-----------------------|------------|
| I. Thanaz             | II BCA 'A' |
| II. Nidhi U Rai       | II BBA 'C' |
| III. Swathi M Poojari | I BBA 'A'  |

### Creative Writing

- |                         |            |
|-------------------------|------------|
| I. Manjushree Kamath M. | III B.Com  |
| II. Sanjana S.          | II B.Com   |
| III. Nidhi U Rai        | II BBA 'C' |



## ಕನ್ನಡ ವಿಭಾಗ 'ವಿಕಸನ'ದ ಸಾಹಿತ್ಯ ಚಟುವಟಿಕೆಗಳ ವರದಿ

ಸಾಹಿತ್ಯ ಸಂಘದ ಒಂದು ಅಂಗವಾದ ಕನ್ನಡ ವಿಭಾಗ 'ವಿಕಸನ'ದ ಮೂಲಕ 2017-18 ರ ಶೈಕ್ಷಣಿಕ ವರ್ಷದಲ್ಲಿ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಸಾಹಿತ್ಯ ಚಟುವಟಿಕೆಗಳನ್ನು ಹಂತ ಹಂತವಾಗಿ ಹಮ್ಮಿಕೊಳ್ಳಲಾಯಿತು.

ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಸ್ವಚ್ಛತೆಯ ಬಗ್ಗೆ ಅರಿವನ್ನು ಉಂಟುಮಾಡುವ ಉದ್ದೇಶದಿಂದ ದಿನಾಂಕ 28/06/2017ರಂದು 'ಸ್ವಚ್ಛಭಾರತ' ಎಂಬ ವಿಷಯಕ್ಕೆ ಅನುಗುಣವಾಗಿ 'ಪೋಸ್ಟರ್ ಮೇಕಿಂಗ್' ಸ್ಪರ್ಧೆಯನ್ನು ಆಯೋಜಿಸಲಾಯಿತು. ಇದರಲ್ಲಿ ಸುಮಾರು 16 ವಿದ್ಯಾರ್ಥಿಗಳು ಭಾಗವಹಿಸಿ ಪ್ರಥಮ ಬಹುಮಾನವನ್ನು ಛಾಯಾಭಿಮಾನಿ ಹಾಗೂ ಪ್ರಿಯಂವದಾ ಉಡುಪ, ತೃತೀಯ ಬಿ.ಸಿ.ಎ.'ಎ', ದ್ವಿತೀಯ ಸ್ಥಾನವನ್ನು ವಿನುತಾ ಹಾಗೂ ನಿರೀಕ್ಷಾ, ತೃತೀಯ ಬಿ.ಬಿ.ಎ.'ಎ' ಹಾಗೂ ತೃತೀಯ ಬಹುಮಾನವನ್ನು ದೀಕ್ಷಾ ಬಿ., ದ್ವಿತೀಯ ಬಿ.ಬಿ.ಎ. 'ಸಿ' ಮತ್ತು ಲಿಖಿತಾ, ದ್ವಿತೀಯ ಬಿ.ಬಿ.ಎ.'ಬಿ' ಪಡೆದರು.

ದಿನಾಂಕ 31/06/2017 ರಂದು 'ಜನಪದ ಸಾಹಿತ್ಯ' ಎಂಬ ವಿಷಯದ ಕುರಿತು ಪ್ರಥಮ ಬಿ.ಬಿ.ಎ. ಮತ್ತು ಪ್ರಥಮ ಬಿ.ಎ.(ಹೆಚ್.ಆರ್.ಡಿ.) ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಅತಿಥಿ ಉಪನ್ಯಾಸ ಕಾರ್ಯಕ್ರಮವನ್ನು ಏರ್ಪಡಿಸಿದ್ದು, ಸಂಪನ್ಮೂಲ ವ್ಯಕ್ತಿಯಾಗಿ ಶ್ರೀಯುತ ಕೇಶವ ಬಂಗೇರ, ಉಪನ್ಯಾಸಕರು ಕನ್ನಡ ವಿಭಾಗ ಶ್ರೀ ನಾರಾಯಣ ಗುರು ಕಾಲೇಜು, ಮಂಗಳೂರು ಆಗಮಿಸಿದ್ದರು.

ಪ್ರಚಲಿತ ವಿದ್ಯಮಾನಗಳಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ತಿಳುವಳಿಕೆಯನ್ನು ಉಂಟು ಮಾಡುವ ಹಾಗೂ ಬರವಣಿಗೆಯಲ್ಲಿ ಸಾಮರ್ಥ್ಯವನ್ನು ವೃದ್ಧಿಸುವ ಉದ್ದೇಶದಿಂದ ದಿನಾಂಕ 04/07/2017 ರಂದು 'ಪತ್ರಿಕೆಗಳು ಜನಜೀವನದ ಪ್ರತಿಬಿಂಬ' ಎಂಬ ವಿಷಯದ ಕುರಿತು ಪ್ರಬಂಧ ಸ್ಪರ್ಧೆಯನ್ನು ಆಯೋಜಿಸಲಾಯಿತು. ಇದರಲ್ಲಿ 15 ವಿದ್ಯಾರ್ಥಿಗಳು ಭಾಗವಹಿಸಿ, ಪ್ರಥಮ ಬಹುಮಾನವನ್ನು ಮೇಘಶ್ರೀ, ತೃತೀಯ ಬಿ.ಸಿ.ಎ. 'ಬಿ', ದ್ವಿತೀಯ ರಕ್ಷಾ, ದ್ವಿತೀಯ ಬಿ.ಕಾಂ., ತೃತೀಯ ತನುಶ್ರೀ ಎ., ಪ್ರಥಮ ಬಿ.ಕಾಂ. ಪಡೆದರು.

'ವೈಚಾರಿಕ ಪ್ರಜ್ಞೆಗೆ ಅಡೆತಡೆಗಳು' ಎಂಬ ವಿಷಯದ ಕುರಿತು ದಿನಾಂಕ 06/07/2017 ರಂದು ದ್ವಿತೀಯ ಬಿ.ಎ (ಎಚ್ ಆರ್ ಡಿ) ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಶ್ರೀಯುತ ಜಯದೇವ್ ಹಿರಣ್ಯ ತೃತೀಯ ಬಿ.ಬಿ.ಎಂ. 'ಎ' ಇವರಿಂದ ವಿದ್ಯಾರ್ಥಿ ಸಿಬ್ಬಂದಿ ಕಾರ್ಯಕ್ರಮವನ್ನು ಆಯೋಜಿಸಲಾಯಿತು.

ದಿನಾಂಕ 07/07/2017 ರಂದು 'ಸೇವೆ' ಎಂಬ ವಿಷಯವನ್ನು ಆಧರಿಸಿ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಘೋಷಣೆ ಬರೆಯುವ ಸ್ಪರ್ಧೆಯನ್ನು ಏರ್ಪಡಿಸಲಾಯಿತು. ಇದರಲ್ಲಿ ಸುಮಾರು 13 ವಿದ್ಯಾರ್ಥಿಗಳು ಭಾಗವಹಿಸಿ ಪ್ರಥಮ ಬಹುಮಾನವನ್ನು ಕ್ಷಿತಿ, ತೃತೀಯ ಬಿ.ಕಾಂ., ದ್ವಿತೀಯ ಬಹುಮಾನವನ್ನು ಜಯದೇವ್ ಹಿರಣ್ಯ, ತೃತೀಯ ಬಿ.ಬಿ.ಎ. ಪಡೆದರು.

ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಸೃಜನಶೀಲತೆಯನ್ನು ಗುರುತಿಸುವ ಉದ್ದೇಶದಿಂದ ದಿನಾಂಕ 14/07/2017 ರಂದು ಚಿತ್ರ ನೋಡಿ ಕತೆ ಬರೆಯುವ ಸ್ಪರ್ಧೆ ಹಾಗೂ ಚಿತ್ರ ನೋಡಿ ಕವನ ಬರೆಯುವ ಸ್ಪರ್ಧೆಯನ್ನು ಏರ್ಪಡಿಸಲಾಯಿತು. ಈ ಸ್ಪರ್ಧೆಯಲ್ಲಿ 15 ವಿದ್ಯಾರ್ಥಿಗಳು ಭಾಗವಹಿಸಿದ್ದು, ಕತೆ ಬರೆಯುವ ಸ್ಪರ್ಧೆಯಲ್ಲಿ ಪ್ರಥಮ ಬಹುಮಾನವನ್ನು ಪೂಜಾ, ದ್ವಿತೀಯ ಬಿ.ಕಾಂ., ದ್ವಿತೀಯ ಬಹುಮಾನವನ್ನು ಅಂಬಿಕಾ, ದ್ವಿತೀಯ ಬಿ.ಕಾಂ. ತೃತೀಯ ಬಹುಮಾನವನ್ನು ಪಂಚಮಿ, ದ್ವಿತೀಯ ಬಿ.ಬಿ.ಎ. 'ಬಿ' ಪಡೆದರು. ಕವನ ಬರೆಯುವ ಸ್ಪರ್ಧೆಯಲ್ಲಿ ಪ್ರಥಮ ಬಹುಮಾನವನ್ನು ಅಂಕಿತಾ ಎಂ., ದ್ವಿತೀಯ ಬಿ.ಕಾಂ., ದ್ವಿತೀಯ ಪ್ರಜ್ಞಾ ಎಮ್., ದ್ವಿತೀಯ ಬಿ.ಕಾಂ., ತೃತೀಯ ಛಾಯಾ ಭಿಮ, ತೃತೀಯ ಬಿ.ಸಿ.ಎ. 'ಎ' ಪಡೆದರು.

ಕನ್ನಡ ವಿಭಾಗದ ವತಿಯಿಂದ ವಿಸ್ತೃತ ಕಾರ್ಯ ಚಟುವಟಿಕೆಯನ್ನು ದಿನಾಂಕ 05/08/2017 ರಂದು ಸರಕಾರಿ ಹಿ.ಪ್ರಾ.ಶಾಲೆ ಗಾಂಧಿನಗರ ಉರ್ವ ಇಲ್ಲಿ ಆಯೋಜಿಸಲಾಯಿತು. ಈ ಕಾರ್ಯಕ್ರಮವು ಸಮಾಜಮುಖಿ ಧೋರಣೆಯನ್ನು ಒಳಗೊಂಡಿದ್ದು, ಇದರ ಮುಖ್ಯ ಉದ್ದೇಶ ವಿದ್ಯಾರ್ಥಿಗಳ ವ್ಯಕ್ತಿತ್ವ ವಿಕಸನದೊಂದಿಗೆ ಪ್ರಾಥಮಿಕ ತರಗತಿಯ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಆತ್ಮವಿಶ್ವಾಸವನ್ನು ಮೂಡಿಸುವುದೇ ಆಗಿದೆ.

ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿನ ಸಭಾಕಂಪನ ಹೋಗಲಾಡಿಸಿ ವಾಕ್ಯಾತುರ್ಯವನ್ನು ವೃದ್ಧಿಸುವ ಇರಾದೆಯಿಂದ ದಿನಾಂಕ 17/08/2017 ರಂದು ತೃತೀಯ ಬಿಸಿಎ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಕುಮಾರಿ ಛಾಯ, ತೃತೀಯ ಬಿ.ಸಿ.ಎ ವಿದ್ಯಾರ್ಥಿನಿಯಿಂದ "ಬೆಟ್ಟ ಸಾಲು ಮಳೆ" ಎಂಬ ಕಾದಂಬರಿಯನ್ನು ವಿಮರ್ಶಿಸುವ ಮೂಲಕ 'ಪುಸ್ತಕ ವಿಮರ್ಶೆ' ಕಾರ್ಯಕ್ರಮವನ್ನು ನಡೆಸಲಾಯಿತು.

'ವಿದ್ಯಾರ್ಥಿಗಳ ಸೃಜನಶೀಲತೆಯನ್ನು ಜಾಲತಾಣಗಳು ಕುಂಠಿತಗೊಳಿಸುತ್ತವೆ' ಎಂಬ ವಿಷಯದ ಕುರಿತು ದಿನಾಂಕ 18/08/2017 ರಂದು ಚರ್ಚಾ ಸ್ಪರ್ಧೆಯನ್ನು ಏರ್ಪಡಿಸಲಾಯಿತು. ಇದರಲ್ಲಿ ಸುಮಾರು 15 ವಿದ್ಯಾರ್ಥಿಗಳು ಭಾಗವಹಿಸಿ ಪ್ರಥಮ ಬಹುಮಾನವನ್ನು ಶ್ರೇಯಾ ಹೆಗ್ಡೆ ಪ್ರಥಮ ಬಿ.ಸಿ.ಎ. 'ಬಿ', ದ್ವಿತೀಯ ಬಹುಮಾನವನ್ನು ಪ್ರಿಯಾಂಕ ಜಿ.ಎನ್. ತೃತೀಯ ಬಿ.ಕಾಂ., ಹಾಗೂ ತೃತೀಯ ಬಹುಮಾನವನ್ನು ಮಂಜುಶ್ರೀ ಕಾಮತ್, ತೃತೀಯ ಬಿ.ಕಾಂ. ಪಡೆದರು.

ದಿನಾಂಕ 18/08/2017 ರಂದು 'ಯಕ್ಷಗಾನ ಲಿಟರೇಚರ್' ಎಂಬ ವಿಷಯದ ಕುರಿತು ಅತಿಥಿ ಉಪನ್ಯಾಸವನ್ನು ಬಿ.ಕಾಂ. ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಏರ್ಪಡಿಸಲಾಯಿತು. ಇದರ ಸಂಪನ್ಮೂಲ ವ್ಯಕ್ತಿಯಾಗಿ ಶ್ರೀ ತಾರನಾಥ ವರ್ಕಾಡಿ, ಸಂಪಾದಕರು, 'ಬಲ್ಲಿರೇನಯ್ಯ' ಕನ್ನಡ ಪತ್ರಿಕೆ ಮತ್ತು ಯಕ್ಷಗಾನ ಕಲಾವಿದ, ಮಂಗಳೂರು, ಇವರು ಆಗಮಿಸಿದ್ದರು.

ದಿನಾಂಕ 22/08/2017 ರಂದು ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿನ ವಾಕ್ ಸಾಮರ್ಥ್ಯವನ್ನು ಪ್ರೋತ್ಸಾಹಿಸುವ ಉದ್ದೇಶದಿಂದ 'ಗ್ರಂಥಾಲಯಗಳು ವಿಚಾರಧಾರೆಗಳ ಉತ್ತಮ ಹಾಗೂ ಬೆಳವಣಿಗೆಯ ತಾಣ' ಎಂಬ ವಿಷಯದ ಕುರಿತು ಭಾಷಣ ಸ್ಪರ್ಧೆಯನ್ನು ಏರ್ಪಡಿಸಲಾಯಿತು. ಈ ಸ್ಪರ್ಧೆಯಲ್ಲಿ ಸುಮಾರು 10 ವಿದ್ಯಾರ್ಥಿಗಳು ಭಾಗವಹಿಸಿದ್ದು, ಪ್ರಥಮ ಸ್ಥಾನವನ್ನು ಪ್ರಿಯಾಂಕ ಜಿ.ಎನ್., ತೃತೀಯ ಬಿ.ಕಾಂ., ದ್ವಿತೀಯ ಸ್ಥಾನವನ್ನು ಜಯದೇವ್ ಹಿರಣ್ಯ ತೃತೀಯ ಬಿ.ಬಿ.ಎಮ್. 'ಎ', ಹಾಗೂ ತೃತೀಯ ಸ್ಥಾನವನ್ನು ಪಂಚಮಿ ಪಿ.ಎನ್., ದ್ವಿತೀಯ ಬಿ.ಬಿ.ಎ. 'ಬಿ' ಪಡೆದರು.

'ಗೆಳೆತನ' ಮತ್ತು 'ಪ್ರೀತಿ' ಎಂಬ ವಿಷಯವನ್ನು ಕೊಟ್ಟು ದಿನಾಂಕ 28/08/2017 ರಂದು ಕವನ ಬರೆಯುವ ಸ್ಪರ್ಧೆಯನ್ನು ಏರ್ಪಡಿಸಲಾಯಿತು. ಇದರಲ್ಲಿ ಪ್ರಥಮ ಬಹುಮಾನವನ್ನು ಅಂಕಿತಾ ಎಂ., ಪ್ರಥಮ ಬಿ.ಕಾಂ., ದ್ವಿತೀಯ ಬಹುಮಾನವನ್ನು ತನುಶ್ರೀ ಎ., ಪ್ರಥಮ ಬಿ.ಕಾಂ., ತೃತೀಯ ಬಹುಮಾನವನ್ನು ಪ್ರಿಯಾಂಕ ಜಿ.ಎನ್., ತೃತೀಯ ಬಿ.ಕಾಂ. ಪಡೆದರು.

ಕಥೆ ಬರೆಯುವ ಸ್ಪರ್ಧೆಯು ದಿನಾಂಕ 28/08/2017 ರಂದು ನಡೆಯಿತು. 15 ವಿದ್ಯಾರ್ಥಿಗಳು ಭಾಗವಹಿಸಿದ್ದು, ಪ್ರಥಮ ಬಹುಮಾನವನ್ನು ಬಿ.ಆರ್.ಕರುಣಾ, ತೃತೀಯ ಬಿ.ಸಿ.ಎ. 'ಎ', ದ್ವಿತೀಯ ಸ್ಥಾನವನ್ನು ಚೈತ್ರಾ ರಾವ್ ಕೆ., ಪ್ರಥಮ ಬಿ.ಬಿ.ಎ. 'ಎ', ಹಾಗೂ ತೃತೀಯ ಸ್ಥಾನವನ್ನು ಅಂಬಿಕಾ, ದ್ವಿತೀಯ ಬಿ.ಕಾಂ. ಪಡೆದರು.

ತಕ್ಷಣ ಒಂದು ವಿಷಯವನ್ನು ಗ್ರಹಿಸಿ ಮಾತನಾಡುವ ಸಾಮರ್ಥ್ಯವನ್ನು ಉಂಟುಮಾಡುವ ಆಶುಭಾಷಣ ಸ್ಪರ್ಧೆಯನ್ನು ದಿನಾಂಕ 04/09/2017 ರಂದು ನಡೆಸಲಾಯಿತು. ಇದರಲ್ಲಿ ಪ್ರಥಮ ಸ್ಥಾನವನ್ನು ಜಯದೇವ್ ಹಿರಣ್ಯ, ತೃತೀಯ ಬಿ.ಬಿ.ಎಂ. 'ಎ', ದ್ವಿತೀಯ ಬಹುಮಾನವನ್ನು ಪ್ರಿಯಾಂಕ ಜಿ.ಎನ್., ತೃತೀಯ ಬಿ.ಕಾಂ ಹಾಗೂ ತೃತೀಯ ಬಹುಮಾನವನ್ನು ರಾಕೇಶ್ ಬಿ.ಜೆ., ತೃತೀಯ ಬಿ.ಬಿ.ಎಂ 'ಎ' ಪಡೆದರು.

ವಿದ್ಯಾರ್ಥಿಗಳ ಮಾತನಾಡುವ ಕೌಶಲ್ಯ ಸಂದರ್ಶನವನ್ನು ಎದುರಿಸುವ ಧೈರ್ಯ ಹಾಗೂ ಆಲೋಚನಾ ಸಾಮರ್ಥ್ಯವನ್ನು ವೃದ್ಧಿಸುವ ದೃಷ್ಟಿಯಿಂದ ಬಿ.ಸಿ.ಎ. ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ದಿನಾಂಕ 15/12/2017ರಂದು ಪ್ರಚಲಿತ ವಿದ್ಯಮಾನಗಳಾದ ಆಧಾರ್, ಮೀಸಲಾತಿ ಮೊದಲಾದ ವಿಷಯಗಳಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ಗುಂಪು ಚರ್ಚೆಯನ್ನು ಆಯೋಜಿಸಲಾಯಿತು.

ದಿನಾಂಕ 21/12/2017 ರಂದು ಪ್ರಚಲಿತ ವಿದ್ಯಮಾನಗಳ ಶೀರ್ಷಿಕೆಯ ಅಡಿಯಲ್ಲಿ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಪ್ರಬಂಧ ಮಂಡನಾ ಸ್ಪರ್ಧೆಯನ್ನು ನಡೆಸಲಾಯಿತು. ಈ ಸ್ಪರ್ಧೆಯಲ್ಲಿ ಪ್ರಥಮ ಸ್ಥಾನವನ್ನು ಛಾಯಾಭಟ್, ತೃತೀಯ ಬಿ.ಸಿ.ಎ. 'ಎ', ದ್ವಿತೀಯ ಸ್ಥಾನವನ್ನು ಲಿಖಿತಾ ಆರ್., ದ್ವಿತೀಯ ಬಿ.ಬಿ.ಎ. 'ಬಿ', ಹಾಗೂ ತೃತೀಯ ಸ್ಥಾನವನ್ನು ದೀಕ್ಷಾ ಬಿ., ದ್ವಿತೀಯ ಬಿ.ಬಿ.ಎ. 'ಸಿ' ಪಡೆದರು.

ಸಾಹಿತ್ಯದ ಬಗೆಗಿನ ಜ್ಞಾನ ಮತ್ತು ಅರಿವನ್ನು ಒರೆಗಚ್ಚುವ ಉದ್ದೇಶದಿಂದ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ರಸಪ್ರಶ್ನೆ ಸ್ಪರ್ಧೆಯನ್ನು ದಿನಾಂಕ 10/01/2018ರಂದು ಆಯೋಜಿಸಲಾಯಿತು. ಈ ಸ್ಪರ್ಧೆಯಲ್ಲಿ 15 ವಿದ್ಯಾರ್ಥಿಗಳು ಭಾಗವಹಿಸಿ ಪ್ರಥಮ ಬಹುಮಾನವನ್ನು ಬಿ.ಆರ್. ಕರುಣಾ ತೃತೀಯ ಬಿ.ಸಿ.ಎ. 'ಎ', ದ್ವಿತೀಯ ಬಹುಮಾನವನ್ನು ಲಿಖಿತಾ ಆರ್. ದ್ವಿತೀಯ ಬಿ.ಬಿ.ಎ. 'ಬಿ' ಹಾಗೂ ಪಂಚಮಿ ಬಿ.ಬಿ.ಎ. 'ಬಿ' ತೃತೀಯ ಬಹುಮಾನವನ್ನು ರಕ್ಷಿತಾ ಬಿ.ಜೆ. ಪ್ರಥಮ ಬಿ.ಬಿ.ಎ. 'ಬಿ' ಪಡೆದರು.

ಬಿ.ಕಾಂ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಪ್ರಸ್ತುತ ವಿಷಯ ಜಿಎಸ್‌ಟಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ದಿನಾಂಕ 17/01/2018 ರಂದು ಗುಂಪು ಚರ್ಚೆಯನ್ನು ಆಯೋಜಿಸಲಾಯಿತು. ತರಗತಿಯ ಎಲ್ಲಾ ವಿದ್ಯಾರ್ಥಿಗಳು ಚರ್ಚೆಯಲ್ಲಿ ಸಕ್ರಿಯವಾಗಿ ಭಾಗವಾಯಿಸಿದರು.

ದಿನಾಂಕ 10/02/2018 ರಂದು ವಿಸ್ತೃತ ಕಾರ್ಯಚಟುವಟಿಕೆಯನ್ನು ರೋಸಾರಿಯೋ ಹಿ.ಪ್ರಾ.ಶಾಲೆ ಪಾಂಡೇಶ್ವರದಲ್ಲಿ ನಡೆಸಲಾಯಿತು.

ಫೆಬ್ರವರಿ 12ರಂದು ರಾಕೇಶ್ ಬಿ. ಜೆ., ತೃತೀಯ ಬಿ.ಬಿ.ಎಂ.'ಎ' ವಿದ್ಯಾರ್ಥಿಯಿಂದ ಪ್ರಥಮ ವರ್ಷದ ಬಿ.ಬಿ.ಎ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಶ್ರೀಕೃಷ್ಣ ಆಲನಹಳ್ಳಿಯವರ 'ಆಗಂತುಕ' ಕಥೆಯನ್ನು ಆಧರಿಸಿ ವಿದ್ಯಾರ್ಥಿ ಸಿಬ್ಬಂದಿ ಕಾರ್ಯಕ್ರಮವನ್ನು ನೆರವೇರಿಸಲಾಯಿತು.

ದಿನಾಂಕ 26/02/2018ರಂದು ತೃತೀಯ ಬಿಬಿಎಂ ವಿದ್ಯಾರ್ಥಿ ಜಯದೇವ್ ಹಿರಣ್ಯರಿಂದ ಪ್ರಥಮ ಬಿ.ಬಿ.ಎ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ವಿದ್ಯಾರ್ಥಿ ಸಿಬ್ಬಂದಿ ಕಾರ್ಯಕ್ರಮವನ್ನು ನಡೆಸಲಾಯಿತು. ಈ ಸಂದರ್ಭದಲ್ಲಿ 'ದಹನ ಕಥೆ' ಎಂಬ ಕಾವ್ಯವನ್ನು ವಿಮರ್ಶಿಸಲಾಯಿತು.

ಕುಮಾರಿ ಜಯಶ್ರೀ ಕಾಮತ್ ತೃತೀಯ ಬಿ.ಕಾಂ. ಅವರಿಂದ 'ಸರಕು ಮತ್ತು ಸೇವೆ ತೆರಿಗೆ' ಎಂಬ ವಿಷಯವನ್ನು ಆಧರಿಸಿ ಪ್ರಥಮ ಬಿ.ಎ.(ಹೆಚ್.ಆರ್.ಡಿ.) ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಫೆಬ್ರವರಿ 28 ರಂದು ವಿದ್ಯಾರ್ಥಿ ಸಿಬ್ಬಂದಿ ಕಾರ್ಯಕ್ರಮವನ್ನು ನಡೆಸಲಾಯಿತು.

ಮಾರ್ಚ್ 10ರಂದು ಬಿ.ಸಿ.ಎ. ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ 'ಸರಕು ಮತ್ತು ಸೇವೆ ತೆರಿಗೆ' ಕುರಿತಂತೆ ಅತಿಥಿ ಉಪನ್ಯಾಸ ಕಾರ್ಯಕ್ರಮವನ್ನು ಆಯೋಜಿಸಲಾಯಿತು. ಈ ಕಾರ್ಯಕ್ರಮವನ್ನು ಬಿ.ಬಿ.ಎಂ. ವಿಭಾಗದ ಡೀನ್ ಶ್ರೀಮತಿ ಸ್ಮಿತಾ ನಡೆಸಿ ಕೊಟ್ಟರು. ಹಾಗೆಯೇ ಬಿ.ಬಿ.ಎ. ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಏಪ್ರಿಲ್ 3 ರಂದು ಜಿಎಸ್‌ಟಿ ಕುರಿತಂತೆ ಅತಿಥಿ ಉಪನ್ಯಾಸ ಕಾರ್ಯಕ್ರಮವನ್ನು ನಡೆಸಲಾಯಿತು. ಸಂಪನ್ಮೂಲ ವ್ಯಕ್ತಿಯಾಗಿ ಶ್ರೀ ರಾಮಕೃಷ್ಣ ಕಾಲೇಜಿನ ವಾಣಿಜ್ಯ ವಿಭಾಗದ ಉಪನ್ಯಾಸಕಿ ಜೆನಿಫರ್ ಮೈದುಲಾ ಆಳ್ವೆ ಆಗಮಿಸಿ ಜಿಎಸ್‌ಟಿ ಕುರಿತಂತೆ ವಿಸ್ತಾರವಾಗಿ ವಿವರಿಸಿದರು. ವಿದ್ಯಾರ್ಥಿಗಳು ಸಕ್ರಿಯವಾಗಿ ಭಾಗವಹಿಸಿದರು.

ಈ ಮೇಲಿನ ಎಲ್ಲಾ ಚಟುವಟಿಕೆಗಳನ್ನು ಸಾಹಿತ್ಯ ಸಂಘದ ಅಡಿಯಲ್ಲಿ ಕನ್ನಡ ವಿಭಾಗ ಹಾಗೂ ಕನ್ನಡ ಸಂಘ 'ವಿಕಸನ'ದ ಸಂಯೋಜಕರಾದ ಶ್ರೀಮತಿ ಜೀವಿತಾ ಡಿ. ಹಾಗೂ ಶ್ರೀಮತಿ ರೇಣುಕಾಕ್ಷಿ ಇವರ ನೇತೃತ್ವದಲ್ಲಿ ಸಾಹಿತ್ಯ ಸಂಘದ ಕಾರ್ಯದರ್ಶಿಯವರ ಸಹಕಾರದೊಂದಿಗೆ ಸಂಯೋಜಿಸಲಾಯಿತು.



## शैक्षणिक वर्ष 2017-18 हिन्दी साहित्यिक संघ स्पुरण द्वारा आयोजित विविध प्रतियोगिताएँ

### उद्घाटन समारोह

शैक्षणिक वर्ष 2017-18 के हिन्दी साहित्यिक संघ स्पुरण का उद्घाटन समारोह 19/6/2017 को विश्वविद्यालय कॉलेज के प्रोफेसर डॉ.अम्मालू कुट्टी ने उद्घाटित कर प्रतियोगिताओं को चालन दिया।

### अतिथि उपन्यास

दिनांक 27/6/2017 को विद्यार्थियों को **स्ट्रेस मैनेजमेंट थ्रू आयुर्वेद विषय में डॉ.के.वि.उल्लास नाम्बियार, मंगलोर** इनके द्वारा अतिथि उपन्यासका आयोजन किया गया।

श्रीमतीशालिनी जीने अतिथि उपन्यासको आयोजित किया।

### प्रचार वाक्य

दिनांक 7/07/17 को **प्रचार वाक्य** लिखने की प्रतियोगिता का आयोजन किया गया। श्रीमतीशालिनी और डॉ.ज्योति निर्णयकारबने इसमें प्रथम स्थानमंजुश्री कामत तृतीय बि.कॉम और शैस्था तृतीय बी.सी.ए, द्वितीय स्थान निशा तृतीयबि.कॉम, और कवेरम्मा तृतीयबि.कॉम तृतीय स्थान प्रियंका .जि और स्वाधि.पि तृतीय बि.कॉम को मिला।

### छात्र अध्यापक कार्यक्रम

दिनांक 11/7/2017 को विद्यार्थियों को **परिणय गोपा गौतम का** कविता में कुमारी रक्षिता लल्ल बि.कॉम, इनके द्वारा **छात्र अध्यापक कार्यक्रम** का आयोजन किया गया। श्रीमतीशालिनी जी ने इस कार्यक्रमको आयोजित किया।

### प्रबंध स्पर्धा

दिनांक 11/7/17 को प्रबंध स्पर्धा का आयोजन किया गया। प्रबंध का विषय था **युवावर्ग और उनका दायित्व**। शैस्थाने इसका नेतृत्व किया। श्रीमती शालिनी और डॉ.ज्योति निर्णयकार बने। इसमें कुल १६ विद्यार्थियों ने भाग लिया इसमें प्रथम स्थान प्रतीक्षा द्वितीयबि.सि.ए, द्वितीयस्थान दीक्षा. वि तृतीय स्थान वैशाली द्वितीय बि.बि.ए को मिला।

### विस्तरण कार्य

दिनांक 5/8/2017 को **हायर प्राइमरीस्कूल, बिकरना के मंगलौर** में हिन्दी विभाग के विद्यार्थियोंने **विस्तरण कार्यका** आयोजन किया।

### पशायरी स्पर्धा

दिनांक 11/08/17 को कमरा संख्या 301 में **शायरी स्पर्धा** का आयोजन किया गया। श्रीमती शालिनी और डॉ.ज्योति निर्णयकारबने इसमें प्रथम स्थान अभिशेख द्वितीय बि.बि.ए, द्वितीय स्थान क्षिथि तृतीय बि.कॉम और तृतीय स्थान चित्रा प्रथमबि.बि.ए को मिला।

### कहानी कथन

दिनांक 28/08/17 को **कहानी कथनकी** प्रतियोगिताका आयोजन किया गया। श्रीमती शालिनी और डॉ. ज्योति निर्णयकार बने। इसमें कुल 10 विद्यार्थियों ने भाग लिया इसमें प्रथम स्थानचित्रा प्रथमबि.बि.ए, द्वितीय स्थानशैस्था तृतीय बी.सी.ए, और तृतीय स्थान स्मिथि प्रथमबि.बि.ए को मिला।

### भाषण स्पर्धा

दिनांक 28/08/17 को **पुस्तकालय और कंप्यूटर की प्रमुखता** विषय पर विद्यार्थियों को भाषण स्पर्धाका आयोजन किया गया। इसके निर्णयकार श्रीमती शालिनी और डॉ.ज्योति बने इसमें प्रथम स्थान अन्नपूर्णा कामत द्वितीय बि.कॉम, द्वितीय स्थान भूमिकाद्वितीय बि.कॉम, तृतीय स्थान रक्षा द्वितीय बि.कॉम को मिला।

### पुस्तक समीक्षा

दिनांक 30/8/2017 को विद्यार्थियों को **हरि कृष्णा प्रेमी द्वारा लिखित - शिवाजी का सच्चा स्वरूप कहानी** में प्रतीक्षा लल्ल बि.कॉम, इनके द्वारा **पुस्तक समीक्षा** आयोजन किया गया। श्रीमतीशालिनी जी ने इस कार्यक्रम को आयोजित किया।

## कहानी लिखना

दिनांक 31/08/17 को “चित्र देखकर कहानी लिखने” की प्रतियोगिताका आयोजन किया गया। श्रीमती शालिनि और डॉ. ज्योति निर्णयकार बने। इसमें कुल 15 विद्यार्थियों ने भाग लिया। इसमें प्रथम स्थानचित्रा प्रथमबि.बि.ए, द्वितीय स्थान रक्षा द्वितीय बि.कॉम, और तृतीय स्थान सहना बि.एसतृतीय बि.कॉम को मिला।

## अतिथि उपन्यास

दिनांक 6/9/2017 को “विद्यार्थियों को अपवाद उपन्यास में नारी विश्लेषण” में डॉ. कल्पना प्रभु, केनरा कॉलेज मंगलौरइन्के द्वारा अतिथि उपन्यासका आयोजन किया गया।

श्रीमतीशालिनि जी नेअतिथि उपन्यास का आयोजन किया।

## छात्र अध्यापक कार्यक्रम

दिनांक 11/9/2017 को विद्यार्थियों को “एक पगलाई हुई सस्पेंस कथा” कहानी में अभिज्ञेकल्लू बि.बि.ए, इनके द्वारा प्रथम वर्ष केबि.बि.ए के विद्यार्थियों को “छात्र अध्यापक कार्यक्रम” का आयोजन किया गया। श्रीमतीशालिनि जी ने इस कार्यक्रम को आयोजित किया।

## छात्र अध्यापक कार्यक्रम

दिनांक 22/9/2017 को विद्यार्थियों को “ढहा गया” कहानी में नव्या लल्लू बि.ए.एच.आर.डी, इनके द्वारा प्रथम वर्ष केबि.ए.एच.आर.डी के विद्यार्थियों को “छात्र अध्यापक कार्यक्रम” का आयोजन किया गया। डॉ. ज्योति जी ने इस कार्यक्रम को आयोजित किया।

## हिन्दी दिवस समारोह

दिनांक 27/9/17 को “हिन्दी दिवस समारोह” का आयोजन किया गया। डॉ. सुजया, पूर्ण प्रजना कॉलेज उडुपी समारोह के मुख्य अथिती बने। इसके साथ ही विद्यार्थियों को अथिति उपन्यास का भी आयोजन किया गया। इसमें डॉ.सुजया जी ने “हिन्दी के महत्व” के विषय परविद्यार्थियों को

सविस्तार रूप से विवरण दिया। श्रीमती शालिनि और डॉ. ज्योतिनेअतिथि उपन्यास का आयोजन किया।

## प्रश्नोत्तरीस्पर्धा

दिनांक 12/12/17 को “प्रश्नोत्तरी” प्रतियोगिता को विद्यार्थियों के लिए आयोजन किया गया। इसके निर्णयकार श्रीमती शालिनि और डॉ. ज्योति बने। इसमें प्रथम स्थान निश्मिथा तृतीय बि.सि.ए, द्वितीय स्थान लिखिताद्वितीय बि.कॉम, तृतीय स्थान निधि द्वितीय बि.बि.ए को मिला।

## देशा भक्ति गीत

दिनांक 5/01/18 को “देशा भक्ति गीत” की प्रतियोगिताका आयोजन किया गया। श्रीमती शालिनि और डॉ. ज्योति निर्णयकार बने। इसमें कुल 10 विद्यार्थियों ने भाग लिया। इसमें प्रथम स्थानदीक्षा और शानाज़ द्वितीयबि.कॉम, द्वितीय स्थानचित्रा और वैष्णवी प्रथमबि.बि.ए, तृतीय स्थान अंकिता और तनुश्री प्रथमबि.कॉम, को मिला।

## पुस्तक समीक्षा

दिनांक 8/1/2018 को विद्यार्थियों को “सर्वेश्वर सक्सेना द्वारा लिखित – बकरी नाटक” में भार्गवी लू बि.बि.ए, इनके द्वारा “पुस्तक समीक्षा” का आयोजन किया गया। श्रीमतीशालिनि जी ने इस कार्यक्रम को आयोजित किया।

## पुस्तक समीक्षा

दिनांक 8/1/2018 को विद्यार्थियों को “हरि कृष्णा प्रेमी द्वारा लिखित – रक्षा बंधन नाटक” में रक्षिता लल्लू बि.कॉम, इनके द्वारा “पुस्तक समीक्षा” का आयोजन किया गया। श्रीमतीशालिनिजी ने इस कार्यक्रम को आयोजित किया।

## चुनो और बोलो

दिनांक 16/1/18 को “चुनो और बोलो” प्रतियोगिता का आयोजन किया गया। इसमें कुल 15 विद्यार्थियों ने भाग लिया। निर्णय लेने की जिम्मेदारीश्रीमतीशालिनि



और डॉ .ज्योति जी ने लिया इसमें प्रथम स्थान क्षिति तृतीय बि.कॉम, द्वितीयस्थानसहना तृतीय बि.कॉम, और तृतीय स्थान अभिषेकद्वितीय बि.बि.ए को मिला ।

### पहेलिया

दिनांक 16/1/18 को “पहेलिया” प्रतियोगिता का आयोजन किया गया इसमें कुल 17 विद्यार्थियों ने भाग लिया । निर्णय लेने की जिम्मेदारी श्रीमतीशालिनि और डॉ .ज्योति जी ने लिया इसमें प्रथम स्थान अभिषेकद्वितीय बि.बि.ए, और अक्षय प्रथम बि.बि.ए, द्वितीयस्थानसहना और क्षिति तृतीय बि.कॉम, और तृतीय स्थान रक्षा और लिखिताद्वितीय बि.कॉम को मिला ।

### पुस्तक समीक्षा

दिनांक 20/1/17 को प्रथम बि.कॉम के रक्षिता जी ने पुरुष प्रधान समाज में नारी जीवन इस विषय पर अपने विचार व्यक्त किया । श्रीमतीशालिनि जी ने इस कार्यक्रम को आयोजित किया ।

### पुस्तक समीक्षा

दिनांक 28 /1/17 को प्रथम बि.कॉम के तरुण ने “भोलाराम का जीव” कहानी पर अपने विचार व्यक्त किया । श्रीमतीशालिनि जी ने इस कार्यक्रम को आयोजित किया ।

### चित्र देखकर कविता लिखना

दिनांक 31/01/18 को “चित्र देखकर कविता” लिखने की प्रतियोगिता का आयोजन किया गया । श्रीमतीशालिनि और डॉ.ज्योति निर्णयकारबने इसमें प्रथम स्थान चित्रा प्रथम बि.बि.ए, द्वितीय स्थान फातिमा नशमा प्रथम बि.बि.ए, तृतीयस्थान लिखिता द्वितीय बि.कॉम को मिला ।

### अतिथि उपन्यास

दिनांक 2/2/2018 को विद्यार्थियों को “रक्षाबंधन नाटक” में डॉ.सुनिता कठील कॉलेज इनके द्वारा अतिथि उपन्यास आयोजन किया गया । श्रीमतीशालिनि जी ने अतिथि उपन्यास का आयोजित किया ।

### विस्तारण कार्य

दिनांक 10/2/2018 को “रामाश्रमा हायर प्राइमरीस्कूलमंगलौर” में हिन्दी विभाग के विद्यार्थियों ने विस्तारण कार्यका आयोजन किया ।

### पहचानो और लिखो

दिनांक 13/02/18 को “पहचानो और लिखो” प्रतियोगिताका आयोजन किया गया । इसमें कुल 25 विद्यार्थियों ने भाग लिया इसमें प्रथम स्थान चित्रा प्रथम बि.बि.ए, द्वितीय स्थानक्षिति तृतीय बि.कॉम और तृतीय स्थान सहना तृतीय बि.कॉम, को मिला ।

### प्रपत्र मंडन

दिनांक 20/2/2018 को प्रथम वर्ष बि.बि.ए के समृद्ध इन्होने “हाउ टु बिल्ड सेल्फ कॉन्फिडेंस” विषय में अपनाप्रपत्र मंडन किया । श्रीमतीशालिनि जी ने इस कार्यक्रम को आयोजित किया ।

### छात्र अध्यापक कार्यक्रम

दिनांक 21/2/2018 को विद्यार्थियों को “लैक ऑफ़ कोन्सेंट्रेशन” विषय में क्रिश्मिथा लल्लु बि.बि.ए , इनके द्वारा प्रथम वर्ष के बि.बि.ए के विद्यार्थियों को छात्र अध्यापक कार्यक्रम का आयोजन किया गया । श्रीमतीशालिनिजी ने इस कार्यक्रम को आयोजित किया ।

### प्रपत्र मंडन

दिनांक 27/2/2018 को प्रथम वर्ष बि.कॉम के रेशमा इन्होने “मनु भंडारी द्वारा लिखित शमशान कहानी” विषय में अपनाप्रपत्र मंडन किया । डॉ ज्योति जी ने इस कार्यक्रम को आयोजित किया ।

### प्रपत्र मंडन

दिनांक 31/3/2018 को प्रथम वर्ष बि.बि.ए के भिंदिया इन्होने “ह्यूमन राइट्स एंड सोशल रेस्पॉन्सिबिलिटिस” विषय में अपनाप्रपत्र मंडन किया । श्रीमतीशालिनि जी ने इस कार्यक्रम को आयोजित किया ।

## FINE ARTS ASSOCIATION - *Kala Vaibhav*

**Motto/Vision** : *'Unleash the Power of Art'*

**Theme** : *'Inspiring Creativity and Innovation'*

### Objectives:

- To provide the stage for the students to learn, create and appreciate the arts.
- Developing creativity through mutual support.
- To provide opportunities for students to experience and explore.
- To teach students to appreciate, understand and develop critical thinking.

**Staff Coordinators** : **Dr. Jyothi**  
: **Dr. Shalini**

**Student Coordinators** : **Mr. Shravan Shetty** III BBM 'C'  
: **Ms. Deeksha** III BBM 'A'

### Student Secretaries

III BBM 'A' : Kashyap Deekshit  
III BBM 'B' : Deeksha G.  
III BBM 'C' : Dimple Shetty  
III B.Com : Ayeshat H. Anan K. A.  
III BCA 'A' : Adhithi Harish  
III BCA 'B' : Shwetha  
III BA(HRD) : Heera

### ACTIVITIES

#### Inauguration and Orientation

The association was inaugurated on 29<sup>th</sup> June 2017 at 3.00 PM in the conference hall. Ms. Lavanya Shetty, Drama artist, Mangaluru, and also an alumnus of the college and member, Suraksha Freelance Event Company

was the chief guest. The chief guest in her inaugural address stated that students must have an appropriate goal in life. She also reminisced her student life and she said participation in such activities has made her achieve her goal. The programme was concluded by a presentation about fine arts association activities. The programme was compeered by Shravan Shetty of III BBM 'C'.

### EXTENSION ACTIVITIES

#### Visit to Kannada Medium Govt. Primary School

Fine arts association conducted an extension activity at Balmatta Kannada Medium Govt. Primary School, Mangaluru, on 5<sup>th</sup> August 2017. The members of the association conducted a quiz for the students and also taught them to draw and sing. This activity helped to create team spirit & self-confidence among the students. The student coordinators were Shravan Shetty and Deeksha. Dr. Jyothi coordinated the programme.

#### Visit to Abhaya Ashrama

Fine arts association conducted an extension activity on 10<sup>th</sup> February 2018 at Abhaya Ashrama, Old Age Home, Kodialbail, Mangaluru. The objective of the visit was to sensitize the students about the problem faced by the elderly. Students interacted with inmates and shared their joys, sorrows and distributed fruits to them. Dr. Jyothi coordinated the programme.

#### Sthavana Dina Celebration

College anthem singing competition was held on 12<sup>th</sup> August 2017 in the college auditorium at 9 AM. to mark the Founders' Day Celebration. Students from all the classes sang the college anthem in groups. Reputed artists Mrs. Archana, Asst. Professor, Canara College, Mangaluru, Ms. Megha Kamath, Asst. Professor, Canara College and Mr. Sumesh, Faculty were the judges for the event. Before the commencement of the programme, Mrs. Jeevitha D. spoke about the importance of college anthem singing competition, said that the college anthem singing competition has been held for the last 14 years. The aim of the competition is to get the students



learn and master the college anthem which embodies the vision and mission of the college. As the institution was established in the year 1978 and the BBM course was formally inaugurated in the month of August, it is more appropriate to hold the competition on the foundation day. As Sthavana means praise in Kannada, praising the almighty Manjunatha Swamy whose divine spirit guides the institution through college anthem is the best way to show respect to the alma mater.

## **SKILL ENHANCEMENT ACTIVITIES**

### **Inter Class Variety Competition**

Fine arts association organized the most awaited event of the year interclass variety competition on 15<sup>th</sup> August 2017. The theme of the competition was "Patriotism in day-to-day life" for the first year students, "Role of Youth in Nation Building" for the second year students and "India in 2050" for the third year students. The objective of the activity was to create positive attitude towards our nation, hard work and honesty in public life. All the classes were given 15 minutes for the performance and 3 minutes for stage setting. They presented this through various skills, mime shows and dance. Tulunada Kala Brahma G.A. Bolor, Drama Artist, Producer, Director, Mr. Hari Prasad Padmashali, Dept. of Community Medicine, KMC and Mr. Yathish Kumar, Theatre artist, Professor, Dept. of Mechanical Engineering, St. Joseph Engineering College, were the judges. The staff coordinators were Dr. Jyothi and Mrs. Shalini.

### **Nail Art**

The association conducted Nail Art Competition on 18<sup>th</sup> July 2017. Large number of participants participated in this event and the judgment was based on their creativity, design and color combination. Judges were Ms. Deepthi and Ms. Prakruthi Bhandary.

### **Traditional Day**

Traditional Day was celebrated on 9<sup>th</sup> September 2017. All the Students were attired in traditional dresses. The objective of the programme was to keep our tradition of wearing native clothes alive.

### **Flower Arrangement**

The association organized Flower Arrangement Competition on 20<sup>th</sup>

December 2017. Large number of students participated in the event. Judgment was based on the design, neatness & creativity of the students. Mrs. Gayatri & Mrs. Parinita were the judges. Dr. Jyothi coordinated the programme.

### **Mehendi**

The fine arts association organized Mehendi Competition on 4<sup>th</sup> Jan. 2018. Large number of students participated in the event. Judgement was based on the design, neatness & creativity. Each group had 2 participants. Ms. Sanjana and Mrs. Sanchitha were the judges. Dr. Jyothi coordinated the programme.

### **Pencil Sketch**

The Fine arts association conducted Pencil Sketch Competition on 8<sup>th</sup> January 2018. Students actively participated in the programme. Mrs. Kavitha Prabhu and Mrs. Kavya were the judges for the event.

### **Rangoli**

The Fine arts association organized Rangoli Competition on 8<sup>th</sup> February 2018 in the college auditorium. It was a group event consisting of 3 students in a team and time given was one hour. 6 groups had participated in the competition. Mrs. Manju H. and Mrs. Anasuya were the judges for the event.

### **Dance Competition - Solo and Group**

The Fine arts association conducted inter-class eastern and western group and solo dance competition on 9<sup>th</sup> February 2018 in the college auditorium. Large number of students participated with competitive spirit. Mr. Praveen Kumar, Mrs. Shashiprabha and Ms. Sowmya Hegde were the judges.

### **Documentary Film Making**

Mr. Santhosh Kumar, Officer at Yes Bank addressed the students on 9<sup>th</sup> February 2018 about opportunities available in documentary film making in YIAC Social Film making. He spoke about the challenges faced and opportunities available in the area of documentary film making.

### **Singing**

The Fine arts association conducted Singing Competition on 12<sup>th</sup> February 2018 at 3pm. Singing is the act of producing musical sounds with the voice, and augments regular speech by the use of sustained tonality, rhythm, and

variety of vocal techniques. Students from various classes participated with competitive spirit. The competition was judged by Mrs. Jeevitha and Mrs. Shalini Devadiga.

### List of Prize Winners

#### Wealth out of Waste

I Varnitha Shetty, Shrirakhsha, Sowparnika	III B.Com
II Sharanya Kamath, Bhoomika B, Annapoorna Kamath	II B.Com
III Swathi P, Priyanka G.N, Shrilaxmi	III B.Com

#### Singing Competition - Solo

I Nishanth Bhat	III BCA 'A'
II Adithi	III BCA 'A'
III Seema D'Souza	IBA (HRD)

#### Group

I Aditi & team	III BCA 'A'
II Nisha & team	III B.Com

#### Mehendi Competition

I Pallavi	III BBM 'A'
II Kshithi	III B.Com
III Aishwarya Shetty	II B.Com

#### Flower Arrangement Competition

I Sanjana	II B.Com
Shahnaaz M. R.	II B.Com
Richa Patel	III B.Com

#### Dance Competition - Solo

I Nireeksha	II BCA 'B'
II Manasa	II BBA 'C'
III Gourav	III BA (HRD)

#### Group

I Prathiksha & team	I BA(HRD)
II Aishwarya & team	II B.Com
III Sneha & team	II BBA 'B'

#### Pencil Sketch Competition

I Karthik S. Salian	I BA (HRD)
II Karthik Suvarna	I BCA 'B'
Praveen	II BBA 'C'
III Swathi P.	III B.Com

#### Nail Art Competition

I Chandini & Anirudh	II BBA 'A'
II Swathi & Sanjana	II BCA 'A'
III Kshithi & Pooja	III B.Com

#### Rangoli Competition

I Kshithi & Sahana	III B.Com
II Annapoorna & Shreeja	II B.Com
III Ranjitha & Soundarya	II BCA 'B'

#### Interclass College Anthem Competition

I Year	I Place	I BA(HRD)
	II Place	I BCA 'A'
	III Place	I BCA 'B'
II Year	I Place	II BCA 'B'
	II Place	II BCA 'A'
	III Place	II B.Com
III Year	I Place	III BCA 'A'
	II Place	III B.Com
	III Place	III BBM 'A'

#### Interclass Variety Entertainment Competition

I Year	I Place	I BBA C
	II Place	I BCA 'B'
	III Place	I BBM 'A'
MC	I Place	I BCA 'A'
II Year	I Place	II BBA 'C'
	II Place	II B.Com
	III Place	II BCA 'B'
MC	I Place	II BBA 'C'
III Year	I Place	III B.Com
	II Place	III BCA 'B'
	III Place	III BBM 'A' & III BA (HRD)
MC	I Place	III B.Com



## FEST FORUM - *Talent Hunt*

**Motto/Vision :** *To provide training and opportunities for the young intellects of the corporate world.*

**Theme :** *Corporate Emancipation*

<b>Staff Coordinators</b>	:	<b>Mrs. Veena D. Kotian</b>	
	:	<b>Mr. Arun F. Sequeira</b>	
<b>Student Coordinators</b>	:	<b>Mr. Dhanush K.T</b>	<b>III BCA 'A'</b>
	:	<b>Mr. Abu Hysum Damudi</b>	<b>III BBM 'C'</b>
<b>Student Secretaries</b>	:		
III BCA 'A'	:	Mr. Rajath Balachandra Hegde	
III BCA 'B'	:	Mr. Rayesh Pai	
III BA (HRD)	:	Ms. Samantha D'Souza	

### SKILL ENHANCEMENT ACTIVITIES

#### IT Training

A training programme was organized for I BCA on 10<sup>th</sup> and 11<sup>th</sup> July, 2017 by Fest Forum association. The objective of this training programme was to enlighten the students about various IT Fest events, to improve the communication and technical skills, to recognize the aspiring talents, to give a broader vision of how to face IT Fests with confidence and positive attitude and to train every first year student about information technology.

A brief introduction of the session was given by the fest forum secretary Mr. Dhanush K. T. of III BCA 'A'. The students actively participated in the training programme. This training made the students to know about variety of activities which will be organized in our college fest Sygma & in other various intercollegiate fests. It also increased their confidence and competency level. Mr. Nishanth Bhat, Mr. Nagaraj Bhat, Mr. Rajath Hegde, Mr. Govind Chowdri, Ms. Aditi Harish, Ms. Nishmitha K. M., Ms. Shaista, Mr. Rayesh Pai, Mr. Bhavith, Mr. Abhilash Shenoy & Mr. Manish Raj of III BCA involved in the training. The programme was coordinated by Mr. Arun F. Sequeira.

#### Management Training

Fest forum conducted a training programme for I BBA, I B.Com. and I BA(HRD), on 4<sup>th</sup>, 6<sup>th</sup> & 8<sup>th</sup> July 2017 by final years. The objective of the

training programme was to provide students with the skills, knowledge, experience, guidance and support to enable them to participate in the management fests. The core team in charge of training was Abu Hysum Damudi, Jayanth Jain, Nidhi Bandarkar, Chrismitha D'Costa, and Shravan. The students were given a brief introduction about the opportunities that are available to them & the exposure they receive by attending the training and fests. Mrs. Veena D. Kotian & Mr. Arun F. Sequeira were the staff coordinators.

#### Genesis Training

The genesis training was held for the first year students from 3.00 p.m. to 4.00 p.m. for 10 days. The training started on 5<sup>th</sup> July 2017 and continued till 15<sup>th</sup> July 2017. The students were given a brief introduction about genesis, the opportunities that are available to them and the exposure they receive by attending the training and fests. A demonstration of product launch was given to the students after which it was held, to analyze the participant's communication skills, creativity and general knowledge on various areas. They were asked to write resumes and C.V's to test their knowledge. Later a finance round was held to check their financial skills; logo designing, treasure hunt, crosswords and quiz sessions were also conducted. A numbers of participants were shortlisted and were provided training according to their areas of interest. At the end, two major sessions of HR allegations and stress interview was held. Finally two teams of 12 members each were selected. The two teams entered genesis and took part in the fest actively.

#### EXTENSION ACTIVITY

##### Visit to Government First Grade College, Haleyangady

On 10<sup>th</sup> Feb. 2018, a team of 7 students visited Govt. First Grade College, Haleyangady to organize an extension activity and to inculcate the habit of taking participation in various intercollegiate fests. A total of 40 students from I and II B.Com participated in the activity. Various activities like group discussion, stress interview, product launch were taught to them. Students were divided into a group of eight and different tasks were given to them to perform. All the students participated enthusiastically and performed well. The students have been informed about the various judging criteria which they are going to face in future fests. The response was excellent. Everyone showed keen interest. As a token of gratitude, the students of Haleyangady College performed a dance and dedicated a song to our college students.

## NSS

**Motto/ Vision** : *'Not Me but You'*

**Theme** : *'Youth for Science and Scientific Thinking'*

### Objectives

- To identify the needs and problems of the society and involve them in a problem solving
- To develop among themselves a sense of social and civic responsibility
- To utilize their knowledge in finding practical solution to individual and community problem
- To develop competence required for group living and sharing of responsibility
- To develop capacity to meet emergency and natural disasters
- To encourage youth to participate enthusiastically in the process of national development , and promote national integration through democratic living and cooperative action
- To provide opportunities to students to play their due roles in the implementation of various development projects in rural areas and result in improvement of condition of weaker section of the society.
- To develop awareness and knowledge of social realities to have concern for the well-being of the community and engage in creative and constructive social action

### The NSS unit comprises of various club as following

- **Energy Club** : It organizes and support various energy conservation , measures and practices
- **Blood Donor Club**: NSS volunteers or blood donor will donate their blood in the camp or directly to the hospitals in case of emergency
- **Legal Cell**: To provide social justice to the people at no cost and at their door step

- **Antidrug Cell**: To visit various places and explaining about the health aspects of consumption of alcohol and drug
- **Campus Maintenance Club**: It is concerned with the campus cleaning programme periodically which includes the sweeping and cleaning of the interior of the college building and surrounding areas
- **Red Ribbon Club**: The club conducts seminars and awareness section aimed at spreading awareness about aids

**Staff Coordinators** : **Mrs. Renuthakshi**  
: **Dr. Shalini M.**

**Student Coordinators** : **Akarsh**  
: **Sameeksha**  
: **Yashwanth**  
: **Shruthi**  
: **Prithvi Raj**  
: **Meghana**

### ACTIVITIES

#### Orientation

The NSS unit organized an orientation for first year students on 28<sup>th</sup> June 2017 .The objective of the programme was to enlighten the students about purpose, objectives, motto and activities of NSS. The NSS programme officers Mr. Deviprasad, Mrs. Renuthakshi and Mrs. Shalini welcomed the first year students. NSS programme officers explained the idea behind NSS, its objectives and aims. Students were also enlightened about the motto of NSS, its theme and symbol. A clear idea about the regular activities and special camp activities were given. The NSS clap as well as the disperse clap was taught to the first years by the final years and the camp secretaries. A video clip made by the final years about the activities conducted in the previous year was shown to the first years to motivate them.



## **Inauguration**

The activities of NSS for the current academic year were inaugurated on 30<sup>th</sup> June 2017 in the college auditorium. Dr. Hemprasad Nath, Coordinator, National Service Scheme, NITK was the inaugurator. He in his inaugural address, made the students understand the real purpose of NSS. He also stated that the experience of NSS life build our personality. By participating in NSS activities students get an opportunity to experience the real joy through sharing and giving. The chief guest of the programme was Mr. Rakesh, Account Executive, Commerical & Tax consultant, Mangalore. He shared his experience of being a NSS volunteer and also said that NSS has brought a change in his perception towards life. Principal, Prof. Aruna P. Kamath, presided over the function. She called upon the students to have dedication and sincerity in whatever work they do. NSS oath was administered to volunteers by Mrs. Renuthakshi, NSS programme officer. Mr. Jaidev welcomed and Ms. Shruthi proposed vote of thanks. Mr. NikithKottari introduced guest to audience. Ms. Sameeksha presented the plan of activities to be conducted for the year. Mr. Deviprasad, Mrs. Renuthakshi and Mrs. Shalini, NSS unit officers, Mr. Akash and Ms. Sameeksha, NSS secretaries were also present.

## **Campus Cleaning**

NSS units of the college organized Campus Cleaning on 19<sup>th</sup> July 2017. Volunteers were asked to assemble in the college basement at 3 PM. Students were then divided into groups and assigned places around campus, college entrance, parking place, college ground and basement path was cleaned by the students. Students participated in this event with enthusiasm. Mrs. Renuthakshi and Mrs. Shalini M., NSS programme officers organized the event.

## **Vanamahotsava and Cleaning Programme**

NSS units of the college organized Vanamahotsava and cleaning programme on 5<sup>th</sup> August 2017 at Girls Hostel run by Social Welfare Department of Government of Karnataka, Urva, Mangaluru. The chief guest of the programme, Mrs. Amitha Tharnath, Ex-Deputy Mayor, inaugurated the programme by planting a sapling. About 30 saplings of plants such rose,

hibiscus, mango, jackfruit and medicinal plants were planted by NSS volunteers in the surroundings of the hostel. Large number of NSS volunteers took part in the tree plantation drive and took a pledge to save trees. The volunteers also cleaned the surroundings of hostel by pulling out the weeds and grass, pruning the plants and trees and clearing the litter and garbage. NSS officers Mrs. Renuthakshi and Mrs. Shalini M. coordinated the programme.

## **Campus Cleaning**

NSS units of the college organized campus cleaning on 11<sup>th</sup> August 2017. Volunteers were asked to assemble in the college basement at 3.00p.m. Students were then divided into groups and assigned places around campus, college entrance, parking place, college ground and basement path was cleaned by the students. Students participated in this event with enthusiasm. Mrs. Renuthakshi and Mrs. Shalini M. coordinated the programme.

## **One Day Camp at JTS.**

On 20<sup>th</sup> August 2017, NSS unit organized a one-day camp at JTS, KPT Mangaluru. Mrs. Renuthakshi and Mrs. Shalini M., NSS programme officers accompanied the students. 150 students participated in the shramadhan. All the NSS volunteers along with the NSS officers reached the site at 8.30 am. Volunteers were divided into different groups. Each of the groups had a leader from final and second years. After the shramadhan, evaluation of the work was done, the first and second year students shared their experience of the activity. After the evaluation, the NSS officers gave the feedback.

## **One day Camp at Thumbe Grampanchayat**

NSS unit organized a one day camp in association with Thumbe Grampanchayat and various organisation from Thumbe Kadegoli to Ramalkatte on 3<sup>rd</sup> September 2017. The NSS officers, Mrs. Renuthakshi and Mrs. Shalini M. accompanied the students. All the NSS volunteers along with the NSS officers reached the site at 9.00 am. Volunteers were divided into different groups and various responsibilities were assigned. Both sides of the National Highway were cleaned by the NSS students. NSS volunteers conducted street play to make public aware about cleanliness. Evaluation of

the day's work was done after shramadhan. The volunteers shared their experiences of the activity. After the evaluation the NSS officers gave the feedback. The Thumbe Grampanchayat President Mrs. Hemalatha G. Poojari, Vice President Mr. Praveen B. Thumbe called upon the NSS volunteers to serve the society without any expectation and appreciated the work done by the NSS volunteers.

### **Yoga Training Programme**

The NSS unit of SDM College organized yoga training programme from 11<sup>th</sup> December 2017 to 20<sup>th</sup> December 2017. Mr. Gopalakrishna Delampadi as the yoga instructor. The main objective of this training programme was to create awareness about yoga and meditation which will enable the students to have good health and increase the concentration ability. In this seven days programme total 35 students actively participated and benefited. Mrs. Renuthakshi and Mrs. Shalini M. Coordinated this training programme.

### **NSS Annual Special Camp**

The NSS Annual Special Camp was held at Government Higher Primary School, Kadabettu, Bantwal from 23<sup>rd</sup> to 29<sup>th</sup> December 2017. 122 NSS volunteers participated in the camp. Shree Rajesh Naik, Ulipadiguttu inaugurated the camp by lighting the lamp. In his inaugural address the inaugurator spoke about the importance of attending NSS camp and also stated that the experience one can get by attending such camp will be helpful in future. Prof. Aruna P. Kamath, principal presided over the function. Other dignitaries present over the dais wished success for the camp. Mr. Jaydeva compeered the program. The NSS program officer, Mrs. Renuthakshi welcomed the guest. NSS oath was administered to volunteers by Mrs. Shalini M., NSS program officer. Mr. Rakesh B. J. proposed the vote of thanks.

After inauguration dignitaries gave a formal start for Shramadan Guddaly Puja on the same day, the volunteers were briefed about the program and activities for 7<sup>th</sup> days. They were divided into 4 groups. Each group was assigned two group leaders. On 24<sup>th</sup> December Free Medical Checkup by Yenepoya Medical College Hospital was organized. On 25<sup>th</sup> December volunteers performed street play on the awareness of cleanliness at Vagga

junction. In the afternoon guest lecture on Parisara Premi Aguvudu Hege? was organized by the resource person Shree Udaykiran. On 26<sup>th</sup> December volunteers visited Vishnupriya Cashew Industry. On 27<sup>th</sup> December afternoon guest lecture on 'Our Country and Money' was organized. On 28<sup>th</sup> December Shibirajyothi program to recollect the memories and experience of the camp was organized, volunteers and localites lit diyas around Indian map which was drawn by volunteers. This was followed by cultural program on the theme Tulunada Vibhava

All the seven days camp were filled with activities which were planned during pre-camp meeting. Every day began with a prayer session at 6 am, flag hoisting and exercise at 6.30 am.

Valedictory program was held on 29<sup>th</sup> December 2017 11am. Shri Jethendra Kottari, Zillavakthararu was a guest of honor, Prof. Aruna P. Kamath, Principal and Shri Pramod Rai, President of Grama Panchayath Kavala Padoor presided over the function. Pramod Rai appreciated the volunteers for their hard work dedication and discipline. He also gave his valuable suggestion. A special appraisal was given for the cultural program organized by the volunteers every evening after a day's hard work. Everyone wished good luck and bright future to the volunteers.

### **Campus Cleaning**

NSS unit of the college organized campus cleaning on 6<sup>th</sup> January 2018. The volunteers were divided into groups and assigned places around campus, college entrance, parking place, college ground and basement path were cleaned by the students. Students participated in this event with enthusiasm. Mrs. Renuthakshi and Mrs. Shalini M. NSS programme officers organized the event.

### **Extension Activity at Samvedana**

The NSS unit conducted an extension activity at Samvedana on January 20<sup>th</sup> 2018. The objective of this activity was to bring compassion among students and enrich team building skills. 45 students from the NSS unit actively participated in the activity. NSS students conducted various games to the children's. Children have presented their talents like singing, dancing, drawing etc. NSS Volunteers collected amount of Rs. 5000/- and donated to this ashram

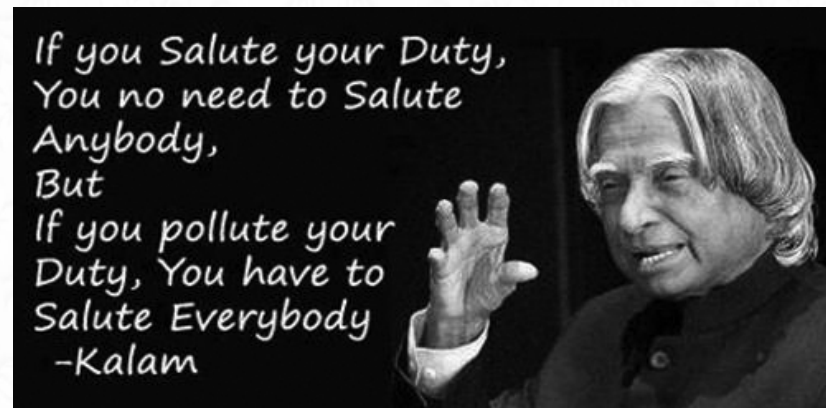


### **Blood Donation Camp**

The NSS unit organized Blood donation camp in association with KMC Hospital Mangaluru on 8<sup>th</sup> February 2018 in the college auditorium. The objective of the programme was to spread awareness about Blood donation among the students. Dr. Deepa Adiga, Blood Bank Director, KMC, Mangaluru inaugurated the programme. In her Inaugural address, she enlightened the need of donating blood. Principal Mrs. Aruna P. Kamath presided over the function. NSS officers were present for the camp. Around 90 students voluntarily donated Blood.

### **Valedictory of NSS Activities**

Valedictory function of NSS was held on 19<sup>th</sup> March 2018 in the college auditorium. Dr. Uday Kumar, HOD of Hindi Department, St. Agnes College Mangaluru and alumnus, Mr. Vineeth Kumar, a Tulu actor and anchor, V4 Channel was the chief guest. They encouraged the students to involve themselves in various activities and help the society in various ways possible and appreciated the work done by NSS volunteers to address and create awareness about various relevant issues on this occasion. Mrs. Renuthakshi, NSS Programme Officer presented the annual report of the activities. Programme Officer Mrs. Shalini M. presided over the function. The debate on the topic, Do social networking sites decrease the mental ability of the students? was also organized. Students participated in the discussion actively and coordinated the activity.



## YOUTH RED CROSS

**Motto/Vision:** *To sustain socio-economic welfare of society*

**Theme** : *Health & Safety Management*

**Staff Coordinator** : **Mr. Prasanna Kumar T.**

**Student Coordinators** : **Mr. Nikith Kottary III BBM 'A'**

: **Ms. Harshitha III BCA 'A'**

**Student Secretaries :**

III BBM 'A' : Dharmavaram

III BBM 'A' : Nitya Karun Naik

III BBM 'B' : Ananya A. Hedge

III BBM 'C' : Varsh Pai

III B.Com : Ashwid Anwar

III BCA 'A' : Harshitha

III BCA 'B' : Sushmitha Queeny D' Souza

III BA (HRD) : Dilan V. Pereira

### ACTIVITIES

#### **Inauguration and First-Aid Training program**

First-Aid training program was organised on 11<sup>th</sup> August 2017 in the college conference hall on the occasion of the inauguration of Youth Red Cross association. Dr. Nishanth Baliga, Health Secretary of KMC was the speaker. Ms. Radhika Shetty, alumni also the former student coordinator of Youth Red Cross inaugurated the event. Principal, Mrs. Aruna P. Kamath presided over the function. The programme began by invoking God's blessings through prayer by Aishwarya. Ms. Harshitha introduced the chief guest and welcomed the gathering. Ms. Radhika Shetty enlightened the students with her own experience as Red Cross member and urged them to use this platform to render services. Principal, Mrs. Aurna P. Kamath spoke about the importance

of Red Cross and how important it is for the students to support this humanitarian cause. Ms. Harshitha presented the plan of action for the year. The program of first aid training then continued with the objective of training the students to handle dangerous situations. Members of Red Cross, NSS and Rovers & Rangers of different colleges participated in the program. The resource person Dr. Nishanth Baliga who is an experienced trainer in First Aid, started off with the basics of first aid before moving onto more complicated procedures like handling a stroke patient. He dealt with how to treat patients suffering from stroke and how to use first aid when one suffers a stroke while waiting for an ambulance and to minimize the seriousness of the injury using daily and easily available items for treatment. Demonstration of first aid treatment was done by using dummy models. Thus the students were acquainted with tackling different sensitive, grave conditions and emergencies. Students were encouraged to be independent, self-sufficient and confident with the useful knowledge of first aid provided by the Red Cross Society. Hands on experience were also given to the students by giving opportunities to work on dummy models. Mr. Prajwal proposed the vote of thanks. Mr. Prasanna Kumar coordinated the programme.

#### **Youth Red Cross one-day Camp**

The members of the association conducted one-day camp at Abhaya Ashram Assaigoli, near Deralakatte on 10<sup>th</sup> November 2017. The members of the association conducted various activities for the children and also distributed chocolates to them. They donated note books and rice to the ashram. Mr. Prasanna Kumar coordinated the programmes.

#### **Blood Donation Camp**

The Red Cross unit and NSS unit organized blood donation camp in association with KMC Hospital, Mangaluru on 6<sup>th</sup> February 2018 in the College auditorium. The objective of the programme was to spread awareness about blood donation among the students. Dr. Debarshi Saha, Blood Bank Medical Officer, KMC, Mangaluru inaugurated the programme.



In his inaugural address, the inaugurator enlightened the need of donating blood. Principal, Mrs. Aruna P. Kamath presided over the function. NSS officers and Red Cross coordinators were present in the occasion. Around 90 students Voluntarily Donated Blood.

### **Blood Donation Camp**

The Red Cross unit and NSS unit organized Blood Donation Camp in association with KMC Hospital, Mangaluru on 2<sup>nd</sup> February 2018 in the College auditorium. The objective of the programme was to spread awareness about blood donation among the students. Dr. Deepa Adiga, Blood Bank Medical Officer, KMC, Mangaluru, inaugurated the programme. In her inaugural address, the inaugurator enlightened the need of donating blood. Principal, Mrs. Aruna P. Kamath presided over the function. NSS officers and Red Cross coordinators were present in the occasion. Around 90 students voluntarily donated blood.

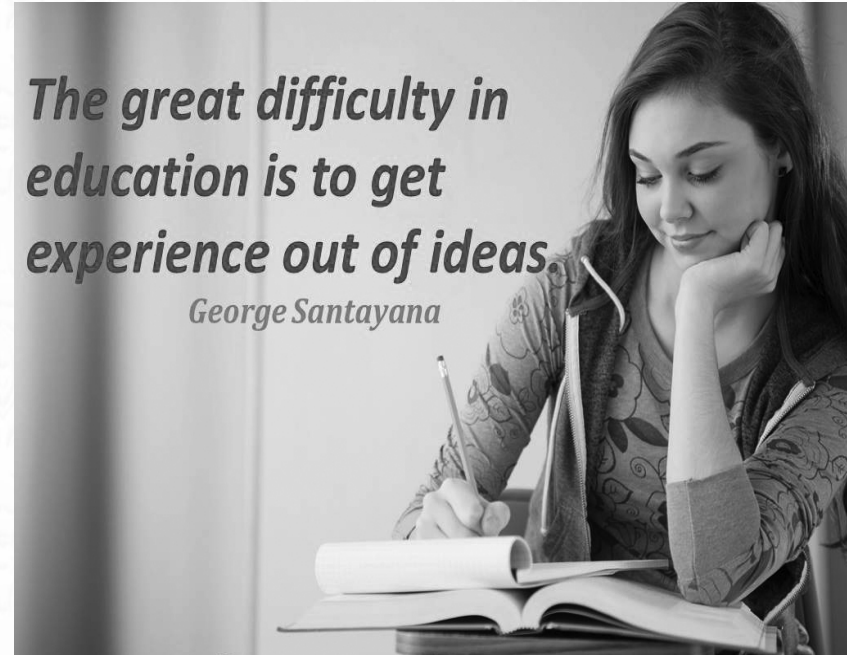
### **Two days Special Camp**

A two days special camp was conducted by Youth Red Cross association at Dakshina Kannada Zilla Panchayath Higher Primary School, Neerkaje on 13<sup>th</sup> and 14<sup>th</sup> January 2018. The first day of the camp began with the inaugural ceremony by addressing the students about Youth Red Cross, its origin, importance and services. The Red Cross volunteers conducted various sports activities to the children of Neerkaje school. The student volunteers visited vriddhashram and offered fruits and biscuits to the people of vriddhashram. The formal function was followed by cultural programme. Mr. Shrinivas Delantha Bettu, Principal of Janatha Pre University College, Adyanadka was the chief guest and Mr. Pravin Saralaya was the guest of honor. Dr. Ramachandra K., Mrs. Devaki, Mrs. Jayanthi, Mrs. Vimala, Mr. B. K. Ibrahim, Mr. Chandra Shekara Poojary, Mr. Sooraj and Ms. Rashmi, alumnus of the college were the guests. Mr. Shrinivas in his speech called the youths to conduct more of such camps in villages for the benefit of the people and admired the work carried out by the Youth Red Cross Association of the college wishing good luck to the team. He enlightened the students and said that youth can do many things if they join together. Mrs. Jayanthi also enlightened the students by her inspiring words. Prizes were distributed to

the students for the various sports events. After the formal function all the volunteers celebrated the Vivekosthsava by lighting the lamp around the Indian map drawn by the students which was followed by various cultural programmes. On the second day a medical camp was conducted by Dr. Prem Kotian and his team from KMC Hospital, Attavar. Dr Prem Kotian said that it is very necessary to spread medical awareness among villagers and the efforts taken by the association are commendable. More than 150 villagers were benefited from this medical camp where in they were given free medicines and spectacles. After the medical camp the volunteers spread awareness on cash less transaction, its importance and use to the villagers. Valedictory programme was conducted at 4.00 p.m. The chief guest for the programme was Mr. Madan, S. I., Bundar Police Station, Mangaluru. He spoke about Youth Red Cross and congratulated the whole team for conducting this camp. Memento was handed over to Yuva Shakthi Friends, Neerkaje for the support rendered by them in carrying out the medical camp.

*The great difficulty in  
education is to get  
experience out of ideas.*

*George Santayana*



## ROVERS AND RANGERS

**Theme : Healthy Society**

### Objectives

- To develop students to
- Become active and participating citizens
- To be useful to other and enhance the skills of self dependency
- Develop into a human being who has a feeling of respect for other and himself
- Lead religious life through service to god and mankind
- Participate in national priorities
- Become such diplomatic leaders who will progress along with their group

**Staff Coordinators : Mr. Gururaj G.**

**: Dr. Jyothi**

**Student Coordinators : Sreelaxmi III B.Com**

**: Jayadev III BBM 'A'**

**Student Secretaries :**

III BBM 'A' : Dharmic

III BBM 'B' : Marouk Mansoor

III BBM 'C' : Nidhi B. Rao

III B.Com : Shriraksha V. S.

III BCA 'A' : Afnan

III BCA 'B' : Ashwini Kamath

III BA (HRD) : Dilan

### ACTIVITIES

#### Inauguration

The s association was inaugurated on 13<sup>th</sup> July 2017. Mr. Manjunath, Asst. Professor, Besant College, Mangaluru was the chief guest. He inaugurated

the activities by lighting the lamp. He in his address, he pointed out the role of rovers and rangers and encouraged the students to participate in all the activities. Mr. Gururaj G. and Mrs. Jyothi coordinated the programme.

#### International Yoga Day

On 21<sup>st</sup> June, 2017, the Rovers and Rangers organised a Yoga session on the account of International Yoga Day. The program was held in the college auditorium where around 50 students of the college performed yogasana. The event was held in collaboration with the Matha Amritanandmai Trust. The event began at 7.45 a.m. and was concluded at 10 a.m. Mr. Gururaj G. and Dr. Jyothi Coordinated the programme.

#### Yoga Camp

The association organized a 5 days Yoga Camp from 28<sup>th</sup> August to 1<sup>st</sup> September 2017 in the college auditorium. Mr. Gopala Krishna Delampadi, Yoga Trainer and Principal, Mrs. Aruna P. Kamath inaugurated the camp by lighting the lamp. The objective of the camp was to enhance concentration and to maintain physical and mental health. Large number of students participated in the camp.

### EXTENTION ACTIVITIES

#### Tree Plantation

On 19<sup>th</sup> August 2017 the members of the association conducted Tree Plantation in Kapi Kad Govt. School, Mangaluru to create awareness among the students on environmental conservation. The members learnt how to nurture the environment through planting saplings. Mr. Gururaj G. coordinated the programme.

#### Street Play

The members of the association performed street play in several places of Mangaluru City to create awareness about importance of voting rights among general public.



## Short Film

The members of the association directed a self created short movie on Election Literacy. The objective was to create awareness about the importance of election there by awakening the role of citizen in building a nation. Jayadev Hiranya and Rakesh B. J. of III BBM were the student coordinators.

## SKILL ENHANCEMENT ACTIVITIES

### Elocution

On 4<sup>th</sup> January 2017 the association conducted Elocution Competition on the topic "Do Movies Cause Social Evil". The main objective of conducting this activity was to increase the presentation skill of the students. This activity helped the students to improve their communication skill. Mr. Praveen D. and Mr. Sumesh were judges. Mr. Gururaj G. coordinated the programme.

### Collage Competition

The association conducted Collage Competition on the topic "Cause of Population Explosion -Poverty and Unemployment" on 05<sup>th</sup> January 2018. The objective of this activity was to develop creativity and innovative skills of the students. Mr. Gururaj G. coordinated the programme.

### List of Prize Winners

#### Elocution

I	Priyanka G. N.	III B.Com
II	Vijayalakshmi	II B.Com

#### Collage

I	Ramyashree & Nishmitha	II B. Com
II	Priyanka & Kshithi	III B. Com

## LIBRARY DEPARTMENT

### ACTIVITIES

#### Orientation Programme

The Orientation Programme was conducted for first year students from 6<sup>th</sup> to 15<sup>th</sup> July 2017. The objectives of the programme were to familiarize students with the library facilities, resources, services & to acquaint students with basic database searching techniques. Students of BBA, B.Com., BCA and BA (HRD) participated in the programme and also library cards were distributed to them. Library rules and regulations, software, services of the library which include book bank facilities, services of learning resources centre, reprographic service, Wi-Fi access, newspaper clipping collection and current contents services were also explained. The library orientation programme enabled the students to know the services offered by the library and their best use.

#### Library Book Exhibition

On the Occasion of 155<sup>th</sup> Swami Vivekananda Jayanthi, library organized a One Day Book Exhibition on 17<sup>th</sup> January 2018. The objective of the exhibition was to promote reading habits amongst the students and also to familiarize them about the collection of books available in the library related to Swami Vivekananda. Mr. Muralidhar Hegde coordinated the programme.

#### Elocution competition

On 21<sup>st</sup> August 2017, Library department conducted Elocution Competition on the topic "The Importance of Library and Technology". The objective of this activity was to make the students aware about the importance of library and the latest technology. Large number of students participated actively.

*"We are what our thoughts have made us; so take care about what you think, Words are secondary. Thoughts live; they travel far. "*

*- Swami Vivekananda*

## SPORTS AND GAMES ASSOCIATION

**Motto / Vision** : *To develop physical, spiritual, mental and social development of the students.*

**Theme** : *Sports Craft*

**Staff Coordinator** : Mr. Bharath Kumar Jain

**Student Coordinators** : Shagnib Raj III BBM 'A'  
: Mahima Machamma III B. Com

**Student Secretaries** :

III BBM 'A' : Roshan Shetty

III BBM 'B' : Mohammad Afrid

III BBM 'C' : Sashank Kamath

III B. Com : Prajwal Shetty

III BCA 'A' : Anush

III BCA 'B' : Jithesh Shetty

III BA (HRD) : Yadhushree

### ACTIVITIES

#### Mangalore University Inter Collegiate Badminton Tournament

Mangalore University Inter Collegiate Badminton Tournament for Men & Women was organized by the college on 30<sup>th</sup>, 31<sup>st</sup> August & 1<sup>st</sup> September 2017 at Srinivas Mallya Indoor Stadium Mangalore. Mr. Ashok Poovaiah, Ex Badminton Champion, Senior Officer, N.M.P.T., Mangaluru was Inaugurator and Chief Guest of the day. The Aluminus, Mr. Guru M. Rao, Partner, ACE Promoters & Developers was the guest of the Inaugural programme. Principal Prof. Aruna P. Kamath, Convener and Physical Director of the College Mr. Bharath Kumar Jain, Asst. Director of Physical Education Dr. Haridas Koolur and Student Sports coordinators Shagnik Raj & Mahima Machamma were on the Dias. Inaugurator Mr. Ashok Poovaiah and guest Mr. Guru M. Rao inaugurated the programme by lighting the Lamp. In his

inaugural address, Mr. Ashok Poovaiah told that Badminton is gaining popularity all over in the world and students must participate in sports activities for their overall development. Mr. Rajath lead the Prayer, Bharath Kumar Jain, Physical Director welcomed the gathering. Mahima Machamma introduced the guests. Principal Prof. Aruna P. Kamath honored the guests. Crishmitha proposed vote of thanks and Sanjana Kamath Compeered the Programme.

Dr. Kishore Kumar, C.K., Director of Physical Education, Mangalore University and Mr. Yogis Kumar, K. S., a National Level Volley Ball Player were the guests for the valedictory Ceremony. Principal Prof. Aruna P. Kamath, Physical Director, Mr. Bharath Kumar Jain, Student Sports co-ordinators Shagnik Raj & Mahima Machamma were present. Miss. Aditi Harish lead the prayer, Mr. Vignesh Baliga welcomed the gathering. Dr. Kishore Kumar C.K., Director of Physical Education, Mangalore University congratulated the Winners and participating Teams. Yajnes Bengre proposed Vote of Thanks. Suhas compeered the Programme.

#### Annual Athletic Meet

College Annual Athletic Meet was held on 19<sup>th</sup> January 2018 at Mangala Stadium. Mr. Sathish Kumar Kudroli, International Power Lifter, Exercise Inspector was the guest of honor for the day. The athletic meet was formally inaugurated by hosting the college flag. Mr. Rajath lead the Prayer, Student Council President Chrismitha D'Costa welcomed the gathering. Student sports co-ordinator Mahima Machamma introduced the guest.

Principal Professor Aruna P. Kamath honored the guest with a bouquet and memento. The guest in his inaugural speech added that students must participate in sports activities for their individual development. The oath taking ceremony was administrated by Mr. Vishal Kundar. Ms. Sanjana Kamath compeered the programme, Shagnib Raj proposed the vote of thanks. After the inauguration programme the events started and large number of students participated in the events. All the staff members and faculties assisted the athletic meet.



## Interclass Tournaments

- Interclass March Past Competition was organized on the occasion of the Independence Day Celebration on 15<sup>th</sup> August 2017.
- Interclass Volleyball Tournament was organized at Mangala Stadium Volley Ball Court, 15 teams participated in the competition.
- Inter class Football Competition was organized at Nehru Maidan Foot Ball Pavilion, 9 teams were participated in the Tournament.
- Interclass Shuttle Badminton was held at indoor stadium for Men and Women. In the competition. 30 Men students and 18 Women students participated.

## List of Prize Winners

Following are the Prize Winners in the sports events for the academic year 2017-18.

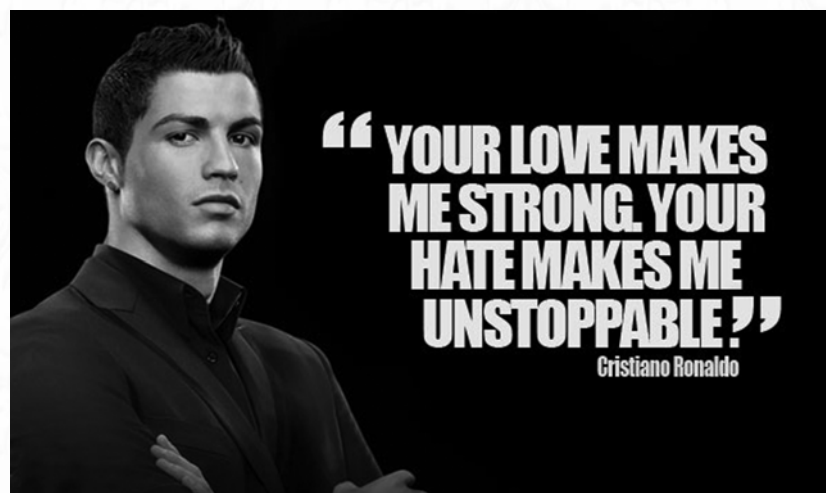
Event	Place	Name	Class
<b>Volleyball</b>	I	Manohara & Team,	I BA (HRD)
	II	Vaibhav C Shetty & Team,	I BBA 'B'
<b>Football</b>	I	Mohammed Anas & Team,	II BBA 'B'
	II	Mohammed Aman & Team	III BBM 'C'
<b>Shuttle Badminton</b>	I	Suhag,	III BCA 'A'
<b>Singles (Men)</b>	II	Revanth Ganesh Ullal,	I B.Com
<b>Shuttle Badminton</b>	I	Suhag & Indrajith Ullal,	III BCA 'A'
<b>Doubles (Men)</b>	II	Revanth Ganesh Ullal & Gagan,	I B.Com
<b>Shuttle Badminton</b>	I	Bindiya,	I BBA 'C'
<b>Singles (Women)</b>	II	Mahima Machamma,	III B.Com

Following are the Individual Champions in the Athletic Meet held on 19<sup>th</sup> January 2018

<b>Men</b>	: Shared by three:	Anush	III BCA 'A'
		Nishal Kunder	II B.Com
		Karthik Shetty	I BA (HRD)
<b>Women</b>	:	Mahima Machamma	III B.Com.

## Inter Class March past Competition held on Independence Day 2017.

I Year	I Place	I B.Com
	II Place	I BCA 'B'
	III Place	I BBM 'A'
II Year	I Place	II B.Com
	II Place	II BCA 'A'
	III Place	II BCA 'B'
III Year	I Place	III B.COM
	II Place	III BCA 'A'
	III Place	III BBM 'A'



## CAREER GUIDANCE AND PLACEMENT CELL

**Motto/Vision :** *To prepare students for future career.*

**Theme :** *' Exploring career options'*

### Objectives

- To organize various talks by eminent personalities to inform students about various career opportunities.
- To create awareness of competitive examinations among the students for their future profession.
- To organize pre-placement programs/ sessions to enable students to show case their skills during the interview.
- To provide career and placement guidance.
- To increase the recruitment opportunities through campus and off-campus drives.
- To display information about higher education courses and various off-campus placement drives.

**Staff coordinators :** **Mrs. Sowmya Jyothi**  
: **Mr. Prasanna Kumar T.**  
: **Mrs. Anasuya**

**Student coordinator :** **Ms. Kavya**

### Student Secretaries:

III BBM 'A' : Manish Devadiga  
III BBM 'B' : Sagarika  
III BBM 'C' : Sharal Anusha Saldana  
III B.Com : Yashashwini  
III BCA 'A' : Rashmitha  
III BCA 'B' : Shrijith  
III BA (HRD) : Kajal

### ACTIVITIES

#### Online Registration for Kaushalya Karnataka Yojana

The Career Guidance and Placement Cell provided awareness to the students to register in an ambitious skill development scheme of state government of Karnataka on 20<sup>th</sup> and 21<sup>st</sup> June 2017. The objective of the programme was to enhance the employability of youth by enhancing the skill through industry ready skill development programs. 150 students of our college registered for Kaushalya Karnataka scheme through the official portal at [www.kaushalkar.com](http://www.kaushalkar.com). Mrs. Sowmya Jyothi, Mr. Prasanna Kumar T. and Mrs. Anasuya coordinated the programme.

#### Inauguration

Career Guidance and Placement Cell was inaugurated on 3<sup>rd</sup> July 2017 at conference hall. Miss. Kavyashree Gatty, HR Recruiter, Altisource Business Solutions, Bangalore was the chief guest for the occasion. Dr. Muralidhar Rao, Vice Principal presided over the function. The function was inaugurated by the lighting of lamp by the dignitaries on the dais after invoking the blessings of the almighty. Miss. Kavya, student coordinator read the proposed plan of action for the academic year 2017-18. The guest, in her inaugural address advised the students to be confident and enthusiastic. She also enlightened the students on the importance of having the right kind of behavior and attitude in order to be successful. She also spoke to the students about types of interviews, pre-interview preparations, interview skills, and Do's and Don'ts during the interview. Vice principal, Dr. Muralidhar Rao in his presidential address advised the students to set a goal and to work hard to reach that goal. Miss. Kajal delivered the welcome address and Miss. Nireeksha proposed the vote of thanks. The programme was compeered by Miss. Neema. Mrs. Sowmya Jyothi, Mr. Prasanna Kumar T. and Mrs. Anasuya coordinated the programme.



## **GUEST LECTURES**

### **Higher Education in aboard**

Career Guidance and Placement cell organized a guest lecture on "Higher Education in abroad" on 11<sup>th</sup> August 2017. The resource person was Mrs. Priya Kotian, Planet Education, Mangaluru. The objective of this programme was to make students aware about education and working opportunities in aboard. She spoke about different courses available and internship provided by plant education organisation to the student in abroad. Ms. Chrismitha D'Costa introduced the resource person and Nidhi proposed vote of thanks. The programme was coordinated by Mrs. Anasuya, Mrs. Sowmya Jyothi and Mr. Prasanna Kumar.

### **Hadoop Managing Big Data**

Career Guidance and Placement cell organized a guest lecture on "Hadoop Managing Big Data" for III BCA on 19<sup>th</sup> August, 2017 at the conference hall. Mr. Rathinaraja, Research Scholar, NITK, Surathkal was the resource person. The objectives of the session were to discuss BIG DATA, the most talked about trend in the all markets and to convey the relationship of Data Mining with respect to BIG DATA. The session started with the brief introduction to BIG DATA and the significance of BIG DATA. The Speaker explained how big companies like Google, Twitter and Facebook use Big data in marketing and how it is being used in modern world to study user activities where security & privacy are affected. He also described about evolution of Hadoop File system and Map reduces technique when compared to Google File system (GFS). Mrs. Sowmya Jyothi coordinated the programme.

### **Corporate Training**

Career Guidance and Placement cell organized a guest lecture on the topic Corporate Training on 3<sup>rd</sup> September 2017. The resource person was Mr. Deepak N. Raghava, Corporate Trainer, Bangalore. The objective of this programme was to make students aware of challenges in corporate culture. He provided valuable tips on personality development. Ms. Prashobitha introduced the resource person and proposed vote of thanks. The programme was coordinated by Mrs. Anasuya.

### **Awareness on Banking Exams**

Career Guidance and Placement Cell organized a guest lecture for the final year students on 19<sup>th</sup> December 2017 to create awareness on banking exams in the conference hall. The resource person was Nishelle Ionna D'Souza, Senior Manager, BankEdge. She enlightened about various aspects related to banking, quoting the difference between nationalized and private banks. The speaker gave a brief idea about benefits of private banks and how to get into private bank placements. Later an aptitude test based on logical reasoning, mathematics, grammar and general knowledge was conducted for the students to give them the experience of answering banking exams. It was a very interactive and an informative session. Mrs. Sowmya Jyothi, Mr. Prasanna Kumar T. and Mrs. Anasuya coordinated the programme.

### **Career Opportunities in the Media and Entertainment Industry**

Career Guidance and Placement Cell organized a guest lecture for the final years on 4<sup>th</sup> January 2018 at the conference hall to create awareness on "Career Opportunities in the Media and Entertainment Industry". Noelle Nazrath, Faculty, Maya Academy of Advanced Cinematics, Mangaluru was the resource person. The objective of the program was to help the students understand fascinating world of Animation and Motion Graphics for film, broadcast and other media pads. He gave information on the different types of animation and the methods of developing them. The speaker educated the students on topics like the landscape of the media and entertainment industry, extensive use of VFX and animation in the industry, opportunities available and growth prospects. Students opined that it was a very informative and an interactive session. Mrs. Sowmya Jyothi, Mr. Prasanna Kumar T. and Mrs. Anasuya coordinated the programme.

### **Awareness on answering aptitude test**

Career Guidance and Placement cell organized a trial aptitude test for I BCA on 8<sup>th</sup> January 2018. The objective of the program was to create awareness about aptitude test and to facilitate the students to improve competency skills. The trial aptitude test was conducted by Mrs. Pavithra, NIIT, Bejai. Students took active part in answering the test. Mrs. Sowmya Jyothi coordinated the program.

## WORKSHOP

### Competitive Exams

Career Guidance and Placement Cell organized a one day workshop on 11<sup>th</sup> July 2017, for the II BBM, B.Com. and BA (HRD) in the conference hall on the topic "Competitive Exams". Prof. Arun Gundmi, Faculty, TIME Institute, Mangaluru was the resource person. The objective of the programme was to spread awareness among students about competitive exams. The resource person in his talk spoke to students about how to select careers after graduation. Focusing mainly on MBA, Mr. Arun explained how to prepare for the MBA entrance exam which included aspects such as general knowledge, logical reasoning, and English. He spoke on three steps of interview that is written test, group discussion and personal interview. He gave tips to answer personal interview. Krithi Pal of II B.Com welcomed the gathering. Student coordinator Kavya of III B.Com proposed vote of thanks. Mr. Prasanna Kumar T., Mrs. Sowmya Jyothi and Mrs. Anasuya coordinated the programme.

## EXTENSION ACTIVITIES

### Visit to Rosario High School

Career Guidance and Placement cell conducted an extension activity on 5<sup>th</sup> August 2017 for the high school students of Rosario High School, Pandeshwar, Mangaluru. Talk was presented by Shrijith and Akash Raj of III BCA on "Career Planning". The objective of the programme was to increase students' knowledge of career options. As a student in high school, it can be challenging to make plans and take the steps necessary to follow the right path for a career. Large number of high school students took the benefit of this programme. Mrs. Sowmya Jyothi, Mr. Prasanna Kumar T. and Mrs. Anasuya coordinated the programme.

### Pool Drive

III BCA students attended the off-campus recruitment drive by Deloitte at Alvas Engineering College, Moodbidri on 20<sup>th</sup> September 2017. The recruitment was for the post of Associate Analyst at Deloitte with the compensation / CTC INR 3,30,000. 21 students attended the pool drive. Three students received their offer letters in the month of January.

## Off-Campus Recruitment

III BCA students of attended the off-campus recruitment drive by Infosys at SDM College, Ujire on 9<sup>th</sup> January 2018 and MGM College, Udipi on 11<sup>th</sup> January 2018. The requirements were for Infrastructure Services, Testing Services and Application Development Units at Infosys Limited. 19 students attended the pool drive and six of them got selected.

### Udyoga Mela

Final year students of our college attended the Mangaluru Udyoga Mela (Disha Career Fest) 2018 organized by Mangalore University, Mangalagangothri on 17<sup>th</sup> February 2018.

## Campus Placement

- The Career Guidance and Placement Cell organized campus recruitment for the final year students on 14<sup>th</sup> March 2018 by Goan Institute International Consociation of Education Pvt. Ltd. [GICE]. This drive was for the post of skill development faculty. The first round tested the writing skills of the candidates and for the second round candidates had to speak on the given topic. This drive was organized to test the students' capability in communicative English. 14 students were shortlisted. Mr. Prasanna Kumar coordinated this programme.
- The Career Guidance and Placement Cell organized On-campus placement drive on 16<sup>th</sup> March 2018 for the final year students by Tricies HR Solutions, Mangaluru. The interested candidates had to fill in their interests and job expectations in the questionnaire provided. In the next round personal interview was conducted for the candidates. 65 students took part in this drive from all courses. Mr. Prasanna Kumar T., Mrs. Sowmya Jyothi and Mrs. Anasuya coordinated the programme.

*"whatever you think that you will be.  
if you think yourself weak, weak you will be;  
if you think yourself strong, you will be"*

*- Swami Vivekananda*



## GENERAL PROFICIENCY PRIZES

The following students have got the first 3 places in the University Semester Exams.

### I Semester BBM Oct/Nov 2016

I Place	: DEEKSHA V.	689
II Place	: LIKITHA R.	647
III Place	: FATHIMA SIMRAN	645

### II Semester BBM May 2017

I Place	: DEEKSHA V.	697
II Place	: N VAISHALI D KUDVA	653
III Place	: LIKITHA R.	647

### III Semester BBM Oct/Nov 2016

I Place	: SANDRA MERIN RONALD	787
II Place	: EDNA MELISSA DSOUZA	723
III Place	: FAREEZ RASHEED	696

### IV Semester BBM May 2017

I Place	: SANDRA MERIN RONALD	760
II Place	: NIDHI BHANDARKAR	738
III Place	: EDNA MELISSA D SOUZA	703

### I Semester B.COM Oct/Nov 2016

I Place	: RAKSHITHA	729
II Place	: NISHA	721
III Place	: ANIL P. N.	717

### II Semester B.COM May 2017

I Place	: ANIL P. N.	738
II Place	: ANANYA SAHANA	723
III Place	: GAUTHAMI NAYAK	719

### III Semester B.COM Oct/Nov 2016

I Place	: MANDARA D. N.	684
II Place	: RICHA K PATEL	663
III Place	: ANUSHA R.	659

### IV Semester B.COM May 2017

I Place	: MANDARA D. N.	687
II Place	: ANUSHA R.	683
III Place	: SRISHA NAYAK U.	677

### I Semester BCA Oct/Nov 2016

I Place	: SUSHMITHA P BOLAR	791
II Place	: SOUJANYA M.	770
III Place	: THANAZ	768

### II Semester BCA May 2017

I Place	: SUSHMITHA P BOLAR	804
II Place	: THANAZ	787
III Place	: SOUJANYA M.	774

### III Semester BCA Oct/Nov 2016

I Place	: NISHMITHA K. M.	726
II Place	: BABITHA SHETTY K.	725
III Place	: DHANUSH K T.	722

### IV Semester BCA May 2017

I Place	: NISHMITHA K. M.	696
II Place	: PRIYAMVADA UDUPA B.	689
III Place	: SANJAY NAYAK K.	678
III Place	: SHREYA D S	678
III Place	: DHANUSH K. T.	678

### I Semester BA(HRD) Oct/Nov 2016

I Place	: AMRA ZUMAN	689
II Place	: ADVITHA A.	665
III Place	: NISHA K.	646

### II Semester BA(HRD) May 2017

I Place	: ADVITHA A.	697
II Place	: NISHA K.	632
III Place	: AMRA ZUMAN	607

### III Semester BA(HRD) Oct/Nov 2016

I Place	: SAMANTHA VIRGINIA DSOUZA	653
II Place	: DEEKSHA N.	623
III Place	: MEGHANA	604

### IV Semester BA(HRD) May 2017

I Place	: SAMANTHA VIRGINIA DSOUZA	689
II Place	: HEERA K.	628
III Place	: JAKE NAVYA RAVINDRA	627

## THEY BROUGHT LAURELS TO THE COLLEGE

1.	Mr. Venkatesh G. Hegde	- II	rank Final BBM	April 1982	37.	Mr. Christopher George Pereira-	X	rank Final BBM	April 1988
2.	Mr. Renukananda M.G.	- V	rank Final BBM	April 1982	38.	Miss. Pramila Martis	- I	rank Final BBM	April 1989
3.	Miss Sreekala Nadakarni	- I	rank Final BBM	April 1983	39.	Mr. Harikrishna Maheshwari	- II	rank Final BBM	April 1989
4.	Miss Sunitha P.	- II	rank Final BBM	April 1983	40.	Miss. Sandhya Shenoy	- III	rank Final BBM	April 1989
5.	Miss Cynthia menezes	- VI	rank Final BBM	April 1983	41.	Miss. Kodancha Veena	- IV	rank Final BBM	April 1989
6.	Miss Sumithra Baliga	- VIII	rank Final BBM	April 1983	42.	Miss. Triveni Nayak	- V	rank Final BBM	April 1989
7.	Miss Kasturi Sumathi Pai	- IX	rank Final BBM	April 1983	43.	Miss Kavitha Hedge	- VI	rank Final BBM	April 1989
8.	Mr. Narasimha Shenoy K. P.	- X	rank Final BBM	April 1983	44.	Miss. Neena S. Kudva	- I	rank Final BBM	April 1990
9.	Miss Lydia Linet D'souza	- II	rank Final BBM	April 1984	45.	Miss. Bernadette E. Rodrigues	- IV	rank Final BBM	April 1990
10.	Miss Nalini Ramaswamy	- IV	rank Final BBM	April 1984	46.	Mr. Chandrashekar	- V	rank Final BBM	April 1990
11.	Miss Rony Ferrao	- VII	rank Final BBM	April 1984	47.	Miss Naina Agnes	- V	rank Final BBM	April 1990
12.	Miss Zelia Albuquerque	- X	rank Final BBM	April 1984	48.	Miss Meena A. Dias	- X	rank Final BBM	April 1990
13.	Mr. Madhusudhan Bhat	- II	rank Final BBM	April 1985	49.	Miss Sandhya. S. Shenoy	- I	rank Final BBM	April 1991
14.	Miss Madhumathi H. S.	- III	rank Final BBM	April 1985	50.	Miss Oreena Jeena Lobo	- I	rank PGDBM	April 1992
15.	Miss Collette Noronha	- IV	rank Final BBM	April 1985	51.	Miss Anuradha S. Kamath	- I	rank Final BBM	April 1993
16.	Mr. Francis Alfred Concessao	- IV	rank Final BBM	April 1985	52.	Miss Anjali Dayananda Achar	- I	rank PGDBM	April 1994
17.	Miss Shailaja R. Bhat.	- I	rank Final BBM	April 1986	53.	Miss Anuradha Kamath	- I	rank PGDBM	April 1994
18.	Miss Shaila Shevgor	- II	rank Final BBM	April 1986	54.	Miss Vidya R. Gadiyar	- I	rank Final BBM	April 1994
19.	Miss Shaima Naik M.	- III	rank Final BBM	April 1986	55.	Mr. Rao Radhakrishna Rama	- IV	rank Final BBM	April 1994
20.	Miss Garaldine Laveena M.	- IV	rank Final BBM	April 1986	56.	Miss Sapna Dimple	- I	rank Final BBM	April 1995
21.	Miss Leza Saldanha	- V	rank Final BBM	April 1986	57.	Miss Divya Jalan	- I	rank Final BBM	April 1996
22.	Miss Rosette A.Rasquniha	- VI	rank Final BBM	April 1986	58.	Mr. Shrikanth A. Marate	- IV	rank Final BBM	April 1996
23.	Miss Supriya Chaudhry	- VII	rank Final BBM	April 1986	59.	Miss Sheela Prabhu	- III	rank Final BBM	April 1997
24.	Miss Helen M. Alvarez	- VIII	rank Final BBM	April 1986	60.	Miss Gayathri J. Kamath	- III	rank Final BBM	April 1998
25.	Miss Sahana Rani R. K.	- I	rank Final BBM	April 1987	61.	Miss Nandini M. Kini	- V	rank Final BBM	April 1998
26.	Miss Shailaja Nayak U.	- II	rank Final BBM	April 1987	62.	Mr. Narasimha P. Gadiyar	- I	rank PGDBM	April 1999
27.	Mr. Gopalakrishna Shenoy	- III	rank Final BBM	April 1987	63.	Miss Rashmi Hande	- VIII	rank Final BBM	April 1999
28.	Mr. Vishnu Murthy	- IV	rank Final BBM	April 1987	64.	Mr. Shiva Prasad	- I	rank PGDBM	April 2000
29.	Miss. Juliet Rodrigus	- IX	rank Final BBM	April 1987	65.	Miss Rashmi Kodical	- III	rank Final BBM	April 2000
30.	Miss Prathibha Shetty	- III	rank Final BBM	April 1988	66.	Miss Bindu	- V	rank Final BBM	April 2000
31.	Mr. Ravindra K.	- IV	rank Final BBM	April 1988	67.	Miss Seema Kudva	- VII	rank Final BBM	April 2001
32.	Miss. Maya Kamath	- IV	rank Final BBM	April 1988	68.	Miss Ujwala Rao	- II	rank Final BBM	April 2002
33.	Miss. Vidya Pai Kasturi	- VI	rank Final BBM	April 1988	69.	Miss Joshana Alphonso	- V	rank Final BBM	April 2002
34.	Mr. Ashok	- VIII	rank Final BBM	April 1988	70.	Miss Aparna K. V.	- I	rank PGDBM	April 2002
35.	Mr. Rego Vincent Thomas	- IX	rank Final BBM	April 1988	71.	Miss Renuka M. V.	- V	rank Final BBM	April 2003
36.	Mr. Pangal Devadas Nayak	- X	rank Final BBM	April 1988	72.	Mr. Avinash	- II	rank Final BCA	April 2004



73.	Miss Hamsa Shenoy	- III	rank Final BCA	April 2004	110.	Miss Meghana	- I	rank Final BA(HRD)	May 2012
74.	Mr. Venugopal Gaonkar	- II	rank Final BBM	April 2005	111.	Miss Shreya C.	- II	rank Final BA(HRD)	May 2012
75.	Miss Sneha Kamath N.	- V	rank Final BBM	April 2005	112.	Miss Saumya S. Shetty	- III	rank Final BA(HRD)	May 2012
76.	Miss Sangeetha K. S.	- II	rank Final BCA	April 2005	113.	Miss Shwetha	- VII	rank Final BBM	May 2012
77.	Ms. Shilpa Pai B.	- I	rank Final BCA	April 2006	114.	Miss Varsha Pai G.	- X	rank Final BBM	May 2012
78.	Miss Rekha K. S.	- VI	rank Final BCA	April 2006	115.	Miss Afsana	- I	rank Final PGDBM	May 2012
79.	Miss Bhavya	- IX	rank Final BCA	April 2006	116.	Miss Swathi Bhat B.	- II	rank Final PGDBM	May 2012
80.	Miss Sneha Acharya B.	- I	rank Final BCA	April 2007	117.	Miss Shashiprabha	- III	rank Final PGDBM	May 2012
81.	Miss Kripa P. B.	- I	rank Final BBM	April 2007	118.	Miss Shilpashri A.	- I	rank MBA	May 2012
82.	Miss Shilpa B.	- IX	rank Final BBM	April 2007	119.	Miss Preethika P. C.	- II	rank MBA	May 2012
83.	Mr. Chethana Kamath	- I	rank Final PGDBM	April 2008	120.	Mrs. Usha Prabha Kamath B.	- IV	rank MBA &	May 2012
84.	Miss Shruthi Prabhu	- V	rank Final BBM	April 2008				Gold Medal in Marketing Management	
85.	Miss Liezel Janet Nazreth	- VI	rank Final BBM	April 2008	121.	Mr. Padmanabha Bhat A. V.	- IV	rank BCA	May 2013
86.	Mr. Pradeep Kamath	- X	rank Final BBM	April 2008	122.	Miss. Ankitha Kamath S.	- VI	rank BCA	May 2013
87.	Miss Anusuya Baliga	- I	rank Final PGDBM	April 2009	123.	Miss. Sarika N. Khandare	- VIII	rank BCA	May 2013
88.	Miss Shubha Pai	- II	rank Final BBM	April 2009	124.	Miss. Fathima Ifra Adka	- I	rank PGDBM	May 2013
89.	Miss Sowmya	- IV	rank Final BCA	April 2009	125.	Miss. Shwetha	- II	rank PGDBM	May 2013
90.	Miss Deepthi Shetty	-	Gold Medal MBA	April 2009	126.	Miss Sana Kausar	- I	rank Final BA(HRD)	April 2014
91.	Miss Kavyashree Gatty	- I	rank Final BA(HRD)	April 2010	127.	Mr. Gautam R.	- II	rank Final BA(HRD)	April 2014
92.	Miss Annie Supreetha	- II	rank Final BA(HRD)	April 2010	128.	Miss Rameeza	- III	rank Final BA(HRD)	April 2014
93.	Miss Jayashree H.	- I	rank Final BCA	April 2010	129.	Miss Sindura	- III	rank Final BBM	April 2014
94.	Miss Namrutha K.	- X	rank Final BCA	April 2010	130.	Miss Shreya D. Suvarna	- VI	rank Final BBM	April 2014
95.	Miss Shilpashri A.	- III	rank Final BBM	April 2010	131.	Miss Soumya	- IX	rank Final BBM	April 2014
96.	Miss Megha M. Kamath	- VII	rank Final BBM	April 2010	132.	Miss Nandini Rohidas Shriyan	- VIII	rank Final BCA	April 2014
97.	Miss Navya Shetty	- IX	rank Final BBM	April 2010	133.	Miss Sanjana K. Kamath	- III	rank Final BBM	April 2015
98.	Miss Shahina P.	- I	rank Final PGDBM	April 2010	134.	Mr. Vignesh Kamath	- VIII	rank Final BBM	April 2015
99.	Miss Sridevi B.	- II	rank Final PGDBM	April 2010	135.	Mr Srikanth Nayak	- IX	rank Final BBM	April 2015
100.	Mr. Vadiraja Acharya K.	- III	rank Final PGDBM	April 2010	136.	Miss Dhamini	- II	rank Final BA(HRD)	April 2015
101.	Mr. Vivek T. S.	-	Gold Medal in MBA	April 2010	137.	Miss . Simona Denise Fernandes-	- II	rank Final BBM	April 2016
102.	Miss Aparna Mallya	- I	rank Final BBM	April 2011	138.	Miss . SVaralaxmi Bhat P.	- IV	rank Final BBM	April 2016
103.	Miss Harshitha K.	- I	rank Final PGDBM	April 2011	139.	Miss .Keerthi Kumari U. P.	- V	rank Final BBM	April 2016
104.	Mr. Abhishek D. Toprani	- II	rank Final PGDBM	April 2011	140.	Miss Sara Nazareth	- II	rank Final BA(HRD)	April 2016
105.	Miss Akshatha C. Rai	- III	rank Final PGDBM	April 2011	141.	Miss Nifa Ali	- III	rank Final BA(HRD)	April 2016
106.	Shama N.	- IV	rank Final BCA	April 2011	142.	Miss Sushmitha S.	- II	rank Final BA(BBM)	April 2017
107.	Miss Supriya	- II	rank MBA	April 2011	143.	Miss Leeta Welsy Aranha	- III	rank Final BA(BBM)	April 2017
108.	Miss Shetty Shilpa Chandrshasa	Laxmi-III	rank MBA	April 2011	144.	Mr. Kriti Nahata	- IX	rank Final BA(BBM)	April 2017
109.	Miss Kavitha A. Nayak	- IV	rank MBA	April 2011	145.	Miss Chithra Shree L.	- X	rank Final BA(BBM)	April 2017
					146.	Miss Alminaz	- I	rank Final BA(BA(HRD))	April 2017

**DETAILS OF BBM RESULTS**

YEAR	I SEM. OCT/NOV & II SEM. APR			III SEM .OCT/NOV & IV SEM. APR			V SEM. OCT/NOV & VI SEM. APR		
	NO. OF STU. APP.	NO OF STU. PASSED	% age	NO. OF STU. APP.	NO OF STU. PASSED	% age	NO. OF STU. APP.	NO OF STU. PASSED	% age
1978-oct	55	29	53%						
1979-Apr	56	17	30%						
1979-oct	55	41	75%	49	26	53%			
1980-Apr	52	11	21%	49	36	73%			
1980-oct	44	29	66%	53	48	91%	48	37	77%
1981-Apr	45	16	38%	53	43	81%	49	37	76%
1981-Nov	53	20	38%	40	23	58%	55	35	64%
1982-Apr	51	42	82%	42	37	88%	49	38	78%
1982-Nov	47	30	64%	43	19	44%	40	45	87%
1983-Apr	46	27	59%	43	23	53%	43	30	70%
1983-Nov	51	22	43%	46	25	54%	45	33	73%
1984-Apr	46	21	45%	41	22	54%	46	30	65%
1984-Nov	47	24	51%	48	23	48%	34	26	76%
1985-Apr	46	27	59%	44	31	70%	38	25	66%
1985-Nov	60	27	45%	46	23	50%	46	36	78%
1986-Apr	59	29	49%	47	21	45%	48	36	75%
1986-Nov	57	33	58%	59	37	63%	44	35	79%
1987-Apr	57	28	49%	58	30	52%	45	41	91%
1987-Nov	69	37	54%	56	28	50%	62	48	77%
1988-Apr	69	35	51%	53	28	52%	59	52	88%
1988-Nov	66	45	68%	68	45	66%	52	42	80%
1989-Apr	61	52	85%	68	33	49%	52	35	67%
1989-Nov	69	31	45%	66	42	64%	66	55	83%
1990-Apr	68	41	60%	64	35	55%	67	41	61%
1990-Nov	66	50	76%	59	34	58%	60	54	90%
1991-Apr	65	58	89%	62	33	53%	59	53	89%
1991-Nov	66	57	86%	62	51	82%	55	42	76%
1992-Apr	65	57	88%	63	55	87%	60	44	73%
1992-Nov	62	47	76%	63	54	86%	63	60	95%
1993-Apr	68	45	66%	66	42	64%	61	51	84%
1993-Nov	64	48	75%	59	35	59%	62	48	77%
1994-Apr	65	48	73%	61	26	43%	61	45	73%
1994-Nov	62	42	68%	60	40	67%	51	37	72%
1995-Apr	59	47	80%	64	47	73%	49	24	48%
1995-Nov	66	59	89%	57	40	70%	61	50	82%
1996-Apr	72	54	75%	58	30	51%	64	48	75%
1996-Nov	80	61	76%	73	46	64%	56	47	83%
1997-Apr	69	52	75%	68	54	79%	54	47	87%
1997-Nov	70	64	91%	78	43	55%	66	60	91%
1998-Apr	74	59	80%	74	57	77%	66	58	88%
1998-Nov	77	73	95%	72	45	63%	76	65	86%



**DETAILS OF BBM RESULTS**

YEAR	I SEM. OCT/NOV & II SEM. APR			III SEM .OCT/NOV & IV SEM. APR			V SEM. OCT/NOV & VI SEM. APR		
	NO. OF STU. APP.	NO OF STU. PASSED	% age	NO. OF STU. APP.	NO OF STU. PASSED	% age	NO. OF STU. APP.	NO OF STU. PASSED	% age
1999-Apr	76	67	88%	69	55	80%	72	70	97%
1999-Nov	122	103	84%	76	58	77%	70	64	91%
2000-Apr	120	104	87%	76	65	86%	70	67	96%
2000-Nov	145	130	90%	122	108	89%	78	71	91%
2001-Apr	145	142	97%	119	92	77%	77	73	95%
2001-Nov	163	144	88%	139	113	81%	117	112	96%
2002-Apr	161	138	86%	146	119	83%	120	107	89%
2002-Nov	163	150	92%	162	121	75%	151	145	96%
2003 Apr	159	140	88%	161	121	75%	149	131	88%
2003 Nov	162	134	83%	154	114	74%	157	135	86%
2004 Apr	159	133	84%	153	134	88%	160	143	89%
2004 Nov	167	156	93%	160	98	61%	158	146	92%
2005 Apr	166	151	91%	160	118	74%	156	133	85%
2005 Nov	161	148	92%	164	139	85%	160	141	88%
2006 Apr	164	143	87%	164	144	88%	160	136	85%
2006 Oct	235	194	83%	163	124	76%	166	159	96%
2007 Apr	229	185	81%	162	136	85%	164	152	93%
2007 Oct	270	237	88%	226	178	79%	162	157	97%
2008 Apr	266	232	87%	225	186	83%	162	153	94%
2008 Oct	303	241	80%	264	169	64%	228	195	86%
2009 Apr	297	231	78%	261	192	74%	228	195	86%
2009 Oct	309	229	74%	305	193	63%	264	199	75%
2010 May	302	259	86%	290	251	87%	260	196	75%
2010 Nov	308	246	80%	295	227	77%	301	243	81%
2011 May	302	243	80%	298	236	79%	299	253	85%
2011 Oct	302	223	74%	300	208	69%	296	258	87%
2012 May	301	201	80%	295	210	70%	301	259	86%
2012 Oct	298	228	77%	302	228	72%	293	254	87%
2013 May	300	179	60%	284	157	55%	299	261	87%
2013 Oct	295	205	69%	295	205	69%	300	256	85%
2014 Apr	288	209	73%	293	195	67%	295	262	89%
2014 Oct	218	137	63%	279	158	57%	288	236	82%
2015 Apr	208	156	76%	280	196	70%	280	216	77%
2015 Nov	203	150	74%	199	120	60%	266	222	83%
2016 Apr	196	140	71%	198	133	67%	267	234	88%
2016 Nov	201	150	75%	198	129	65%	193	158	82%
2017 Apr	201	154	77%	193	148	77%	193	167	87%
2017 Nov	201	158	79%	196	125	64%	195	156	80%

# DETAILS OF BCA RESULTS

YEAR	I SEM. OCT/NOV & II SEM. APR			III SEM. OCT/NOV & IV SEM. APR			V SEM. OCT/NOV & VI SEM. APR		
	NO. OF STU. APP.	NO OF STU. PASSED	% age	NO. OF STU. APP.	NO OF STU. PASSED	% age	NO. OF STU. APP.	NO OF STU. PASSED	% age
2001 Oct	40	39	98%						
2002 Apr	39	35	90%						
2002 Oct	41	29	71%	39	33	85%			
2003 Apr	42	29	69%	39	34	87%			
2003 Oct	40	25	63%	39	36	92%	38	34	89%
2004 Apr	41	30	73%	38	35	92%	39	39	100%
2004 Oct	45	32	71%	37	29	78%	40	36	90%
2005 Apr	42	27	64%	37	30	81%	39	39	100%
2005 Oct	66	40	61%	43	28	65%	36	25	69%
2006 Apr	65	33	51%	43	13	30%	35	35	100%
2006 Oct	86	61	71%	61	31	51%	39	24	62%
2007 Apr	86	54	63%	63	37	43%	38	38	100%
2007 Oct	107	85	79%	90	67	74%	63	46	73%
2008 Apr	102	67	66%	85	50	59%	64	64	100%
2008 Oct	118	95	81%	106	71	67%	89	68	76%
2009 Apr	119	64	54%	106	66	62%	90	90	100%
2009 Oct	103	55	53%	117	78	67%	102	72	71%
2010 May	94	58	62%	115	90	78%	106	106	100%
2010 Nov	106	68	64%	89	47	53%	113	88	78%
2011 May	105	87	83%	87	63	72%	116	113	97%
2011 Oct	103	68	66%	103	67	65%	95	57	60%
2012 May	116	85	73%	97	66	68%	104	82	79%
2012 Oct	102	73	72%	104	79	76%	96	94	98%
2013 May	113	69	61%	93	79	85%	105	105	100%
2013 Oct	111	79	71%	118	87	74%	95	63	66%
2014 Apr	111	74	67%	115	86	75%	97	97	100%
2014 Oct	100	75	75%	106	67	63%	113	81	72%
2015 Apr	100	70	70%	105	82	78%	114	114	100%
2015 Nov	115	96	83%	95	66	69%	101	79	78%
2016 Apr	116	96	83%	98	78	80%	107	107	100%
2016 Nov	103	83	73%	114	95	85%	97	73	75%
2017 Apr	112	77	69%	113	92	81%	99	99	100%
2017 Nov	118	77	65%	110	75	68%	114	91	80%



# DETAILS OF BHRD RESULTS

YEAR	I SEM. OCT/NOV & II SEM. APR			III SEM. OCT/NOV & IV SEM. APR			V SEM. OCT/NOV & VI SEM. APR		
	NO. OF STU. APP.	NO OF STU. PASSED	% age	NO. OF STU. APP.	NO OFSTU. PASSED	% age	NO. OF STU. APP.	NO OFSTU. PASSED	% age
2003 Oct	39	33	85%						
2004 Apr	38	37	97%						
2004 Oct	39	36	92%	37	37	100%			
2005 Apr	38	38	100%	37	34	92%			
2005 Oct	41	37	90%	39	39	100%	37	34	92%
2006 Apr	41	38	93%	40	40	100%	36	36	100%
2006 Oct	43	30	70%	39	37	95%	39	39	100%
2007 Apr	43	38	88%	36	33	92%	39	39	100%
2007 Oct	62	51	82%	43	40	93%	37	34	92%
2008 Apr	62	43	69%	46	40	87%	36	35	97%
2008 Oct	64	48	75%	59	50	85%	43	34	79%
2009 May	59	50	85%	60	47	78%	41	37	90%
2009 Oct	57	42	74%	61	42	69%	60	57	95%
2010 May	58	30	52%	58	52	90%	60	57	94%
2010 Nov	52	27	52%	56	41	73%	58	55	95%
2011 May	46	27	59%	60	42	70%	59	49	83%
2011 Oct	57	42	74%	61	42	69%	60	57	95%
2012 May	57	25	44%	52	31	60%	53	40	75%
2012 Oct	50	31	62%	49	32	65%	58	51	88%
2013 May	52	19	37%	50	38	76%	49	47	84%
2013 Oct	56	30	54%	48	32	67%	51	42	82%
2014 May	50	22	44%	45	29	64%	49	47	96%
2014 Oct	40	22	55%	53	35	66%	43	35	81%
2015 April	39	18	46%	49	34	69%	43	37	86%
2015 Nov	40	23	58%	53	36	68%	43	37	86%
2016 April	52	37	71%	30	17	57%	40	29	73%
2016 Nov	57	42	74%	45	38	84%	29	19	66%
2017 April	55	36	65%	53	32	60%	46	32	70%
2017 Nov	57	33	58%	46	41	89%	25	24	96%

## DETAILS OF B. COM RESULTS

YEAR	I SEM. & II SEM. APR			III SEM. & IV SEM. APR			V SEM. & VI SEM. APR		
	NO. OF STU. APP.	NO OF STU. PASSED	% age	NO. OF STU. APP.	NO OFSTU. PASSED	% age	NO. OF STU. APP.	NO OFSTU. PASSED	% age
2015 April	73	60	82%						
2015 November	73	60	82%						
2016 April	72	65	90%	72	68	94%			
2016 Nov	76	68	89%	75	71	95%	71	64	90%
2017 April	77	66	86%	76	72	95%	72	70	97%
2016 Nov	74	68	92%	75	73	97%	71	69	97%

# SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALURU

## STATEMENT OF SUBJECTWISE RESULTS OF MANGALORE UNIVERSITY

### FINAL YEAR BBM - APRIL / MAY 2017 EXAMINATION

33 FIRST CLASS WITH DISTINCTION, 43 FIRST CLASS, 30 HIGH SECOND CLASS, 18 SECOND CLASS, 7 PASS CLASS,  
PASSED BUT NOT COMPLETED THE LOWER EXAMINATIONS : 36

<i>Class</i>	<i>Name of the Lecturer taught the subject</i>	<i>No. of students appeared</i>	<i>No. of students passed</i>	<i>% age</i>
<b>B.B.M. VI SEMESTER</b>		<b>193</b>	<b>167</b>	<b>87%</b>
<b>B.B.M. IV SEMESTER</b>		<b>193</b>	<b>148</b>	<b>77%</b>
<b>B.B.M. II SEMESTER</b>		<b>201</b>	<b>154</b>	<b>77%</b>
<b>SUBJECTWISE RESULTS</b>				
<b>B.B.M. VI SEMESTER</b>				
Company Law	Preethika	199	184	92%
Investment Management	Devi Prasad / Prasanna Kumar T.	198	176	89%
Cost & Management Accounting	Smitha / Veena / Thilak	197	178	90%
Auditing	Priya Kamath	77	70	91%
Financial Management	Supritha / Soumya	98	93	95%
Marketing Management	Manju / Shwetha / Gururaj	198	188	95%
Human Resource Management	Anasuya	98	87	89%
Project Work		122	121	99%
<b>B.B.M. IV SEMESTER</b>				
Business Statistics	Salian Parinitha / Gururaj	200	180	90%
Modern Banking Management	Shashikala K. G. / Deepashree	200	183	92%
Computer Applications in Mgt.	Arun Sequeira	198	179	90%
Fundamentals of Financial Mgt.	Rashmi T. / Sowmya Hegde	200	171	86%
Human Resource Management	Thrishanth Kumar/Gururaj	197	176	89%
Corporate Accounting - II	Gayathri / Kavitha Prabhu	194	166	86%
CC & EC		201	199	99%
<b>B.B.M. II SEMESTER</b>				
English	Ashwin Mendonca / Madhumathi J. Raja	204	202	99%
Kannada	Jeevitha D / Renuthakshi	61	55	90%
Hindi	Jyothi / Shalini	142	139	98%
Managerial Economics	Aruna Kamath / Shashikala K.G.	203	178	88%
Business Environment & Entrepreneurship	Supritha / Devi Prasad	204	198	97%
Accounting - II	Shwetha / Priya Kamath	204	168	82%
Managerial Communication	Muralidhar Rao K. S.	201	197	98%
Human Rights, Gender Equity & Environmental Studies	Rashmi / Salian Parinitha	202	198	98%
CC & EC		204	204	100%



# SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALURU

## STATEMENT OF SUBJECTWISE RESULTS OF MANGALORE UNIVERSITY

### FINAL YEAR BCA - APRIL / MAY 2017 EXAMINATION

58 DISTINCTION, 15 FIRST CLASS , 01 HIGH SECOND CLASS, PASSED BUT NOT COMPLETED THE LOWER EXAMINATIONS : 25

<i>Class</i>	<i>Name of the Lecturer taught the subject</i>	<i>No. of students appeared</i>	<i>No. of students passed</i>	<i>% age</i>
<b>B.C.A. VI SEMESTER</b>		<b>99</b>	<b>99</b>	<b>100%</b>
<b>B.C.A. IV SEMESTER</b>		<b>113</b>	<b>92</b>	<b>81%</b>
<b>B.C.A. II SEMESTER</b>		<b>112</b>	<b>77</b>	<b>69%</b>
<b>SUBJECTWISE RESULTS</b>				
<b>BCA VI SEMESTER</b>				
Project Work		99	99	100%
<b>BCA IV SEMESTER</b>				
Computer Graphics & Multimedia	Shashikala Shetty	115	109	95%
Visual Basic Net Programming	Deepa D. Hegde	116	106	91%
Principles of TCP/IP	Sowmya Jyothi	116	112	97%
E-Commerce	Shashiprabha	115	104	90%
System Analysis & Design	Shashiprabha	116	105	91%
Computer Graphics Lab	Shashikala Shetty	116	116	100%
VB NET Lab	Deepa D. Hegde	115	109	95%
CC & EC		117	117	100%
<b>B.C.A. II SEMESTER</b>				
English	Ashwin M. / Madhumathi	113	113	100%
Kannada	Jeevitha	42	40	95%
Hindi	Jyothi	71	69	97%
Basics Of Networking	Sowmya Jyothi	113	107	95%
Object Oriented Programming Using C++	Divya	113	84	74%
Database Concepts And Oracle	Reshmi	112	93	83%
C++ Programming - Lab -1	Divya Uchil	113	113	100%
Oracle - Lab - II	Reshmi	114	114	100%
Human Rights, Gender Equity & Environmental Studies	Priya Kamath	112	112	100%
CC & EC		114	114	100%

# SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALURU

## STATEMENT OF SUBJECTWISE RESULTS OF MANGALORE UNIVERSITY

### FINAL YEAR BA(HRD) - APRIL / MAY 2017 EXAMINATION

04 DISTINCTION, 05 FIRST CLASS 07 HIGH SECOND CLASS ,  
PASSED BUT NOT COMPLETED THE LOWER EXAMINATIONS : 08

<i>Class</i>	<i>Name of the Lecturer taught the subject</i>	<i>No. of students appeared</i>	<i>No. of students passed</i>	<i>% age</i>
<b>B.A(H.R.D) VI SEMESTER</b>		<b>25</b>	<b>24</b>	<b>96</b>
<b>B.A(H.R.D) IV SEMESTER</b>		<b>46</b>	<b>41</b>	<b>89</b>
<b>B.A(H.R.D) II SEMESTER</b>		<b>57</b>	<b>33</b>	<b>58</b>
<b>SUBJECTWISE RESULTS</b>				
<b>B.A.(H.R.D.) VI SEMESTER</b>				
Management Information Systems	Anasuya	35	30	86
Trends in Human Resource Development	Gayathri	33	28	85
Organisation Development & Mgt. of Change	Supritha	34	30	88
Labour Legislation	Kavitha K.	33	28	85
Global Human Resource Management	Rashmi T.	34	27	79
Train & Development Edu./ NGO / Corporate		27	27	100
<b>B.A.(H.R.D.) IV SEMESTER</b>				
Gen. Proficiency & Communicative English	Madhumathi J. Raja	49	49	100
Kannada	Jeevitha D.	15	12	80
Hindi	Jyothi	33	33	100
Financial Management	Smitha	48	45	94
Employee Relations	Kavitha Prabhu	47	45	96
Administration & Management of NGOs	Devi Prasad	49	45	92
Strategic Mgt. & Corporate Policies	Manju	47	45	96
CC & EC		49	49	100
<b>B.A.(H.R.D.) II SEMESTER</b>				
Kannada	Renuthakshi	24	20	83
Hindi	Shalini	33	26	79
Gen. Proficiency & Communicative English	Ashwin Loyal Mendonca	57	54	95
Business Economics	Shashikala K. G.	57	41	72
Basics of Marketing	Muralidhar Rao K. S.	57	47	82
Dynamics of Human Behaviour	Preethika	57	41	72
Professional Skill Development	Thrishanth	57	51	89
Human Rights, Gender Equity & Environmental Studies	Anasuya	57	55	96
CC&EC		57	57	100



# SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALURU

## STATEMENT OF SUBJECTWISE RESULTS OF MANGALORE UNIVERSITY

### B. Com. - APRIL / MAY 2017 EXAMINATION

31 DISTINCTION, 20 FIRST CLASS 08 HIGH SECOND CLASS, 02 SECOND CLASS, 02 PASS CLASS PASSED BUT NOT COMPLETED THE LOWER EXAMINATIONS : 06

Class	Name of the Lecturer taught the subject	No. of students appeared	No. of students passed	% age
<b>B.COM VI SEMESTER</b>		<b>71</b>	<b>69</b>	<b>97</b>
<b>B.COM IV SEMESTER</b>		<b>75</b>	<b>73</b>	<b>97</b>
<b>B.COM II SEMESTER</b>		<b>74</b>	<b>68</b>	<b>92</b>
<b>SUBJECTWISE RESULTS</b>				
<b>B.COM VI SEMESTER</b>				
Indian Corporate Law	Kavitha K	72	71	99
Auditing	Kavitha Prabhu	72	69	96
Financial Management - II	Soumya Hegde	72	71	99
Financial Accounting - VI	Gayathri	71	70	99
Cost and Management Accounting - IV	Veena D. Kotian	72	72	100
Business Taxation - IV	Deepashri	71	71	100
<b>B.COM IV SEMESTER</b>				
English	Madhumathi J. Raja	75	75	100
Hindi	Jyothi	43	43	100
Kannada	Jeevitha	32	32	100
International Trade & Finance - II	Prasanna Kumar T.	75	74	99
Financial Accounting - IV	Veena D. Kotian	75	75	100
Cost & Management Accounting - II	Thilakraj G.	75	75	100
Human Resource Management - II	Thrishanth Kumar	26	25	96
Business Taxation -II	Smitha M.	49	49	100
Ec & Cc		75	75	100
<b>B.COM II SEMESTER</b>				
English	Bharathee Neelakanth	74	74	100
Hindi	Shalini	46	45	98
Kannada	Renuthakshi	28	28	100
Money And Public Finance	Prasanna Kumar T.	74	74	100
Financial Accounting - II	Parinita Salian	74	69	93
Modern Banking	Manju	74	72	97
Business Statistics & Mathematics	Shwetha	74	74	100
Human Rights, Gender Equity & Environmental Studies	Deepa	74	74	100
EC & CC		74	74	100

# SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALURU

## STATEMENT OF SUBJECTWISE RESULTS OF MANGALORE UNIVERSITY

### BBA / BBM - NOVEMBER 2017 EXAMINATION

<i>Class</i>	<i>Name of the Lecturer taught the subject</i>	<i>No. of students appeared</i>	<i>No. of students passed</i>	<i>% age</i>
<b>B.B.A. I SEMESTER</b>		<b>201</b>	<b>158</b>	<b>79%</b>
<b>B.B.A. III SEMESTER</b>		<b>196</b>	<b>125</b>	<b>64%</b>
<b>B.B.M. V SEMESTER</b>		<b>195</b>	<b>156</b>	<b>80%</b>
<b>SUBJECTWISE RESULTS</b>				
<b>B.B.A. I SEMESTER</b>				
English	Mr. Ashwin Mendonsa / Mrs. Madhumathi . Raja	206	204	99%
Kannada	Mrs. Renuthakshi	66	63	95%
Hindi	Mrs. Shalini M.	141	139	99%
Accounting - I	Mrs. Supriitha A. / Mrs. Shwetha Y.	206	196	95%
Principles of Economics	Mrs. Aruna P. Kamath / Mrs. Shashikala K. G.	205	193	94%
Principles of Management	Mr. Muralidhar Rao K. S.	205	177	86%
Business Organisation	Mrs. Veena D Kotian / Mr. Praveen D.	203	190	94%
Indian Constitution	Mr. Sumesh / Mrs. Deepashree / Mr. Gururaj G.	206	203	99.5%
EC & CC		207	207	100%
<b>B.B.M. III SEMESTER</b>				
Business Mathematics	Mrs. Rashmi T. / Mr. Gururaj	200	165	83%
Business Economics	Mrs. Shashikala K.G. / Mr. Prasanna Kumar	200	181	91%
Commercial Law	Mrs. Deepashree G. Shenoy / Mrs. Kavitha K.	200	156	78%
Marketing Management	Mrs. Thrishanth Kumar / Mrs. Anasuya	200	182	91%
Income Tax	Mrs. Smitha / Ms. Sowmya Hegde	199	154	77%
Corporate Accounting - I	Mrs. Parinita Salian / Mrs. Kavitha Prabhu	199	170	85%
EC & CC		201	201	100%
<b>B.B.M. V SEMESTER</b>				
Organisational Behaviour	Mr. Deviprasad / Mrs. Parinita Salian	195	183	94%
Project Management	Mrs. Rashmi T. / Mr. Praveen D.	196	189	96%
Export Management	Mr. Sumesh / Mr. Prasanna Kumar	196	179	91%
Cost Accounting	Mr. Thilakraj G. / Ms. Priya Kamath	196	182	93%
Financial Management - I	Mrs. Gayathri K / Mrs. Supriitha	98	94	96%
Marketing Management - I	Mrs. Veena D. Kotian / Mrs. Manju	196	191	97%
Human Resource Mgt. - I	Mrs. Anasuya	97	81	84%



**SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALURU**  
**STATEMENT OF SUBJECTWISE RESULTS OF MANGALORE UNIVERSITY**  
**BCA - NOVEMBER 2017 EXAMINATION**

<i>Class</i>	<i>Name of the Lecturer taught the subject</i>	<i>No. of students appeared</i>	<i>No. of students passed</i>	<i>% age</i>
<b>B.C.A. I SEMESTER</b>		<b>118</b>	<b>77</b>	<b>65%</b>
<b>B.C.A. III SEMESTER</b>		<b>110</b>	<b>75</b>	<b>68%</b>
<b>B.C.A. V SEMESTER</b>		<b>114</b>	<b>91</b>	<b>80%</b>
<b>SUBJECTWISE RESULTS</b>				
<b>B.C.A. I SEMESTER</b>				
English	Mr. Ashwin / Mrs. Madhumathi	118	118	100%
Hindi	Mrs. Jyothi	52	51	98%
Kannada	Mrs. Jeevitha D.	66	61	92%
Fundamentals of Information Technology	Mrs. Reshmi B. R. / Ms .Deepthi	118	116	98%
Computer Organisation	Mrs. Divya Naveen	118	89	75%
Programming Language C	Mrs. Divya Uchil	118	91	77%
Fund. Info. Tech. - Lab	Mrs.Reshmi B. R. / Ms.Deepthi	118	118	100%
Prog. Lang. C- Lab	Mrs. Divya Uchil	118	118	100%
Constitution of India	Mr. Praveen D.	118	116	98%
EC & CC		118	118	100%
<b>B.C.A. III SEMESTER</b>				
Basic Mathematics	Mrs. Shashiprabha	112	104	93%
Microprocessors	Mrs. Deepa Hegde / Ms. Prakrithi	112	88	79%
Data Structures	Mrs. Shashikala Shetty	112	105	94%
Operating System	Mrs. Reshmi B.R.	113	95	84%
Data Mining	Mrs. Sowmya Jyothi	111	98	88%
Microprocessor Lab	Mrs. Deepa Hegde / Ms.Prakrithi	113	110	97%
Data Structures & Os Lab	Mrs. Shashikala Shetty	112	110	98%
EC & CC		113	113	100%
<b>B.C.A. V SEMESTER</b>				
Software Engineering	Mrs. Deepa D.Hegde	115	102	89%
Linux environment	Mrs. Divya Naveen	115	109	95%
Web development in NET	Mr. Arun Francis Sequeira	115	106	92%
Java Programming	Mrs. Sowmya Jyothi / Mrs.Shashiprabha	115	100	87%
Distributed computing	Ms.Prakrithi	115	111	97%
Management Information Systems	Ms.Deepthi	115	113	98%
Lab I - Web Technology	Mr. Arun Francis Sequeira	115	115	100%
Lab II - DC/JAVA	Mrs. Sowmya Jyothi / Mrs.Shashiprabha	114	114	100%

# SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALURU

## STATEMENT OF SUBJECTWISE RESULTS OF MANGALORE UNIVERSITY

### BA(HRD) - NOVEMBER 2017 EXAMINATION

<i>Class</i>	<i>Name of the Lecturer taught the subject</i>	<i>No. of students appeared</i>	<i>No. of students passed</i>	<i>% age</i>
<b>B.A(H.R.D) I SEMESTER</b>		<b>55</b>	<b>36</b>	<b>65</b>
<b>B.A(H.R.D) III SEMESTER</b>		<b>53</b>	<b>32</b>	<b>60</b>
<b>B.A(H.R.D) V SEMESTER</b>		<b>46</b>	<b>32</b>	<b>70</b>
<b>SUBJECTWISE RESULTS</b>				
<b>B.A(H.R.D.) I SEMESTER</b>				
English	Mr. Ashwin L. Mendonca	57	56	98
General Profi. & Communicative English	Mr. Ashwin Loyal Mendonca	59	56	95
Hindi	Mrs. Jyothi	21	18	86
Kannada	Mrs. Jeevitha D.	38	32	84
Principles and Practice of Management	Mr. Muralidhara Rao K. S.	55	48	87
Computer Applications	Mrs. Anasuya	59	49	83
Business & Society	Mr. Sumesh Matada	59	54	92
Individual Development	Mr. Thrishanth Kumar	59	51	86
Consitution of India	Mrs. Supritha A.	59	55	93
EC & CC		59	59	100
<b>B.A(H.R.D.) III SEMESTER</b>				
General Profi.&Communicative English	Mrs. Madhumathi J. Raja	54	40	74
Hindi	Mrs. Jyothi	30	18	60
Kannada	Mrs. Jeevitha D.	24	22	92
Basic Accounting	Mrs. Gayathri K.	54	50	93
Organisational Behaviour	Mrs. Parinita Salian	53	45	85
HR Research & Development Methodologies	Mr. Thilakraj G. / Mrs.Kavitha Prabhu	54	41	76
Human Resource Management	Mrs. Manju	53	49	92
EC & CC		54	54	100
<b>B.A(H.R.D) V SEMESTER</b>				
Strategic Human Resource Management	Mr. Deviprasad	46	39	85
Principles of Training and Development	Mrs.Smitha	47	45	96
Business Law	Mrs. Kavitha K.	47	33	70
Corporate Communications & Public Relations	Mrs. Gururaj G.	47	44	94
Business Ethics & Corporate Governance	Mrs. Rashmi T.	48	47	98
Field Study - Corporate		48	48	100



# SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALURU

## STATEMENT OF SUBJECTWISE RESULTS OF MANGALORE UNIVERSITY

### B. Com. - NOVEMBER 2017 EXAMINATION

<i>Class</i>	<i>Name of the Lecturer taught the subject</i>	<i>No. of students appeared</i>	<i>No. of students passed</i>	<i>% age</i>
<b>B.COM I SEMESTER</b>		<b>77</b>	<b>66</b>	<b>86</b>
<b>B.COM III SEMESTER</b>		<b>76</b>	<b>72</b>	<b>95</b>
<b>B.COM V SEMESTER</b>		<b>72</b>	<b>70</b>	<b>97</b>
<b>SUBJECT WISE RESULTS</b>				
<b>B.COM I SEMESTER</b>				
English	Ms. Sushma	78	77	99
Hindi	Mrs. Jyothi	50	48	96
Kannada	Mrs. Jeevitha D.	28	28	100
Business Economics	Mrs. Shashikala K. G.	78	71	91
Financial Accounting - I	Mrs. Shwetha Y.	78	76	97
Principles of Management	Mr. Gururaj G. / Mr.Deviprasad	78	77	99
Business Statistics & Mathematics	Mr. Thilakraj G.	78	76	97
Indian Constitution	Mrs. Veena D. Kotian	77	77	100
EC & CC		78	78	100
<b>B.COM III SEMESTER</b>				
English	Mrs. Madhumathi J. Raja	76	76	100
Hindi	Mrs. Shalini	47	46	98
Kannada	Mrs. Renuthakshi	29	29	100
International Trade & Finance - I	Mr. Prasanna Kumar	76	73	96
Financial Accounting - III	Mrs. Parinita Salian	76	75	99
Cost & Management AccountingVI	Ms. Priya Kamath	76	75	99
Business Taxation	Mrs. Smitha M.	76	76	100
Human Resource Management - I	Mr. Thrishanth Kumar	76	76	100
EC & CC		76	76	100
<b>B.COM V SEMESTER</b>				
Business Law	Mrs. Kavitha K.	72	71	99
Modern Marketing	Mrs. Manju	72	71	99
Financial Management - I	Ms. Sowmya Hegde	73	72	99
Financial Accounting - V	Mrs. Gayathri K.	72	70	97
Cost and Management Accounting - III	Ms. Priya Kamath	72	71	99
Business Taxation - III	Mrs. Deepashree G. Shenoy	48	48	100
Human Resource & Management - III	Mrs. Kavitha Prabhu	24	24	100

## PROJECT REPORT OF III BBM - 2017-'18

Reg No.	Name of the student	Project Title
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**Project Guide : DR. MURALIDHAR RAO K. S.**

158730205	Abdul Rahman	A study on the effectiveness of marketing strategies with reference to Deccan Packaging India, Baikampady
158730206	Abhishek K. S.	A study on consumer behavior of ATUL Auto Ltd with reference to Super Automobiles, Mangaluru
158730210	Aditya S. Karkera	A study on challenges in recruitment and selection process in M Result Service (P) Ltd, Magaluru
158730214	Akash Alva	A study on sales promotion technique with special reference to Cinopolis India Pvt. Ltd, Mangaluru
158730219	Anush Shetty	Comparison study on mutual fund of SBI and HDFC Bank, Mangaluru
158730224	Bhushan	A study on customer satisfaction on vehicle loan with special reference to HDFC Bank, Mangaluru
158730227	Davan S.	A study on customer satisfaction on after sales & service at Bharath Auto Construction, Mangaluru

**Project Guide : MRS. SMITHA M.**

158730230	Devadiga Karan Ashok	A study on customer satisfaction in Avinash Mosaic, Mangaluru
158730232	Dishant Vardhan	A study on employee satisfaction in Harsha, Mangaluru
158730245	Kashyap Balakrishna Dixit	A study on employee satisfaction in Mangalore Roller Flour Mill, Mangaluru
158730252	Manish Mohan Devadiga	A study on employee satisfaction in Neo Prakruthi
158730263	Mohammed Azeem	A study on employee satisfaction in Novigo Solutions
158730286	Nitesh Charles Sequeira	A study on training and development in Mahindra Karnataka Agencies, Mangaluru
158730300	Rishabh Laxminarayan Kamath	A study on employee satisfaction in Car Decor, Mangaluru

**Project Guide : MRS. MANJU H.**

158730216	Amina Sana	A study on job satisfaction with reference to Lucky Star Plywood Industry, Mangaluru
158730218	Anaswara Lakshmi M.	A study on customer loyalty towards Big Bazaar, Mangaluru
158730223	Bhavana	A study on employee satisfaction towards Citadel Developers, Mangaluru
158730228	Deeksha	A study on customer retention in Golds GYM., Mangaluru
158730231	Dhanalakshmi O. C.	A study on employee satisfaction with reference to Malabar Gold and Diamonds, Mangaluru
158730302	Rohan N. Shetty	A study on customer satisfaction with reference to V4 Media, Mangaluru
158730311	Sanjith	A study on customer satisfaction towards Canara Jewellery, Mangaluru

**Project Guide : MS. GAYATHRI K.**

158730233	Edna Melissa D'souza	A study on employee satisfaction with reference to Pizza Hut, Mangaluru
158730236	Zuman Fathima	A study on customer satisfaction with reference to BMW Motors, Mangaluru
158730254	Meghana M.	A study on ratio analysis with reference to Dsaj Precisions, Mangaluru
158730255	Meghana S. Prabhu	A study on employee satisfaction with reference to Sri Gajavadana Tin Products, Mangaluru
158730279	Nanditha Raj	A study on customer satisfaction with reference to Mahindra & Mahindra Motors, Mangaluru
158730283	Nireeksha	A study on customer satisfaction with reference to LG, Mangaluru
158730290	Pooja	A study on employee satisfaction with reference to Guardian Construction, Mangaluru
158730313	Sauparnika B. Rai	A study on impact of raining on women entrepreneurship with reference to Rudseti, Ujire.



Reg No.	Name of the student	Project Title
<b>Project Guide : MRS. KAVITHA PRABHU</b>		
158730389	Ranjith	A study on employee training and development at Talwalkars Spreading Fitness, Mangaluru
158730391	Roopesh Rai	A study on customer satisfaction of Ford figo with reference to Cauvery Ford, Mangaluru
158730392	Sachin P.	A study on customer satisfaction towards loans and advances offered by SCDCC Bank Ltd, Mangaluru
158730396	Shagnik Raj	A study on employee satisfaction with reference to Kanchana Automobiles Pvt. Ltd., Mangaluru
158730398	Shailesh G. Prabhu	A study on employee satisfaction with reference to Gurudev Plastics, Mangaluru
158730401	Shreenivas P.	A study on financial statement analysis of ICARE Builders and Developers, Moodabidri
158730402	Shreejith R. Kadri	A Study on employee satisfaction with reference to Karnataka Bank Ltd, Bunder, Mangaluru.
<b>Project Guide : MRS. SHASHIKALA K. G.</b>		
158730373	Mohammed Mushin	A study on customer Satisfaction with reference to RMX Concrete India, Mangaluru.
158730375	Mohammad Zeehab	A study on customer Satisfaction at BATA, Forum Fizal Mall, Mangaluru
158730377	Nagaraj S.	A study on customer Satisfaction on Nilgiris Super Market, Kodialbail, Mangaluru
158730378	Nithin R. Kottary	A study on employee Satisfaction of Gwast Private Limited Company
158730380	Nithyakarun Naik	A study on human resource development of Goldfinch, Mangaluru
158730383	Preetham M. S.	A study on customer perception towards Jonny Hilfiger, Mangaluru
158730385	R.J. Shramik	A study on loans and advances of Shree Laxminanda Cooperative Society Ltd, Mangaluru
158730387	Rakesh Bhat	A study on credit management with special refernce to MCC Bank, Kankanady, Mangaluru
<b>Project Guide : MRS. SUPRITHA</b>		
158730383	Pranjali S. N.	A study on employee job satisfaction at Dsaj Precision Pvt Ltd, Mangaluru
158730350	Aishwarya	A study on customer satisfaction with special reference to Canara Bank, Mangaluru
158730388	Ramya Bangera	A study on customer satisfaction with special reference to Lakshmi Cloth Store, Mangaluru
158730207	Hysum Damudi	A study on job satisfaction of employees of Electrical Point, Mangaluru
158730209	Adithya	A study on training and development of employees of LG Company, Mangaluru
158730203	Abdul Ahad	A study on employee satisfaction in JSW Steels, Mangaluru
158730212	Afried	A study on customer satisfaction in Sree Nidhi Automobiles, Mitsubishi Motors
158730204	Abdul Al Armaan	A study on job satisfaction of Delta Ready Mix Concrete Pvt Ltd, Mangaluru
<b>Project Guide : MRS. ANASUYA</b>		
158730217	Ananthesh Bhakta	A study on customer satisfaction with special reference to A.J. Hospital and Research Centre, Mangaluru
158730221	Atual Vijayan	A study on customer job satisfaction with special reference to Innovation Systems, Mangaluru
158730226	Clenster Anthony Lobo	A study on consumer satisfaction with reference to Century Automobiles, Dealers, SML ISUZU, Mangaluru
158730234	Fareez Raheed	A study on employees satisfaction with special reference to Apple Plywoods, Bunder, Mangaluru
158730238	Gordon S'almeida	A study on customer satisfaction with special reference to Konkan Traders, Mangaluru
158730240	Hassan ThulaibT. M.	A study of customer satisfaction with special reference to HH Ceramics Pvt. Ltd., Mangaluru
158730243	Jayant Jain	A study on customer satisfaction and effect of retailing towards Giras Investment Pvt. Ltd., Mangaluru
158730244	Jestan Pereira	A study on customer job satisfaction with special reference Bakers Treat, Mangaluru

Reg No.	Name of the student	Project Title
<b>Project Guide : MR. PRASANNA KUMAR T.</b>		
158730202	A. Mohammed Suhaid	A study on customer satisfaction with reference to City Gold and Diamonds
158730213	Ahmed Fahad	A study on consumer behaviour towards Home Brand Furniture,
158730239	Habeebu Rahman M.	A study on consumer preference towards the product of UK Traders Hosangadi, Kasaragod.
158730241	Ibrahim Noufal I.	A study on employee training and management development of MA Wood Product (P) Ltd.
158730406	Thohir Saadulla	A study on customer satisfaction with reference to NASH Trading Company, Mangaluru.
158730363	Harshitha V. A.	A study on employee satisfaction with reference to General Mills India Pvt Ltd., Mangaluru.
148040116	Mohamed Ishtiab Sheikh	A study on training and development with reference to Nilgiris, Attavar, Mangaluru.
158730352	Ananya A. Hegde	A study on customer satisfaction with reference to Puma Products, Mangaluru.
158730122	Mohiyaddi Meharaz	A study on job satisfaction with reference to BMW Cars, Mangaluru.
<b>Project Guide : MRS. SHWETHA Y.</b>		
158730304	Saeed Ikshan	A study on sales promotion of Ig products with special reference to Mangaluru Digiwhale Corporation
158730307	Sakkib Hussain	A study on customer satisfaction towards panasonic led TV with reference to Panchami Electronics, Mangaluru.
158730322	Shubh Mohammed Mesbah	A study on customer satisfaction with reference employee service at Sri Laxmi Cloth Store, Mangaluru.
158730332	Srivasthav	A study on customer satisfaction reference to Levis Store, Bharath Mall, Mangaluru.
158730335	Tameem Hamza Mohammed	A study on training and development with reference to Kedium Plywood
<b>Project Guide : MRS. PREETHIKA DHARMAPAL</b>		
158730253	Marouf Mansoor Hassan	A study on job satisfaction of Delta Manufacturing Industry.
158730259	Mohammad Harfaz	A study on customer satisfaction with special reference to Allen Solly, Mangaluru.
158730261	Mohammed Sajjad M.	A study on customer satisfaction at Honda (Signature Honda).
158730262	Mohammed Afridi	A study on job satisfaction of Royal Enfield, Mangaluru.
158730268	Mohammed Shafeeq Musthafa	A study on job satisfaction with special reference to Ideal Travels, Mangaluru.
158730270	Mohammed Zanoon Z. A.	A study on customer satisfaction towards Sai Radha TVS, Mangaluru.
158730277	Nahush Poojari U. K.	----
158730284	Nishan N.	A study on Customer Satisfaction on loans and deposits of Canara Bank, Pumpwell, Mangaluru.
<b>Project Guide : MS. RASHMI T.</b>		
158730220	Anusha Suvarna	A study on customer satisfaction on advertisement and marketing strategy rendered by Jio, Mangaluru
158730222	Ayshath Shani Shirin	A study on customer satisfaction with reference to the Chocolate Room, Mangaluru.
158730229	Deeksha.G.	A study on customer satisfaction with reference to Blue Dart Express Courier Service, Attavar, Mangalore
158730235	Fathima Neelofer	A study on consumer satisfaction with reference to Pizza Hut, Bharath Mall, Mangaluru
158730237	Floyd Arnold Tauro	A study on employee satisfaction with reference to Samboy Company, Mangaluru.
158730275	Muneera B. A.	A study on customer satisfaction on sales promotion rendered by Raymond, Mangaluru
158730281	Nidhi Bhandarkar	A study on customer satisfaction at Haridas Bhandarkar & Sons, Mangaluru
158730337	Thanveer Ahamed Khader	A study on consumer perception Towards Adidas, Mangaluru.



Reg No.	Name of the student	Project Title
<b>Project Guide : MS. SOWMYA HEGDE</b>		
158730292	Prathiksha S. Bala	A study on customer satisfaction with special reference to VIP bangs, City Centre Mall, Mangaluru
158730293	Prathiksha S. Kayya	A study on loans and advances in SCDCC Bank, Mangaluru
158730296	R. Deekshitha	A study on customer satisfaction in loans & advances offered by Karavali Credit Cooperative Society Ltd., Mangaluru
158730301	Riza Magzima	A study on consumer buying behavior towards smart phones with reference to Mobile Care, Mangaluru
158730303	Rumulla Nisha Pinto	A study on customer satisfaction at Darshan Comforts, Kadri Hills, Mangaluru
158730306	Sagarika	A study on customer satisfaction on loans and advances offered by Sri Bagavathi Co-Operative Bank, Mangaluru
158730309	Sandhya Sheony	A study on employee satisfaction at Unity Hospital, Mangaluru
158730310	Sabdra Merin Ronald	A study on employee welfare measures with special reference to Big Bazar, Mangaluru
<b>Project Guide : MRS. DEEPASHREE G SHENOY</b>		
15123	Srishti Rai	A study on customer satisfaction after sales service at "Mandovi Motors Pvt Ltd", Mangaluru
15124	Thripathi	A study on customer satisfaction at "Aravind Special Products", Mangaluru
15125	Abdul Khader Nasheel	A study on analysis of job satisfaction with reference to "Deccan Packaging (P) Ltd", Mangaluru
15126	Ahamed Suhail	A study on effectiveness of advertisement with reference to " Gold Palace", Mangaluru
15128	Bharath Kumar K.	A study on customer satisfaction at "Vinyas Opticals", Mangaluru
15129	Deekshay K. R.	study on job satisfaction of employees with reference to "KSRTC Division", Mangaluru
15130	Jeenith Shetty	A study on branding effectiveness of "Maruthi Suzuki Cars with special reference to Mandovi Motors", Mangaluru
15131	Mohammad Muzamil	A study on customer satisfaction of "Dubai Gold", Ullal, Mangaluru
<b>Project Guide : MRS. PARINITA</b>		
158730248	Kiran Raj	A study on training and development with special reference to Suzuki Pai Sales Pvt. Ltd, Pandeshwar, Mangaluru
158730250	Mahin	A study on job Satisfaction of employee with special reference to LG Showroom, Mangaluru
158730251	Manish Chowta	A study on dealer satisfaction with special reference to Mangaluru Pipes Industries, Bantwal
158730257	Mohammed Afreed	A study on customer perception with special reference to Mufti, Mangaluru
158730258	Mohammed Aman	A study on effectiveness of advertisement with special reference to Karnataka Agencies, Mangaluru
158730264	Mohammed Misba	A study on consumer satisfaction with special reference to Shama Gold, Deralakatte, Mangaluru
158730265	Mohammed Nameer	A study of Marketing Strategy with special reference to Apple Mart Super Market, Mangaluru
<b>Project Guide : MR. GURURAJ G.</b>		
158730266	Mohammed Rizwi	A study on customer satisfaction sith reference to Samsung Mobile Phone
158730267	Mohammed Safvaz	A study on customer satisfaction with reference Tolg Best Shop
158730269	Mohammed Shafiq	A study on job satisfaction with reference to Group 4 Company, Falnir, Mangaluru
158730272	Muffed Abbas Hyder	A study on customer satisfaction with Special reference to Deccan Plastic Industrty, Mangaluru
158730274	Mukandar	A study on employees selfare mesures with special rerefence to Mandovi Motars Pvt Ltd, Mangaluru
158730276	Muquarab Waqid Ahmed	A study on employees satisfaction with reference to Accurate Wood Product, Baikampady, Mangaluru
158730282	Nihal Ahmed	A study on training and devolopment Towards Malaika Pvt Ltd, Mangaluru
158730295	Princeton	A study on financial analysis of Samboy SST Food Products, Mangaluru

Reg No.	Name of the student	Project Title
<b>Project Guide : MRS. PRIYA KAMATH</b>		
158730297	Rahul Pattali	A study on customer satisfaction with reference to Shridurga Enterprises, Kasaragod
158730312	Sarfraz Abdulla	A study on customer satisfaction with reference to AMANA TOYOTA, Kasargod
158730314	Sayed Saffef	A study on consumer satisfaction towards HYUNDAI i10 with reference to APCO HYUNDAI
158730315	Shaaz Abdulla	A study on employee satisfaction with reference to Westline Builders and Developers, Mangaluru
158730318	Sharooq Yoosuf	A study on marketing strategy with reference to Golden Wood Palace, Kasaragod.
158730319	Shashank Kamath	A study on employee satisfaction with reference to Techno Pavers Interlock Factory, Mangaluru
158730320	Shawn Steevan Rodrigues	A study on financial statement analysis of Panchami Distributors Pvt. Ltd, Mangaluru
<b>Project Guide : MRS. SANCHITHA</b>		
158730358	Deekshith	A study on employee satisfaction with reference to Talwalkars Gym, Mangaluru
158730368	Keerthan R. M.	A study on employee satisfaction with reference to Veenu Enterprises, Maroli, Mangaluru
158730370	Mahesh Shetty	A study on employee satisfaction with reference to the Finpower Aircon System Pvt. Ltd., Mangaluru
158730372	Mohammed Monish Sowkar	A project on customer satisfaction with special reference to bajaj motorcycles in Supreme Auto, Mangaluru
158730374	Mohammed Sinan	A study on consumer attitude with reference towards Blue Dart Express Ltd., Attavar, Mangaluru
158730376	Mohammed Sajjad	A study on customer satisfaction of Bharath Airtel Ltd, Mangaluru
158730381	Nizamuddin	A study on customer satisfaction of Yamaha Motor Cycles with reference to Shri Sai Motors Bolwar, Puttur
<b>Project Guide : MS. SANJANA</b>		
158730390	Rithesh N.	A study on customer satisfaction with reference to Dildar Hardware, Surathkal, Mangaluru
158730409	Neha B. Shetty	A study on customer satisfaction with special reference to Nilgiris.
<b>Project Guide : MR. PRAVEEN D.</b>		
158730299	Raveena Rai	A study on employee satisfaction with reference to Suzuki Pai Sales, Mangaluru
158730305	Sgareeka Nayak M.	A study on performance appraisal of employees with reference to Mandovi Motors Pvt.Ltd., Mangaluru
158730308	Sakshi Devendra Shetty	A study on hospitality, Marketing and sales with reference to the Hotel Ocean Pearl, Mangaluru
158730316	Sharal Anusha Saldanha	A study on customer satisfaction with reference to Suzuki Pai Sales, Mangaluru
158730326	Shriprada Bhat	A study on job satisfaction with reference to Agari Enterprises, Surathakal, Mangaluru
158730334	Sushmitha K.	A study on job satisfaction among employees of Campco, Badiadka
158730339	Varsha Balakrishna Pai	A study on product development and customer satisfaction towards new Products with Hangyo Ice Creams
158730347	Ahamed Rahiz	A study on Marketing strategies with reference to Accurate Veneers and Wood Products
<b>Project Guide : MR. SUMESH MATADA</b>		
158730324	Shravan	A study on employee satisfaction in reference to Mangalore Chemicals & Fertilizers Limited, Mangaluru
158730225	Chrismita Mary D'Costa	A study on customer experience analysis with reference to Mangaluru Central, Mangaluru
158730327	Sohan G. K.	A study on customer satisfaction with special refernce to Puravankara Pvt Ltd, Mangaluru
158730329	Sreekuttan P. L.	A study on job satisfaction of employees with reference to Kalyani Polymers, Baikampady, Mangaluru
158730336	Thaha Mahamood Rabeez M. A.	A study on employee job satisfaction at Blue Marine Bottling Company
158730342	Vishnu Kumar	A study on consumer satisfaction towards Malaika Pvt. Ltd., Mangaluru
158730256	Melissa Lubna D'Souza	A study on customer satisfaction at Ideals, Mangaluru
158730280	Nidhi B. Rao	A study on customer satisfaction towards KTM Two Wheeler, Mangaluru



## PROJECT REPORT OF III BCA - 2017-'18

Reg No.	Name of the student	Project Title
<b>Project Guide : MRS. DIVYA UCHIL</b>		
158730638	Rachana R.	LAN Based Examination System
158730613	Fathima M.	Online Vehicle Allotment Software
158730657	Varadraj Nayak	Online E-Business
158730640	Rasha Sayyed Rafeeq	Online Flight Ticket Booking System
158730647	Shaista	Online Vehicle Allotment System
158730675	Dhanush K. T.	Online Hospital Management System
158730605	Anjali S. Nair	Online Flight Ticket Booking System
158730610	Chaithra U. Valke	Online Traffic Axiom Functioning Management
158730651	Shrijith R.	MCC Property Tax Online Payment
158730696	Prajwal	Gym Administration System
158730635	Pratheesha Shetty	Kanchana Egg Inventory Management
158730663	Aishwarya Vinayachandra	GST- Computation of Commodities.
158730630	P. L. Nishanth Bhat	online Hospital Management System
158730625	Navyashree K. S.	online Pharmacy System
158730708	Shravan Kumar K.	online sports event portal for local sports
<b>Project Guide : MR. ARUN FRANCIS SEQUEIRA</b>		
158730654	Suhag	"Chikitsyalaya"-Doctors Appointment Management System
158730679	Indrajith Ullal	"Chikitsyalaya"-Doctors Appointment Management System
158730674	Chaya Dattatr Aya Bhat	"Medix"-Medical Shop Management System
158730652	Shwetha M.	Pizzeria
158730666	Anvitha	"Aklatan"-Library Management System
158730702	Ranjitha	"Aklatan"-Library Management System
158730671	Bhavith B. Bangera	Click's Events and Entertainments
158730710	Shruthi	"GuestFoodies"-Hotel Management System
158730713	Supreetha	"Smarteets"-Internal File Sharing & Reporting System
158730693	Nishmitha	PropertyFinder
158730619	Meghana B. A.	"MedLine"-Health Care Management System
158730683	Karthik	"Escrow"-Insurance Management System
158730628	Nishita Latish S.	"Ovion"-Online Care Accessories
158730658	Venkatesh Bhat S.	"ABC Shop Now"-online Shopping Management System
158730653	Srigopal V. Nayak	"ABC Shop Now"-online Shopping Management System

Reg No.	Name of the student	Project Title
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**Project Guide : MRS. SHASHIKALA SHETTY**

158730601	Abdul Shabeeb	ISO and Trademark Organization
158730603	Akarsh Natekar	Business Folio Apparatus
158730604	Akash Raja	The Event Architech
158730622	Faahiz	Air Ticket Reservation System
158730623	Nagalaxmi	Ideal Travel
158730627	Nishan C.	Time Square
158730648	Mohammed Aftab	Maxfitness
158730650	Shreya D. S.	Aquatice Center
158730664	Akshay	Bazaar Cart
158730686	Meghashree	Gold Loan Management
15873088	Mohammed Safwan	Digital Yathra
158730689	Monisha Ullal	Metal Tracker
158730700	Rajath B. Hegde	Music Store Stock Administration
158730714	Sushmitha Queeny D'Souza	Gold Loan Management
158730718	Varun	Bazaar Cart

**Project Guide : MRS. SOWMYA JYOTHI**

158730617	Manish Raj	Organization Mailing System
158730682	Jnanesh Ballal	Mangaluru City Corporation Health Center
158730668	B. R. Karuna	Yaatri Vihaar
158730669	Babitha Shetty K	Apartment Aliment System
158730673	Chaithra Rai	Apartment Aliment System
158730717	Varshitha D.	School ERP System
158730637	Priyanka D.	Restaurant Menu App
158730646	Sannidhi Shetty	Restaurant Menu App
158730711	Soundarya S. Shetty	Pre-Owned Books
158730680	Jeevitha	Library Book Repository
158730707	Shradha C. Shetty	Metro Railway Reservation Network
158730621	Mohammed Azam Hussain	Photo Hunt
158730626	Nischal B. S.	Photo Hunt
158730681	Jithesh Shetty	Police Law and Order Governance



Reg No.	Name of the student	Project Title	Reg No.	Name of the student	Project Title
<b>Project Guide : MRS. DEEPA D. HEGDE</b>			<b>Project Guide : MRS. RESHMI B. R.</b>		
158730602	Aditi Harish	Auberge Administration	158730606	Ankita R.	Self-Help Cook
158730615	H Niveditha Kamath	Auberge Administration	158730612	Fakruddin Darvesh A. K.	Student Data Tracker
158730620	Mohammed Asif	E-Jamaat	158730618	Meet A. K.	Banner Hoarding
158730631	Pooja Kumari L.	Merchadise Issuance Application	158730624	Nagaraj Bhat K.	Virtual Cop
158730636	Priyamvada Udupa B.	E-Poms	158730629	Nithin	Inter-Collegiate Event Management
158730642	Rebin Reji Thomas	Food Court Management System	158730649	Shravya Bharadwaj	Self-Help Cook
158730644	Sanjana J.	Loan Administration Network	158730656	Uttam U. B.	Net Pocket
158730676	Harshitha	Employee Management System For NMPT	158730661	Abhilash Shenoy P.	Aquatic Mangalore Software
158730678	Ibrahim Bathisha A.	The Function Junction	158730670	Bhagyashree	Practitioners Profile System
158730691	Muhammed Thwaha	E-Jamaat	158730672	Bhavith Puthran	CV-Data Mining
158730705	Rashmitha D. Amin	Cargo Management System For NMPT	158730684	M. Hisham Ibrahim	Student Data Tracker
158730706	Saad Ismail E. K.	Student Scholarship Hub	158730697	Prathiksha	Marine Management
158730709	Shreya M. Y.	Loan Administration Network	158730701	Ramyashree	Practitioners Profile System
158730715	Thanushree	E-Catering	158730704	Rashmitha	Reduction Bazaar
<b>Project Guide : MRS. SHASHIPRABHA</b>			<b>Project Guide : MRS. DIVYA NAVEEN</b>		
158730607	Ankitha	Voice Aided ATM Machine	158730608	Ashwini Kamath P.	W2W
158730609	Chaithra M.	E-Housing	158730611	Dhanusha	Restaurant Billing Management System
158730614	Govind Chowdary	GoBus Mangalore	158730633	Prakruthi	Event Management System
158730632	Prajna	Crime Record Management	158730634	Praneeth J. Shetty	TV Programme Schedule
158730641	Rayesh S. Pai	Computerized Event organization	158730639	Ramees K. A.	Food Court Management System
158730645	Sanjay Nayak K.	Students Data Manager for Lecturers	158730643	Safa Aysha	E-Mall
158730659	Abdul Rahiman Al Jazeel	Online Showroom	158730655	Suhana B. A.	E-Mall
158730660	Abhijna K. T.	Outworker Administration System	158730662	Afnaz	Time Scheduling
158730665	Anush	GoBus Mangalore	158730667	Ayshath Suhaima	W2W
158730677	Harshitha Kottari	Sportzila	158730692	Nisha G. P.	Pizza Ordering System
158730687	Meghavi G. M.	Outworker Administration System	158730694	Nishmitha K. M.	Cardiology Supervision
158730703	Rashmi M. R.	Plastacia	158730695	Noushad	Vision Club
158730712	Sufaid Ahmed	Expatriate Guide	158730698	Prathviraj	Cab Safety
158730716	Triveni	Crime Record Management	158730699	Preethika D. Shetty	Pizza Ordering System

## PROJECT REPORT OF III BA(HRD) - 2017-'18

Reg No.	Name of the student	Project Title
<b>Project Guide : DR. MURALIDHAR RAO K. S.</b>		
158730153	Yudishree	A study in training and development at Karnataka Agencies, Mangaluru
<b>Project Guide : MRS. SMITHA M.</b>		
158730152	Sushma	A study on employee satisfaction with reference to SCDCC Bank, Mangaluru
<b>Project Guide : MRS. MANJU H.</b>		
153730151	Suhan	A study on training and development in Gurudev Plastics, Mangaluru
<b>Project Guide : MRS. KAVITHA PRABHU</b>		
158730138	Ankitha N. Rai	A study on employee training and development with special reference to Bharath Auto Cars Pvt Ltd, Mangaluru
158730139	Athul Raj	A employee satisfaction with reference to Rubber Factory, Belthangady
158730140	Deeksha N.	A employee satisfaction with reference to Kaveri Cashews, Baikampady, Mangaluru
158730141	Gaurav	A study on employee job satisfaction with Special Reference to Boruka
<b>Project Guide : MRS. SHASHIKALA K. G.</b>		
158730137	Vivek Gangadhar	A study on challenges in recruitment & selection process on H Group Consultancy & Services Pvt. Ltd, Co., Mangaluru
<b>Project Guide : MRS. SUPRITHA</b>		
158730136	Ujwal	A study on training and development on Amazon
<b>Project Guide : MRS. SHWETHA Y.</b>		
158730131	Samantha V Dsouza	A study on work life balance with special reference to Air India SATS, Pvt. Ltd, Mangaluru
158730132	Sarosh Shetty	A study on training and development of employees of Brand Factory, Mangaluru
<b>Project Guide : MRS. PREETHIKA DHARMAPAL</b>		
158730129	Pranitha N Shetty	A study on training and development of employees with reference to Gold Finch, Mangaluru
<b>Project Guide : MS. RASHMI T.</b>		
158730128	Poojalaxmi Rai. K.	A study on training and development provided to employees at Indian Oil Corporation Ltd, Bantwal, Mangaluru
148040131	Mohammed Ashhar	A study on employee training and development with reference to Bharath Auto Cars Pvt Ltd., Mangaluru
<b>Project Guide : MS. SOWMYA HEGDE</b>		
158730124	Najeela M. V.	A study on job satisfaction with reference to Deccan Packing India (p) Ltd. Baikampady, Mangaluru
158730125	Nishan	A study on job satisfaction in Plama Plastics, Mangaluru
158730127	Nithin	A study on training and development programme with special reference to Rubber Co-operative Society Ltd, Belthangady.



Reg No.	Name of the student	Project Title
<b>Project Guide : MRS. DEEPASHREE G. SHENOY</b>		
158730130	Nafila	A study on training and development of Kanachur Seasoning Plywood Industry, Kallapu, Mangaluru
<b>Project Guide : MRS. PARINITA</b>		
158730117	Meghana	A study on stress Management with special reference to Lamina Suspension Product Ltd, Mangaluru
158730118	Michael Shelwyn Soans	A study on stress Management with special reference to KMC Hospital, Mangaluru
158730119	Miras Hassan	A study on training and development with special reference to Nilgiris Dairy Farm Pvt. Ltd, Mangaluru
158730120	Mohd. Abdul Salam	A study on training and development with special reference to Nash Trading Company, Mangaluru
<b>Project Guide : MR. GURURAJ G.</b>		
158730115	Kishan M. Shetty	A study on training and development with reference to Kanchana Hyundai, Mangaluru
<b>Project Guide : MRS. SANCHITHA</b>		
158730106	Dhanush	A study on training and development with special reference to Cauvery Ford, Mangaluru
158730107	Dhanush M. Shetty	A study on training and development at Konkan Speciality Poly Products Pvt.Ltd, Mangaluru
158730113	Kajal	A study on employee satisfaction with reference to Piaggio Automobile Limited, Mangaluru
158730149	Sonil S.	A study on training and development with special reference to Blue Dart Express Courier Service, Attavar, Mangaluru
<b>Project Guide : MS. SANJANA</b>		
158730103	Arshaq Ahmed	A study on employee training and development at Amazon Transportation Service, Mangaluru
158730104	Astel Clive Tauro	A study on employee satisfaction with reference to Zuese Gym, Mangaluru
<b>Project Guide : MR. SUMESH MATADA</b>		
158730101	Abhas Shaheen	A study on training and development with special reference to Apple Mart, Kadri, Mangaluru
158730102	Akshatha S. V.	A study on training and development with special reference to SCDCC Bank, Kodialbail, Mangaluru
158730110	Fathima Misquath	A study on employee satisfaction in Kanachur Seasoning Industry, Kalapu, Mangaluru
158730111	Heera K.	A study on employee satisfaction with special reference to Ford Motors, Kottara Chowki, Mangaluru
158730147	Shraddha	A study on employee satisfaction with special reference to Laxmi Cloth Stores, Hampankatta, Mangaluru

## MANGALORE UNIVERSITY - ELIGIBILITY LIST : DEGREE: B.B.M : 2016-17

S.NO.	REG. NO.	NAME OF THE CANDIDATE	CLASS OBTAINED	S.NO.	REG. NO.	NAME OF THE CANDIDATE	CLASS OBTAINED
1	148040202	ABDUL RIHAN	I CLASS	32	148040252	JESTINE SAMANTHA DANTI	I CLASS WITH DISTINCTION
2	148040207	AISHWARYA KUDIGRAM	I CLASS WITH DISTINCTION	33	148040253	KARTHIK K	I CLASS
3	148040208	AKHIL R BELLIGE	H II CLASS	34	148040255	KARTHIK P K	II CLASS
4	148040214	ANUSHREE R	I CLASS	35	148040256	KATHEEZA REEZA	I CLASS WITH DISTINCTION
5	148040215	ASHNA P KOTHARI	I CLASS WITH DISTINCTION	36	148040257	KEERTHY M NAIR	I CLASS
6	148040216	ASHWIJA	I CLASS	37	148040259	KEVIN FRANCIS VEIGAS	I CLASS
7	148040217	ASMA INAYATHULLA	I CLASS WITH DISTINCTION	38	148040262	KRITI NAHATA	I CLASS WITH DISTINCTION
8	148040219	BHAVANA P SHENOY	I CLASS WITH DISTINCTION	39	148040264	LEETA WELSY ARANHA	I CLASS WITH DISTINCTION
9	148040221	CANUTE WARREN DCOSTA	I CLASS WITH DISTINCTION	40	148040266	MAHAMMAD SHAFWAN	H II CLASS
10	148040222	CHAITHRA SHREE L	I CLASS WITH DISTINCTION	41	148040267	MAHIR QURAISHI ALI	H II CLASS
11	148040223	CHAITRA	I CLASS	42	148040268	MANIKYA NITHYANANDA DAS	I CLASS
12	148040224	CLISTON LLOYED FERRAO	H II CLASS	43	148040269	MANISH	I CLASS
13	148040226	DEEKSHA B	I CLASS	44	148040270	MANISHA FERNANDES	I CLASS
14	148040227	DEEKSHA SHETTY	I CLASS WITH DISTINCTION	45	148040271	MANJUSHA UNNIKRISHNAN	I CLASS
15	148040228	DEEPAK BABU A V	I CLASS	46	148040272	MEGHA R ALVA	I CLASS WITH DISTINCTION
16	148040229	DEEPTHI B S	II CLASS	47	148040273	MELDON RICK TAURO	I CLASS WITH DISTINCTION
17	148040230	DHANUSH JAGADEESH	I CLASS	48	148040274	MISHAB MOHAMMED	I CLASS
18	148040231	DHANYA G NAIR	H II CLASS	49	148040275	MOHAMED FARZAN MAYAN K	I CLASS WITH DISTINCTION
19	148040232	DHARMAVARAM KOUNDINYA SHARMA	I CLASS	50	148040277	MOHAMMAD ASHIQ K	H II CLASS
20	148040233	DHEERAJ KRISHNAN	I CLASS	51	148040279	MOHAMMED FAASIL	H II CLASS
21	148040235	EVITA ZEETA NAZARETH	I CLASS	52	148040282	MOHAMMED RAHIB	H II CLASS
22	148040237	FARHANA FIROS	I CLASS WITH DISTINCTION	53	148040284	MOHAMMED SABITH	PASS CLASS
23	148040238	FARHEEN BANU	I CLASS	54	148040286	MOHAMMED SUHAIL	H II CLASS
24	148040240	HARSHITH KUMAR B	I CLASS	55	148040287	MUHAMMAD MUZAFFAR	I CLASS
25	148040241	HARSHITHA	I CLASS	56	148040288	MUHAMMED MIRZA	H II CLASS
26	148040242	HARSHITHA V	I CLASS	57	148040290	NAVISH ACHARYA M	I CLASS WITH DISTINCTION
27	148040244	HEERA MARIA ALVA	I CLASS WITH DISTINCTION	58	148040292	NIDHISHREE	H II CLASS
28	148040246	HISHAM HAFEEZ	I CLASS	59	148040294	NIKHILESH G DAS	II CLASS
29	148040248	HUSSAIN ZAKEER	I CLASS WITH DISTINCTION	60	148040296	NISHMITHA SALIAN	I CLASS WITH DISTINCTION
30	148040250	ISMAIL	PASS CLASS	61	148040297	PRAJNA V KONDAN	H II CLASS
31	148040251	JASPREET SINGH	I CLASS	62	148040300	PRATHIKSHA	II CLASS



S.NO.	REG. NO.	NAME OF THE CANDIDATE	CLASS OBTAINED	S.NO.	REG. NO.	NAME OF THE CANDIDATE	CLASS OBTAINED
63	148040301	PRATHIKSHA K	H II CLASS	97	148040355	CHIRANTH H S	II CLASS
64	148040304	ROSHNI PRAJWAL DSOUZA	I CLASS WITH DISTINCTION	98	148040357	DIVYA A	II CLASS
65	148040305	SAHIMA	I CLASS	99	148040359	HARSHITH RAI J V	I CLASS
66	148040306	SALMANUL FARIS K	II CLASS	100	148040360	HASSAN SUHAIL	H II CLASS
67	148040307	SANDEEP K	H II CLASS	101	148040361	HEMALATHA	I CLASS WITH DISTINCTION
68	148040308	SANJEETH S	I CLASS	102	148040362	HRISHIKESH R K	H II CLASS
69	148040309	SARATH T M	I CLASS	103	148040365	K MARVAN	II CLASS
70	148040310	SAWGANDH AJILA	H II CLASS	104	148040366	KAMAL SHETTY	II CLASS
71	148040312	SHAMRIN	I CLASS WITH DISTINCTION	105	148040368	KAVERAMMA B D	I CLASS
72	148040313	SHARIQ MOHIDDEEN	PASS CLASS	106	148040369	KAVITHA SHET B	II CLASS
73	148040316	SHEIK MOHAMMED FAZIL	H II CLASS	107	148040370	KEERTHAN	H II CLASS
74	148040317	SHERYL NIDHI AIMAN	I CLASS WITH DISTINCTION	108	148040371	KEERTHAN K SHETTY	II CLASS
75	148040318	SHINOJA S	I CLASS WITH DISTINCTION	109	148040372	KISHAN	I CLASS
76	148040320	SHRAVYA M	I CLASS WITH DISTINCTION	110	148040377	MARAVOOR SHEIKH KALANDER RIHANI CLASS	
77	148040321	SHREYA	H II CLASS	111	148040378	MITHUN KUMAR	PASS CLASS
78	148040322	SHRUTHI J BANGERA	II CLASS	112	148040381	MOHAMMED ALFAZ	I CLASS
79	148040325	SUMANA G S	I CLASS	113	148040382	MOHAMMED HAFIZ	II CLASS
80	148040326	SUSHMITHA S	I CLASS WITH DISTINCTION	114	148040384	MOHAMMED MUSTHAQ	PASS CLASS
81	148040329	VARUN M	I CLASS	115	148040385	MOIDIN SIKANDAR	H II CLASS
82	148040330	VIGNESH SHETTY	II CLASS	116	148040386	MUHAMMAD MANSOOR	H II CLASS
83	148040331	VINDHYA VASANTH AMIN	I CLASS WITH DISTINCTION	117	148040387	MUHAMMAD THANZEEL	I CLASS WITH DISTINCTION
84	148040332	VIRAJ NAVEEN KARKERA	H II CLASS	118	148040388	NAMRATHA R JAIN	I CLASS WITH DISTINCTION
85	148040334	VISHWAJITH VIJAYAN NAIR	PASS CLASS	119	148040389	NAYANA	I CLASS
86	148040335	VIVEK GIREE	II CLASS	120	148040396	PRAJWAL P M	II CLASS
87	148040336	YASH SHARMA	I CLASS	121	148040399	PRITHVI K V	I CLASS WITH DISTINCTION
88	148040338	YUSUF RISHAB	II CLASS	122	148040400	PRIYANKA S	II CLASS
89	148040339	ZAINABATH JASLEEN	I CLASS WITH DISTINCTION	123	148040401	RACHANA V PRABHU	I CLASS
90	148040340	AADITYA N BADHYA	PASS CLASS	124	148040406	ROSHNI C	I CLASS WITH DISTINCTION
91	148040341	ABDUL BASITH C	I CLASS	125	148040407	SACHIN K	H II CLASS
92	148040345	ABOBACKER THUFAIL	H II CLASS	126	148040409	SHIFALI	I CLASS WITH DISTINCTION
93	148040346	ADITHI SHETTY	I CLASS	127	148040410	SHIFALI D	H II CLASS
94	148040350	ALFRED EBNEZER SALINS	H II CLASS	128	148040411	SHRAVAN P	I CLASS
95	148040352	ANURAG A P	H II CLASS	129	148040414	SNEHA S PALEKAR	H II CLASS
96	148040354	CHARISHMA K V	H II CLASS	130	148040419	SWATHI M CHATRA	H II CLASS

S.NO.	REG. NO.	NAME OF THE CANDIDATE	CLASS OBTAINED
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131	148040422	TRUPTHI B A	I CLASS
132	148040425	YOGANAND KAMBI	I CLASS
133	136940214	AHMED EJAZ	PASS CLASS
134	136940234	ATHIKA AFREEN	II CLASS
135	136940255	GAUTHAM RAI	PASS CLASS
136	136940268	KIRANDATH D PRABHU	PASS CLASS
137	136940329	PREETHAM S	I CLASS
138	136940359	SHAIKH MOHAMMED NAWAF	PASS CLASS
139	136940363	SHANKAR SINGH BIST	II CLASS
140	136940373	SHRUTHI SHARMA	II CLASS
141	136940380	SONAL	PASS CLASS
142	136940464	PRAJAY KIRAN	PASS CLASS
143	136940500	VELWIN IMMANUEL KARKADA	II CLASS
144	136940501	VIBHA K	II CLASS
145	125620467	RASHMITHA	PASS CLASS
146	136940206	ABDUL SAFWAN	PASS CLASS
147	136940207	ABDUL SAJJAD	PASS CLASS
148	136940221	AKHIL C MOHAN	PASS CLASS
149	136940238	CUTINHO WINSTON WILFRED	II CLASS
150	136940246	FAIZAL ABDUL RAHAMAN B K	PASS CLASS
151	136940271	KSHITHIJ RAJ	PASS CLASS
152	136940304	MOHAMMED YASIN KEEKAN SHEIK	PASS CLASS
153	136940308	MOOSA	II CLASS
154	136940311	MUHAMMAD ESAMUDEEN	II CLASS
155	136940314	NAVEEN CHERIAN N	II CLASS
156	136940345	SAHANA J K	II CLASS
157	136940378	SMITHA DHARWADKAR M	II CLASS
158	136940388	SUKIL P	II CLASS
159	136940411	ABDUL KHADAR SHAKIL	PASS CLASS
160	136940450	MOHAMMED THAMEEZ	II CLASS
161	136940455	NAYANIKA B K	H II CLASS
162	136940481	SHEIK MOHAMMAD MALIK	PASS CLASS
163	125620227	BENACA	PASS CLASS

## MANGALORE UNIVERSITY - ELIGIBILITY LIST : DEGREE: B.A.(H.R.D) : 2016-17

S.NO.	REG. NO.	NAME OF THE CANDIDATE	CLASS OBTAINED
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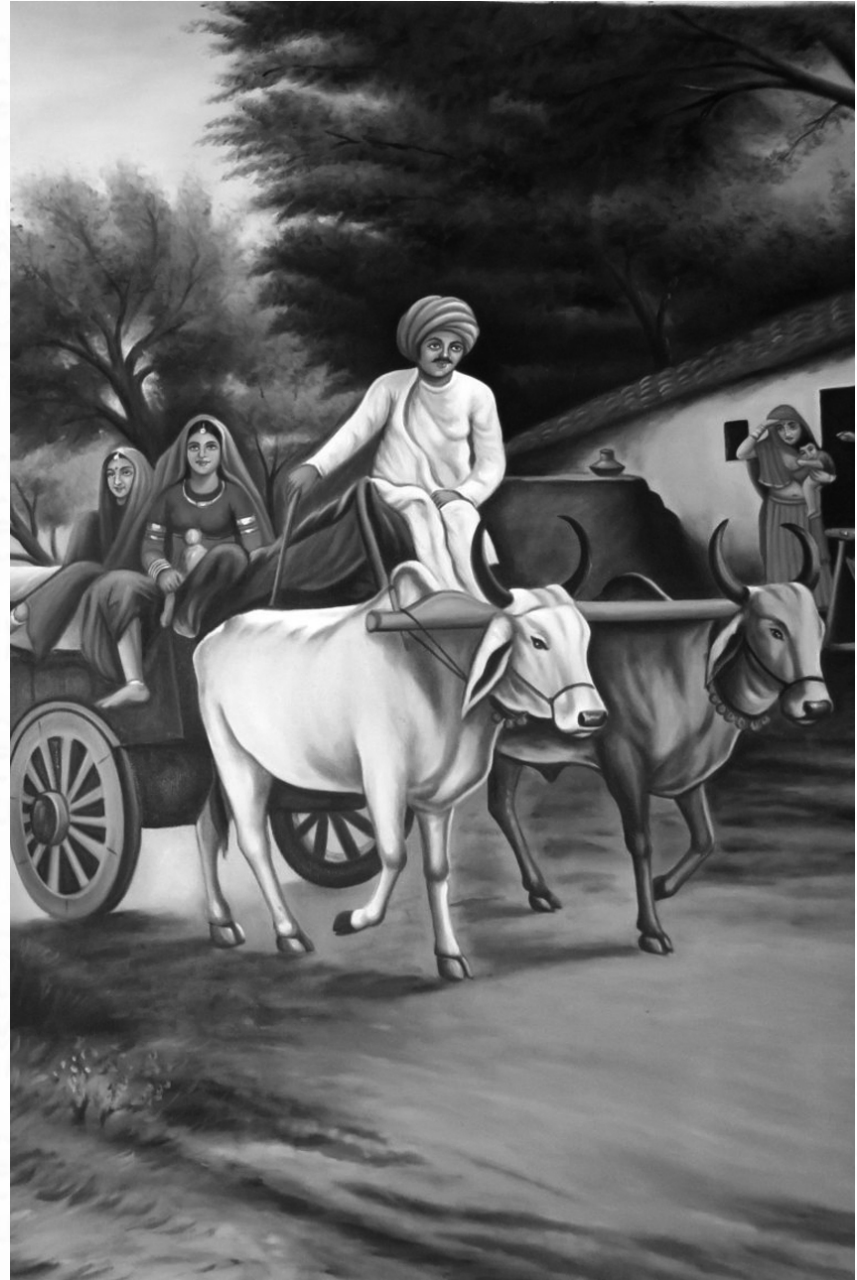
1	148040101	ABBAS MOHAMMED	H II CLASS
2	148040102	ABDUL SAFWAN	I CLASS
3	148040103	ABDULLA ISHAN	I CLASS
4	148040107	ALMINAAZ	I CLASS WITH DISTINCTION
5	148040108	AMINATH NAHEEDA	I CLASS WITH DISTINCTION
6	148040109	ANGELA VIOLA ALVARES	I CLASS WITH DISTINCTION
7	148040110	EISA MOHSIN KOLLIYA BEERAN	H II CLASS
8	148040111	GAGANDEEP R	H II CLASS
9	148040113	HUSNA PARVEEN	I CLASS
10	148040114	KHATHEEJA RASHA	H II CLASS
11	148040117	MOHAMMED ZIYAN BASHEER	H II CLASS
12	148040125	ABHISHEK	II CLASS
13	148040126	ANIRUDHA PAWAR M	H II CLASS
14	148040127	GURUXITH T	I CLASS
15	148040130	KARISHMA	I CLASS
16	148040133	P RAVINDRA KAMATH	I CLASS WITH DISTINCTION
17	148040137	SHAMASHREE M RAO	H II CLASS
18	136940101	ABDUL MEHFOOZ K	PASS CLASS
19	136940104	ABOBACKER RAYEES	PASS CLASS
20	136940115	MANISH ROBIN CUTINHO	II CLASS
21	136940116	MOHIDDIN THAHAZEEL	II CLASS
22	136940122	RAJESHWARI S	I CLASS
23	136940130	SHABEEB P S	PASS CLASS
24	136940153	UTSAV P R	PASS CLASS
25	136940158	YAJWAL D SHETTIGAR	PASS CLASS
26	136940159	YASHWIN	PASS CLASS
27	125620157	VISHWAJITH UDUPA A	PASS CLASS
28	102850628	AVRON LAWRENCE ROSARIO	PASS CLASS
29	136940137	VINAYAK P	II CLASS



## MANGALORE UNIVERSITY - ELIGIBILITY LIST : DEGREE: B.C.A : 2016-17

S.NO.	REG. NO.	NAME OF THE CANDIDATE	CLASS OBTAINED	S.NO.	REG. NO.	NAME OF THE CANDIDATE	CLASS OBTAINED
1	148040601	A G MONISHA	I CLASS WITH DISTINCTION	32	148040645	SAMANTH KUMAR S G	I CLASS WITH DISTINCTION
2	148040603	AISHWARYA K V	I CLASS WITH DISTINCTION	33	148040646	SAVAN KUMAR	I CLASS WITH DISTINCTION
3	148040604	AKARSH NAVEEN CHANDRA	I CLASS WITH DISTINCTION	34	148040648	SHARAFATH SULAIMAN	I CLASS
4	148040605	AKSHITH Y	I CLASS WITH DISTINCTION	35	148040649	SHARANYA	I CLASS WITH DISTINCTION
5	148040606	AMRUTHA T R	I CLASS WITH DISTINCTION	36	148040650	SHEIK MOHAMMAD NIHAL	I CLASS WITH DISTINCTION
6	148040607	ANUSHA	I CLASS WITH DISTINCTION	37	148040651	SHREYAS	I CLASS WITH DISTINCTION
7	148040608	ANUSHA M	I CLASS WITH DISTINCTION	38	148040652	SHRUTHIKA	I CLASS WITH DISTINCTION
8	148040609	ARPITHA M	I CLASS WITH DISTINCTION	39	148040653	SHUBHADA BHAT P	I CLASS WITH DISTINCTION
9	148040610	ASHWINI GANESH DEVADIGA	I CLASS WITH DISTINCTION	40	148040654	SHYAMALA R HEGDE	I CLASS WITH DISTINCTION
10	148040611	DEEKSHA RAI	I CLASS WITH DISTINCTION	41	148040655	SOUNDARYA G	I CLASS WITH DISTINCTION
11	148040612	DEEPAK R S	I CLASS WITH DISTINCTION	42	148040656	SUPRITHA SHETTY	I CLASS WITH DISTINCTION
12	148040614	DURGASHREE R	I CLASS WITH DISTINCTION	43	148040657	SUSHMA VARADARAJ RAO	I CLASS
13	148040615	ELVIN SHAWN D SOUZA	I CLASS WITH DISTINCTION	44	148040658	SUSHMITHA KINI M	I CLASS WITH DISTINCTION
14	148040616	ENAMOL HASSAN P M	I CLASS	45	148040659	VISHAL KUMAR	I CLASS
15	148040618	FATHIMA K	I CLASS WITH DISTINCTION	46	148040661	AIYAPPA C D	I CLASS WITH DISTINCTION
16	148040619	GEETHIKA	I CLASS WITH DISTINCTION	47	148040664	CHAITHRA ALVA	I CLASS WITH DISTINCTION
17	148040620	GITESH	I CLASS WITH DISTINCTION	48	148040665	DEEKSHA	I CLASS WITH DISTINCTION
18	148040623	KARTHIK M	I CLASS	49	148040666	DEEPTHI SUVARNA	I CLASS
19	148040624	KAWYASHREE	I CLASS WITH DISTINCTION	50	148040667	JOSHWA ALISTER WARTHKA	I CLASS WITH DISTINCTION
20	148040626	MAHESH D RAO	I CLASS WITH DISTINCTION	51	148040668	KARISHMA U KULAL	I CLASS
21	148040627	MANISHA	I CLASS	52	148040669	KAVYASHREE	I CLASS WITH DISTINCTION
22	148040628	MAYUR NAYAK	I CLASS WITH DISTINCTION	53	148040670	KRITHIKA J	I CLASS WITH DISTINCTION
23	148040632	MOHAMMED SAIFULLA	I CLASS	54	148040672	MANASA K M	I CLASS WITH DISTINCTION
24	148040633	MOIDEEN SHAHID	I CLASS	55	148040677	NANDINI B J	I CLASS WITH DISTINCTION
25	148040634	MONISHA C UCHIL	I CLASS	56	148040678	NANDITHA S RAO	I CLASS
26	148040637	NAUSHEER ALI KHAN	I CLASS	57	148040680	PARASHURAMA	I CLASS WITH DISTINCTION
27	148040638	NIDHA NAUSHEEN	I CLASS WITH DISTINCTION	58	148040681	PRAJNA	I CLASS WITH DISTINCTION
28	148040639	PAVAN	I CLASS WITH DISTINCTION	59	148040683	R K NIKASH	I CLASS WITH DISTINCTION
29	148040640	POOJA M ACHARYA	I CLASS WITH DISTINCTION	60	148040684	RAKSHITHA S SHETTY	I CLASS WITH DISTINCTION
30	148040641	RACHANA NAYAK	I CLASS WITH DISTINCTION	61	148040685	RAMYA	I CLASS WITH DISTINCTION
31	148040644	SALMATH NAFIYA	I CLASS WITH DISTINCTION	62	148040689	SHARAN ALVA	I CLASS WITH DISTINCTION

S.NO.	REG. NO.	NAME OF THE CANDIDATE	CLASS OBTAINED
63	148040691	SHEETHAL	I CLASS WITH DISTINCTION
64	148040692	SHIVAPRASAD VENKATRAMAN BHAT	I CLASS WITH DISTINCTION
65	148040694	SHWETA F LINGADAL	I CLASS WITH DISTINCTION
66	148040696	SOUMYA K	I CLASS WITH DISTINCTION
67	148040697	STEVEN HILARY D SOUZA	I CLASS WITH DISTINCTION
68	148040698	SUMANTH S SHET	H II CLASS
69	148040699	SUSHMITHA	I CLASS
70	148040700	SWATHI V PEJATHAYA	I CLASS WITH DISTINCTION
71	148040702	VARSHINI SHETTY	I CLASS
72	148040703	VIJAYALAXMI	I CLASS WITH DISTINCTION
73	148040704	VIPUL KUMAR	I CLASS WITH DISTINCTION
74	148040705	YASHASWINI B C	I CLASS WITH DISTINCTION
75	125620635	NITHIN ADYANTHAYA	II CLASS
76	125620643	RITESH BHAT B	II CLASS
77	136940605	AHAMED VASIM RAJ	I CLASS
78	136940633	LESTON FRANCIS PERIS	I CLASS
79	136940655	RIZWAN HAMAD N	H II CLASS
80	136940665	U K AHAMMAD SHABAM	I CLASS
81	136940675	DEEKSHA SHETTY	I CLASS
82	136940681	KIRAN MALLYA	H II CLASS
83	136940683	LIKITH	H II CLASS
84	136940691	NAMITHA	I CLASS
85	136940693	PRATHIKSHA P	H II CLASS
86	136940695	PREETHAM H	H II CLASS
87	136940710	VIDATH RAI	II CLASS
88	136940711	VIJETHA	I CLASS





**MANGALORE UNIVERSITY - ELIGIBILITY LIST :**  
**DEGREE : B.Com : 2016-17**

S.NO.	REG. NO.	NAME OF THE CANDIDATE	CLASS OBTAINED	S.NO.	REG. NO.	NAME OF THE CANDIDATE	CLASS OBTAINED
1	148040501	ADITHYA UDAY	I CLASS	33	148040540	ZAIN KHAN	II CLASS
2	148040502	ADWAITH S SHETTY	I CLASS WITH DISTINCTION	34	148040542	ASHIKA KAMALAKSHA	I CLASS
3	148040503	ALEEMA NAZREEN C M	H II CLASS	35	148040543	ASHISH CHOWTA	H II CLASS
4	148040504	ALFIYA SULTHANA	I CLASS	36	148040544	ASHWINI V	I CLASS WITH DISTINCTION
5	148040505	ANISHA LIZA LASRADO	I CLASS	37	148040545	ATHMIK RAI	I CLASS WITH DISTINCTION
6	148040506	ANSTON ROBIN DEVADATTA	I CLASS	38	148040546	B MADHURA	I CLASS
7	148040507	ARCHANA KRISHNAN	I CLASS	39	148040547	DEEKSHA	I CLASS WITH DISTINCTION
8	148040509	DEEKSHA SHENOY	I CLASS WITH DISTINCTION	40	148040548	ISHWARYA	I CLASS
9	148040510	FATHIMATH MARZANA	I CLASS WITH DISTINCTION	41	148040549	JEEVITHA S SHETTY	I CLASS WITH DISTINCTION
10	148040512	JAWAD REHAMAN	H II CLASS	42	148040550	JNANESHWARI	I CLASS
11	148040513	K AKSHAYA KAMATH	I CLASS WITH DISTINCTION	43	148040551	KARAN KUMAR	H II CLASS
12	148040515	M PANCHAMI NAYAK	I CLASS WITH DISTINCTION	44	148040552	KIRAN BHAT L	I CLASS WITH DISTINCTION
13	148040517	NISHA THANZIM	I CLASS WITH DISTINCTION	45	148040553	LOHITH N	I CLASS
14	148040518	OSWIN CLIFFORD DSOUZA	II CLASS	46	148040554	MANEESHA S SHETTY	I CLASS WITH DISTINCTION
15	148040519	PAVITHRA	I CLASS WITH DISTINCTION	47	148040556	NAWAL SHEIKH	I CLASS
16	148040520	PRABHASHRI	I CLASS WITH DISTINCTION	48	148040557	NISHA G D	I CLASS WITH DISTINCTION
17	148040521	PRAJNA C SALIAN	I CLASS	49	148040558	PADMANABHA UDUPA	I CLASS WITH DISTINCTION
18	148040522	PRAJNA P K	I CLASS WITH DISTINCTION	50	148040559	PARIKSHITH P B	I CLASS WITH DISTINCTION
19	148040523	PRASHMITHA SHETTY	H II CLASS	51	148040560	POONAM	I CLASS
20	148040524	PREKSHA S	I CLASS	52	148040561	PRATHIKSHA H	I CLASS WITH DISTINCTION
21	148040525	RAKSHITHA RAO B	I CLASS WITH DISTINCTION	53	148040562	PRITHVI C	I CLASS
22	148040526	RATUL KAMATH	I CLASS	54	148040563	RAKESH SHETTY	I CLASS
23	148040528	SAKSHI JAIN S	I CLASS WITH DISTINCTION	55	148040564	RAKSHA JAYA PRAKASHAN	I CLASS WITH DISTINCTION
24	148040529	SAMITHA S AMIN	I CLASS WITH DISTINCTION	56	148040565	RAKSHITH	I CLASS WITH DISTINCTION
25	148040530	SHADMA	I CLASS WITH DISTINCTION	57	148040566	RASHMI	I CLASS
26	148040533	SOWJANYA	I CLASS WITH DISTINCTION	58	148040568	SHIVANI	I CLASS WITH DISTINCTION
27	148040534	SUNENA	H II CLASS	59	148040570	SOORAJ	I CLASS
28	148040535	SUSHMITHA A K	I CLASS	60	148040571	STANLEY V S	I CLASS WITH DISTINCTION
29	148040536	SUVIKSHA	I CLASS WITH DISTINCTION	61	148040572	SURAJ K	H II CLASS
30	148040537	TUSHAR S	PASS CLASS	62	148040573	SUSHMITHA	I CLASS
31	148040538	VINOD NICHOLAS DSOUZA	H II CLASS	63	148040574	TEJASHREE	I CLASS WITH DISTINCTION
32	148040539	YAJNESH RAJ	I CLASS WITH DISTINCTION				

**SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALURU - 3**  
**MANGALORE UNIVERSITY May 2017 EXAMINATION**

**DISTINCTION STUDENTS OF THE COLLEGE III Year BBM**

**DISTINCTION STUDENTS OF THE COLLEGE III Year B.Com**

SL.NO.	REG.NO.	NAME OF THE STUDENTS	MARKS/ 5000
1	148040326	SUSHMITHA S	4425
2	148040264	LEETA WELSY ARANHA	4337
3	148040262	KRITI NAHATA	4181
4	148040222	CHAITHRA SHREE L	4180
5	148040219	BHAVANA P SHENOY	4099
6	148040237	FARHANA FIROS	4068
7	148040320	SHRAVYA M	4032
8	148040331	VINDHYA VASANTH AMIN	4032
9	148040275	MOHAMED FARZAN MAYAN K	3957
10	148040399	PRITHVI K V	3957
11	148040244	HEERA MARIA ALVA	3956
12	148040406	ROSHNI C	3930
14	148040312	SHAMRIN	3906
13	148040207	AISHWARYA KUDIGRAM	3892
15	148040387	MUHAMMAD THANZEEL	3843
17	148040409	SHIFALI	3826
16	148040217	ASMA INAYATHULLA	3776
18	148040318	SHINOJA S	3771
19	148040252	JESTINE SAMANTHA DANTI	3766
21	148040221	CANUTE WARREN DCOSTA	3739
22	148040296	NISHMITHA SALIAN	3736
20	148040227	DEEKSHA SHETTY	3723
23	148040256	KATHEEZA REEZA	3692
24	148040388	NAMRATHA R JAIN	3670
25	148040273	MELDON RICK TAURO	3649
26	148040304	ROSHNI PRAJWAL DSOUZA	3648
27	148040290	NAVISH ACHARYA M	3638
28	148040248	HUSSAIN ZAKEER	3637
29	148040215	ASHNA P KOTHARI	3613
30	148040361	HEMALATHA	3609
31	148040317	SHERYL NIDHI AIMAN	3582
32	148040339	ZAINABATH JASLEEN	3531
33	148040272	MEGHA R ALVA	3527

SL.NO.	REG.NO.	NAME OF THE STUDENTS	MARKS/ 5000
1	148040520	PRABHASHRI	4266
2	148040559	PARIKSHITH P B	4081
3	148040571	STANLEY V S	4080
4	148040574	TEJASHREE	4055
5	148040533	SOWJANYA	4043
6	148040525	RAKSHITHA RAO B	4021
7	148040565	RAKSHITH	4009
8	148040517	NISHA THANZIM	3980
9	148040544	ASHWINI V	3919
10	148040557	NISHA G D	3900
11	148040530	SHADMA	3883
12	148040513	K AKSHAYA KAMATH	3856
13	148040510	FATHIMATH MARZANA	3760
14	148040549	JEEVITHA S SHETTY	3750
15	148040509	DEEKSHA SHENOY	3721
16	148040561	PRATHIKSHA H	3698
17	148040564	RAKSHA JAYA PRAKASHAN	3698
18	148040515	M PANCHAMI NAYAK	3669
19	148040502	ADWAITH S SHETTY	3664
20	148040552	KIRAN BHAT L	3646
21	148040554	MANEESHA S SHETTY	3644
22	148040539	YAJNESH RAJ	3636
23	148040536	SUVIKSHA	3610
24	148040529	SAMITHA S AMIN	3589
25	148040547	DEEKSHA	3586
26	148040519	PAVITHRA	3565
27	148040522	PRAJNA P K	3546
28	148040568	SHIVANI	3540
29	148040558	PADMANABHA UDUPA	3524
30	148040545	ATHMIK RAI	3506
31	148040528	SAKSHI JAIN S	



**MANGALORE UNIVERSITY MAY 2017 EXAMINATION  
DISTINCTION STUDENTS OF THE COLLEGE III Year BCA**

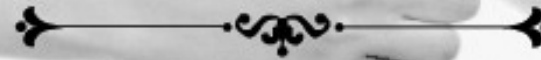
SL.NO.	REG.NO.	NAME OF THE STUDENTS	MARKS/ 5000	SL.NO.	REG.NO.	NAME OF THE STUDENTS	MARKS/ 5000
1	148040614	DURGASHREE R	4629	36	148040606	AMRUTHA T R	3842
2	148040669	KAVYASHREE	4625	37	148040703	VIJAYALAXMI	3841
3	148040639	PAVAN	4440	38	148040605	AKSHITH Y	3815
4	148040692	SHIVAPRASAD VENKATRAMAN BHAT	4439	39	148040670	KRITHIKA J	3767
5	148040601	A G MONISHA	4432	40	148040649	SHARANYA	3758
6	148040656	SUPRITHA SHETTY	4404	41	148040672	MANASA K M	3758
7	148040661	AIYAPPA C D	4363	42	148040704	VIPUL KUMAR	3742
8	148040700	SWATHI V PEJATHAYA	4353	43	148040652	SHRUTHIKA	3721
9	148040612	DEEPAK R S	4341	44	148040658	SUSHMITHA KINI M	3720
10	148040653	SHUBHADA BHAT P	4335	45	148040610	ASHWINI GANESH DEVADIGA	3710
11	148040654	SHYAMALA R HEGDE	4333	46	148040697	STEVEN HILARY D SOUZA	3706
12	148040691	SHEETHAL	4323	47	148040665	DEEKSHA	3685
13	148040604	AKARSH NAVEEN CHANDRA	4253	48	148040609	ARPITHA M	3682
14	148040603	AISHWARYA K V	4156	49	148040641	RACHANA NAYAK	3681
15	148040624	KAWYASHREE	4149	50	148040680	PARASHURAMA	3621
16	148040685	RAMYA	4118	51	148040644	SALMATH NAFIYA	3605
17	148040638	NIDHA NAUSHEEN	4093	52	148040651	SHREYAS	3600
18	148040683	R K NIKASH	4056	53	148040607	ANUSHA	3599
19	148040615	ELVIN SHAWN D SOUZA	4036	54	148040645	SAMANTH KUMAR S G	3529
20	148040655	SOUNDARYA G	4032	55	148040626	MAHESH D RAO	3524
21	148040705	YASHASWINI B C	4018	56	148040619	GEETHIKA	3521
22	148040628	MAYUR NAYAK	3998	57	148040681	PRAJNA	3519
23	148040684	RAKSHITHA S SHETTY	3983	58	148040650	SHEIK MOHAMMAD NIHAL	3511
24	148040611	DEEKSHA RAI	3980				
25	148040608	ANUSHA M	3952				
26	148040689	SHARAN ALVA	3941				
27	148040667	JOSHWA ALISTER WARTHICA	3940				
28	148040620	GITESH	3926				
29	148040696	SOUMYA K	3924				
30	148040618	FATHIMA K	3920				
31	148040664	CHAITHRA ALVA	3885				
32	148040694	SHWETA F LINGADAL	3873				
33	148040646	SAVAN KUMAR	3864				
34	148040677	NANDINI B J	3859				
35	148040640	POOJA M ACHARYA	3851				

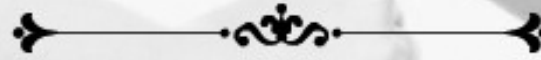
<b>MANGALORE UNIVERSITY MAY 2017 EXAMINATION DISTINCTION STUDENTS OF THE COLLEGE III Year BA(HRD)</b>							
SL.NO.	REG.NO.	NAME OF THE STUDENTS	MARKS/ 5000	SL.NO.	REG.NO.	NAME OF THE STUDENTS	MARKS/ 5000
1	148040107	ALMINAAZ	4149				
2	148040108	AMINATH NAHEEDA	3666				
3	148040109	ANGELA VIOLA ALVARES	3563				
4	148040133	P RAVINDRA KAMATH	3665				



**TEAM  
WORK**




MAKES THE



***DREAM  
WORK***



English



Article Writing

**WINNER v/s LOSER**

*Winner is always "a part of our answer".*

*Loser is always "a part of problem".*

*Winner always has a program.*

*Loser always has an excuse.*

*Winner always says "let me do it for you".*

*Loser always says "it's not my job".*

*Winner always finds "an answer in every problem".*

*Loser always has "problem in every answer".*

*Winner always says "It may be difficult,  
but it is possible".*

*Loser always says "It may be possible,  
but too difficult".*

## *Mother*

*Remembering the good old days  
When my life was all milk and honey  
For not the whole world she cares  
But for her child everything she bears  
She is beautiful and smiling  
With her cheeks pink and lips red  
And her eyes twinkling like stars  
Dressed with gleaming jewels  
She is brave and bold  
If ever she wept, silently she wept  
When she fell ill, she was awake  
She spent many sleepless nights  
Beside the bed she waits  
For her child's face to look bright  
It is she who waits for her daughter's laughter  
And gives up all the joys of her life  
Who else could she be?  
Yes she is none other than*

**MY MOTHER**

- Alfin Banu, I BCA 'A'

## *The Nature*

*The soil which we plant our seeds  
Beautifully dangerous, remarkable creatures  
Strangely complicated, a delicate rare breed  
Shelters, nurtures, the definition of  
strength and warmth  
Crazy-sadistic, seductive-angelistic beings  
Women, all one of a kind  
Incredible, intellectual, beyond and  
between the lines  
Pains and hardship they endure  
Apologies that at time we're blind  
Self-worth, the world is what they deserve*

- H. Thanaz, II BCA 'A'

## *Mom*

*My mom is my world  
Mom word spells itself wow  
She is ever my shinning world  
My charming mom is my strength  
I see my world in you mom  
Your smile ever makes my day wonderful  
Your love to me is unconditional mom  
Mom you are just my wow  
When I look into your eyes I forget my pains  
You are my best friend and best person ever  
Mom is my god  
Mom you are my world  
You are my just wow life*

- H. Anwika U. J., I BBA 'B'



## SOCIAL NETWORK IMPACT ON YOUTH

Social media is a term used to describe the interaction between groups or individuals in which they produce, share, and sometimes exchange ideas over the internet and in virtual communities. The impact of social networks on young people is significant.

Children are growing up surrounded by mobile devices and interactive social networking sites such as Twitter, My Space, and Face book, which has made the social media vital aspect of their life. Social network is transforming the manner in which young people interact with their parents, peers, as well as how they make use of technology.

The effects of social networking are twofold. On the positive side, social network scan act as invaluable tools for professionals. They achieve this by assisting young

Professionals market their skills and seek business opportunities. Social networking sites may also be used to network professionally. On the negative side, the internet is laden with a number of risks associated with online communities. Cyber bullying, which refers to a type of bullying that is perpetrated using electronic technology, is one of the risks. Bullies have taken to internet sites such as Twitter and Facebook, where they hide behind the anonymity provided by the internet to carry out their despicable acts. Young people also run the risk of in advertently disclosing their personal information since on most occasions; they usually neglect to read carefully website privacy policies. Whenever young people fail to read the policies and disclaimers, they are exposed to risks of having their personal information disclosed. This is especially a serious matter in light to the rising cases of cyber crimes such as identity theft. New studies reveal

that social networks have the ability to sway people to spend money by running advertisements on the user's page. Such forms of near-subliminal advertising can subconsciously cause an individual to buy certain merchandise.

It is becoming increasingly clear that social networks have become part of people's lives. Many young people are using their tablet computers and smart phones to check Tweets and status updates from their friends and family. As technology advances, People are pressured to adopt different lifestyles. Social networking sites can assist Young people to become more socially capable. However, they may also make them Clumsy and incompetent, as well. Therefore, it is imperative to exercise caution and Restraint when dealing with such issues.

### **Why life always seems to get more complicated?**

The ultimate purpose of life, mind and human striving: to develop energy and information to fight back the tide of entropy and carve out the refuges of beneficial order.in other words, "the hardest thing in the world is to simplify your life because everything is pulling you to be more and more complex.

Problems seem to arise naturally on their own, while solutions always require our attention, energy and effort. Life never seems to just work itself out for us. Our lives become more complicate and gradually decline into disorder rather than remaining simple and structured. Imagine that you take a box of puzzle pieces and dump them out on a table. It is possible for the pieces to fall perfectly into place and create a completed puzzle when you dump them out of the box. But in reality, that never happens.

When you try to control too much, you enjoy too little. Sometimes

you just need to let go, relax, take a deep breath and appreciate what is. A positive attitude is not a reaction to the way things are, it is an expression of the way you are be positive! Change your unhelpful bitterness. The energy is already there. All you need to do is shift your focus. Create a life that feels great on inside to you, not one that just looks great on the outside to everyone else. Don't be scared to walk the pathless traveled, and love every minute of it. Most haters don't really hate you: they just hate where they are in life, and you are a reflection of what they wish to become. Don't judge someone just because they have made different mistakes than you have. When you chose to see the good in others, you end up finding the good in yourself. Worrying about problems does nothing but steal your joy and keep you busy spinning in circles-it is like using your imagination to create what you don't want. In fact, focusing on problems isn't any better-never spend more than 10% of your time on problems, and always spend at least 90% of your time on solutions. In life, we do lots of things-some we wish we could take back, some we wish we could relive a hundred times. All of those things, positive and negative alike have taught us important lessons and have collectively made us into the person we are today. So make mistakes, learn from them, laugh about them and move along. Do the right thing always, even if no one else will ever know, because you will know.

Life isn't really complicated. We are complicated! And our complications begin in our brains-in our way of thinking. In your journey to simplify your life, the biggest obstacle is your mind. If you can overcome that, you can overcome anything. The key is to start small right now. Work on without complications just one thing today.....or just one little part of one thing.

- Kalpitha, I BCA 'A'

## *Mother*

*A mother is special; she's more than a friend  
Whenever you need her; she'll give you a hand  
She'll lead you and guide you in all that you do  
Try all that she can just to see you get through  
Good times and bad times, she's there for it all  
Saying head up, be proud and always stand all  
She'll love you through quarrels and even big fights  
On heart to heart chat lonely nights  
My mother is the greatest that I have ever known  
I think god made my mother like he make his own  
A praiser; a helper; an encourager too,  
Nothing in this world that she would not do  
To help us succeed she does all that she can  
Raised a young boy into a man  
And a young girl into a lady  
I want to say thank you for  
all that you do mom!!*

- Sowmya, I BCA 'B'

*"The world is the great gymnasium  
where we come to make ourselves strong."*

- Swami Vivekananda



## Make Your Life Better by Saying Thank You in These 7 Situations

*I don't say 'Thank You' as often as I should and I doubt I'm the only one.*

In fact, I'm starting to believe that "Thank You" is the most under-appreciated and under-used phrase on the planet. It is appropriate in nearly any situation and it is a better response than most of the things we say. Let's cover 7 common situations when we say all sorts of things, but should say "Thank You" instead.

### 1. When you are receiving a compliment.

We often ruin compliments by devaluing the statement or acting overly humble. Internally, you might think this prevents you from appearing arrogant or smug.

The problem is that by deflecting the praise of a genuine compliment, you don't acknowledge the person who was nice enough to say something. Simply saying "Thank You" fully acknowledges the person who made the compliment and allows you to enjoy the moment as well.

**Example:** "Your dress looks great."

- Instead of: "Oh, this old thing? I've had it for years."
- Try saying: "Thank you. I'm glad you like it."

Getting compliments should be fun and enjoyable, but we often ruin the experience. There's no need to sabotage compliments that come your way. Accept them with grace and enjoy the moment.

### 2. When you are running late.

Being late is the worst. It's stressful for the person who is running late and it's disrespectful to the person who is waiting.

It might seem strange to thank someone for dealing with your hassle, but that's exactly the correct response. Most people stumble in the door and say, "Sorry I'm late."

The problem is this response still makes the situation about you. Sorry, I'm late. Saying "Thank You" turns the tables and acknowledges the sacrifice the other person made by waiting. Thank you for waiting.

**Example:** You walk in the door 14 minutes late.

- Instead of: "So sorry I'm late. Traffic was insane out there."
- Try saying: "Thank you for your patience."

When we make a mistake, someone else often makes a sacrifice. Our default response is to apologize for our failure, but the better approach is to praise their patience and loyalty. Thank them for what they did despite your error.

### 3. When you are comforting someone.

When someone comes to you with bad news, it can be awkward. You want to be a good friend, but most people don't know what to say. I know I've felt that way before.

Often times, we think it's a good idea to add a silver lining to the problem. "Well, at least you have..."

What we fail to realize is that it doesn't matter if you don't know what to say. All you really need is to be present and thank them for trusting you.

**Example:** Your brother lost his job.

- Instead of: "At least you have your health."
- Try saying: "Thank you for sharing this with me. I'm here to support you."

In times of suffering, we don't need to hear words to ease the pain as much as we need someone to share our pain. When you don't know what to say, just say "Thank You" and be there.

#### **4. When you are receiving helpful feedback.**

Feedback can be very helpful, but we rarely see it that way. Whether it is an unflattering performance review from your boss or an email from an unhappy customer, the standard reaction is to get defensive. That's a shame because the correct response is to simply say, "Thank You" and use the information to improve.

*Example:* "This work isn't good enough. I thought you would do better."

- Instead of: "You don't understand. Here's what really happened."
- Try saying: "Thank you for expecting more of me."

Nobody likes to fail, but failure is just a data point. Respond to helpful feedback with thanks and use it to become better.

#### **5. When you are receiving unfair criticism.**

Sometimes criticism isn't helpful at all. It's just vindictive and mean. But one of the best approaches is to just say thank you and move on.

When you thank someone for criticizing you, it immediately neutralizes the power of their statements. If it's not a big deal to you, then it can't grow into a larger argument.

*Example:* "Your statement is the dumbest thing I've read all week."

- Instead of: "You're an idiot. Let me tell you why..."
- Try saying: "Thank you for the feedback. I still have a lot to learn."

Releasing the need to win every argument is a sign of maturity. Someone on the internet said something wrong? So what, Win the argument by the way you live your life.

#### **6. When someone gives you unsolicited advice.**

Everybody has an opinion about what your technique should look like. I think most people are just trying to be helpful, but hearing

someone's opinion about you when you didn't ask for it can be annoying.

One time, someone pointed out some flaws in my squat technique in a video I posted online. I responded by sarcastically asking if he had a video of himself doing it correctly. Somewhere deep in my mind, I assumed that if I reminded him that his technique wasn't perfect, then I would feel better about the fact that mine wasn't perfect either. That's an unnecessary and defensive response.

The better approach: Just say "Thank You."

*Example:* "You know, you should really keep your hips back when you do that exercise."

- Instead of: "Oh really? Do you have a video of yourself doing it so I can see it done correctly?"
- Try saying: "Thank you for the help."

Pointing out others faults doesn't remove your own. Thank people for raising your self-awareness, even if it was unsolicited.

#### **7. When you're not sure if you should thank someone.**

When in doubt, just say thank you. There is no downside. Are you honestly worried about showing too much gratitude to the people in your life?

"Should I send a Thank You card in this situation?" Yes, you should.

"Should I tip him?" If you don't, at least say thank you.

Say thank you, more often.

- Megha, II B.Com



## BEST FRIENDS



Best friends refer to the friends who share everything among themselves. The best friends are the bliss of friendship. He or she is a person who can understand your happiness, pain, anxiety or fear even before you utter a single word. The best friends are always by your side in your sad and happy days. The best friend stands by your side like a pillar of support whether the days are sunny or stormy. The best friends are such friends who are always there for you in hours of need. They never let you down in any situation like any other friend they share fun and pranks with you and try to keep you always happy. But sometimes when you do anything wrong or bad it is the duty of the best friends to bring you back on the right tracks.

Your best friends are the most trust worthy person you have in the world. You can share all kind of secrets with them and expect them to respect the secrets. If you share a problem with them they are the sure to give you the some valuable advice that can shape up your life with all these unique characteristics the best. Best friends can be the best treasures of one's life. you get to share your thoughts, dreams, fun times and problem with someone who knows, understands and cares about you that is the "Best Friend"

- Padmashree Jain, I BCA 'A'

## FEAR REVEALS YOUR PERSONALITY

We all have phobias and there's no denying it. Even if you are the bravest of the lot and take most of the dares, you are still afraid of at least one thing and it isn't anything to hide or be ashamed of. Psychology says that every fear you have bespeaks a quality about you.

*For Example:*

### 1. Fear of snakes = You stand up for others:

Snakes stand for deception. They are the animals who have been associated with fear through history. If you are scared of snakes your protective instinct is very strong and you tend to take stand for others.

### 2. Fear of blood = Bring calm and composed:

If you are amongst those who jump or faint at the sight of blood, you are the one who is clam and protective. You associate blood with anything that can be dangerous or wrong and as soon as you spot it, your brain gets a danger signal.

### 3. Fear of Public Speaking = Perfectionism:

If you are scared of speaking in public, there are many things it indicates - you have self-esteem, you seek approval of others for everything you do, you except failure in most of your endeavors and you value perfectionism, because you fear being judged when you speak publicity, you want to be perfect in all arenas of your life.

### 4. Fear of germs = Meticulousness:

If you are too worried about optimal hygiene levels, you are constantly concerned about being clean, meticulous and thorough about your surroundings. You worry over little details and your boss is most likely happy over your being organized.

## MY FATHER

My father is very kind-hearted person and my real hero and best friend.

**Father' it is just a 6 letter word.**

**F** - forever with his family

**A** - always there for you no matter what

**T** - the only one who is there

**H** - he is my hero till the end

**E** - encouraging in everything I do

**R** - really the only one.....no one can beat him he is the best.

The love of father is not measurable. He is a breadth of each child. He works hard to his family and he does not have time to watch television, videos or play with children's because his work will be so hard that he feels like resting. Everyone can write or speak about mother her difficulty in the house to manage everything. He is beautiful and wonderful soul which no one can express it in words. He is the head of the family because he knows what is right and wrong better than all other members of the family.

He always scolds the child just because he or she must be a good citizen or person in the society and everyone must respect him or her. I am blessed with a wonderful soul like my father. I am not satisfied if I write one to two pages about my father. Everyone assume that only girls love their father, even boys love their father but they will not express it. The people who have father and mother are really lucky. There are so many children without father's love, feel pity for them. "LOST IS LOST PRECIOUS THINGS WILL NOT BE FOUND AGAIN LIKE FATHER AND MOTHER".

My father is very healthy, fit, happiest, peaceful and punctual person. He teaches us the value of time in life and says that if one

wastes her on his time, time ruin his or her life. Father treat's his daughter with love and respect. Even though he was scolding me, I knew he loved me more than anyone can love me. Father I just need your intense love, hug, kisses, smiles, affirming words, and ever-present energy. Father you are my wonderful soul and great energy.

Cuban writer Jose Marti, who said that" THE GREATEST AIM OF OUR EDUCATION SHOULD BE TO MAKE TRUE FATHER'S OUT OF THE BOYS, AND TRUE MOTHER'S OUT OF THE GIRLS. EVERYTHING ELSE IS SECONDARY". A positive father-daughter relationship can have a huge impact on a young girl's life and even determine whether or not she develops into a strong, confident women. I love you a lot dad.

- Thasmitha Mohan P., I BCA B

### *Beautiful Nature*

*The sight of the hill is a beauty*

*The bright moon is the sign of purity*

*The flow of the river is a murmuring music*

*The act of the sun is so philanthropic*

*The rain of the cloud is very refreshing*

*The blowing of the wind is so soothing*

*The roaring of the ocean has its own reason*

*How charming is the changing of the season*

- Sahana B. S., III B.Com



## ***Beauty of Nature***

*Just at dawn  
When everyone is asleep  
And you can hear the wind  
That the trees cast at you  
And when the seagulls are flying  
Above the sea  
And whispering words of cheer  
Peacefully flying about  
Enjoying nature  
When the sun rises  
And the flowers wake up  
From their sweet sleep  
Dancing and singing  
Enjoying their shower  
And the cool springs  
Gushing down the mountains  
And the people gazing peacefully  
With a smile on their faces  
Enjoying the beautiful scenery  
And when the birds  
Doom up to the sky and land back  
Enjoying the cool air and calmness  
And when the trees have grown fresh fruits  
For us to nibble on  
And when the sun sets and the moon rise  
Leaving beautiful colors in the sky  
Is what nature is called*

**- Anupama Kamath, II B.Com**

## **FIRST LOVE**

*They say  
The first love is the most important  
That's very romantic  
But it's not the case with me.  
There was something between us  
Yet there wasn't.  
It transpired and expired  
My hand don't tremble  
When I stumble upon small mementos  
Or a stack of letters wrapped in twine  
Not even a ribbon.  
Our only meeting after all these years  
Is a conversation between two chairs  
At a cold table.  
Other loves still breathe deeply within me  
This one lacks the breath to sigh  
But still, just the way it is,  
It can do what the rest are not yet  
Able to do:  
Unremembered Not even dreamt of  
It accustoms me to death.*

**- Imaan, I BBA B**

## ***Nature the Goddess of Beauty***

*The falling of snowflakes coming down  
Making a blanket of white on the ground  
Autumn with red and gold leaves  
Falling to the ground in a cool breeze  
The rising of the sun in crimson  
The buzzing of the bees  
As they go on their mission  
Cool breeze blowing from the trees.  
Beautiful flower of red, yellow and blue  
The sparkling of grass with morning dew  
The sea is beautiful with blue sky above  
The flying of sea gulls and of doves  
The birds singing p in the trees  
As a gentle wind blows the green leaves  
Beautiful butterflies going their way  
The beauty of nature really makes my day  
The beauty of nature really makes my day*

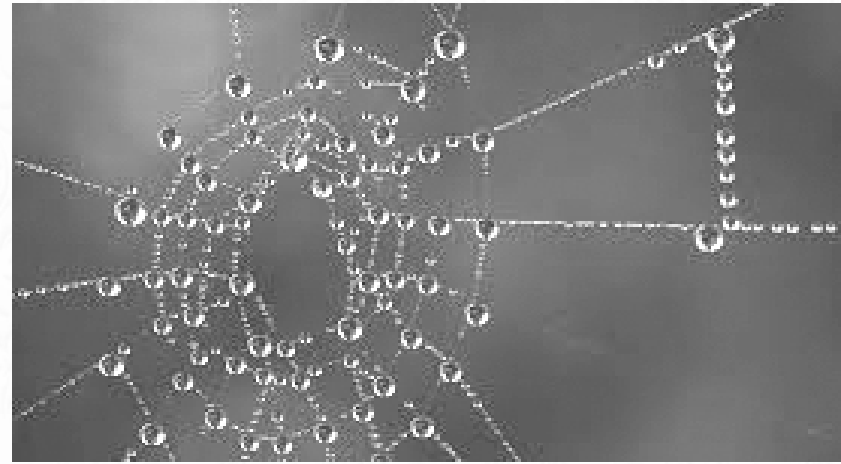
**- Sisira T. V., | BBA 'C'**



## ***Nature and its Beauty***

*Beauty is in the red of the dragons flame,  
The way it burns, impossible to tame,  
Beauty is in the orange of the volcano's eruption  
Running down in the side in a fiery disruption  
Beauty is in the yellow of the sun  
Our source of light our daily fun  
Beauty is in the green of trees  
The way they sway in the afternoon breez  
Beauty is in the blue of ocean  
Fish below stirring a commotion  
Beauty is in the purple of the snowy mountain  
Melting into water of a summers fountain  
They are colour of rainbow that stretches for mile,  
Because a rainbow is a upside down smile.*

**- Kshiti T. A., III B.Com**



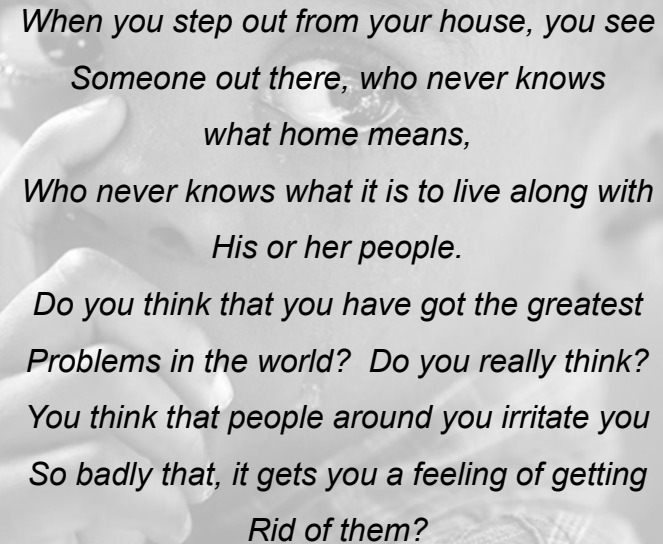


## THE HEALTH ALPHABET

- A** - Air is free; open your window to let in fresh air
- B** - Breathe deeply, especially in the morning
- C** - Cigarette smoking is injurious to health
- D** - Drugs are shortcut to death, don't touch them
- E** - Eat to live, but don't live to eat
- F** - Flies, bugs and mosquitoes, keep them away
- G** - Get up early in the morning. Start your day with prayer
- H** - Herbs, fruits and vegetables are nutritious eat them regularly
- I** - Illness comes because of your carelessness
- J** - Jogging is good, but not too much
- K** - Keep your body and clothes clean
- L** - Laughter is the best medicine
- M** - Move your bowels regularly, get rid of your toxic wastes
- N** - Nature is divine, turn to nature's care
- O** - Obesity might cause heart attack
- P** - Provide no meat to your dining table, it poisons your system
- Q** - Quietness and rest root the nerves, enjoy them in nature
- R** - Resist to temptation to do wrong, right actions ensure peace of mind
- S** - Sugar has a lot of calories
- T** - Think about your health first because health is wealth
- U** - Ulcers can be prevented, drink sufficient water, stop consuming alcohol
- V** - Vegetables are fuels for positive energy
- W** - Watch out for anger because anger does you no good
- X** - X-rays should be prevented
- Y** - Yoga is good and it keeps the doctor away
- Z** - Zing and zest should be kept in all activities.

- **Chaithrali**, I BCA 'A'

## A HOMELESS CHILD'S CRY



*When you step out from your house, you see  
Someone out there, who never knows  
what home means,  
Who never knows what it is to live along with  
His or her people.  
Do you think that you have got the greatest  
Problems in the world? Do you really think?  
You think that people around you irritate you  
So badly that, it gets you a feeling of getting  
Rid of them?*

*Then stop for a while, just breathe and think  
Of one such child .....*

*When you get irritated by your own people, that  
Child is craving for someone to listen to them,  
Somebody to talk to them, somebody  
Coming up to them and asking what do you  
Wish to have .....*

*THEY ARE HUMANS TOO.... IF YOU CAN'T HELP  
THEM WITH WHAT YOU HAVE, THEN AT LEAST  
DON'T HARM THEM...*

- **Nidhi Rai**, II BBA 'C'

# ଶବ୍ଦ



## ಅಪ್ಪ ಅಮ್ಮ ಅಂದರೆ ಒಂದು ಸುಂದರ ಜಗತ್ತು

ಅಪ್ಪ ಎರಡು ಅಕ್ಷರದ ಈ ಪದ ಸ್ವಲ್ಪ ಭಾರ ಮಕ್ಕಳಿಗೆ, ಮುಜುಗರ ಉಂಟು ಮಾಡುವ ಪದ. ಆದರೆ ಒಂದರ್ಥದಲ್ಲಿ ತಾಯಿ ಮಕ್ಕಳನ್ನು ಭದ್ರವಾಗಿ ಕಾಯುವ ಕೋಟಿಯೆಂದೇ ಅರ್ಥ. ತಮ್ಮ ತಂದೆನ ಎಲ್ಲರೂ ಒಂದೊಂದು ಹೆಸರಲ್ಲಿ ಕರೆಯುತ್ತಾರೆ. ಕೆಲವರು ಸಹಜವಾಗಿ ಅಪ್ಪ ಅಂದರೆ ಇನ್ನು ಕೆಲವರು ಪಪ್ಪ, ಡ್ಯಾಡಿ, ಅಣ್ಣ ಎಂದು ಹೀಗೆ ಹಲವಾರು ರೀತಿಯಲ್ಲಿ ಕರೆಯುತ್ತಾರೆ. ಆದರೆ ಈ ಅಪ್ಪ ಎನ್ನುವ ಸಂಬಂಧವನ್ನು ಬಹುಶಃ ಯಾರು ಅದಕ್ಕೆ ಹೆಚ್ಚು ಪ್ರಾಶಸ್ತ್ಯವೇ ಕೊಟ್ಟಿಲ್ಲ ಅನಿಸುತ್ತೆ. ಅಮ್ಮನ ಜೊತೆಗಿನ ಹೊಂದಾಣಿಕೆ ಹಾಗೂ ಭಾವನೆ ಅಪ್ಪನ ಜೊತೆ ಕಡಿಮೆ. ಅದಕ್ಕೆ ಕಾರಣಗಳು ಬೇರೆ ಬೇರೇನೇ ಇರಬಹುದು. ಸದಾ ತನ್ನ ಕುಟುಂಬನ ಸಲಹೆಬೇಕು. ತನ್ನ ಮಕ್ಕಳನ್ನು ತನಗಿಂತ ಉತ್ತಮ ಸ್ಥಾನದಲ್ಲಿ ಕಾಣಬೇಕು ಎಂಬ ಹಂಬಲ ತಾನು ಪಡುವ ಕಷ್ಟಗಳು ತನ್ನ ಮಕ್ಕಳಿಗೆ ಬಾರದಿರಲು ಎನ್ನುವ ರೀತಿಯಲ್ಲಿ ಅಪ್ಪ ಸದಾ ತನ್ನ ಮುಳ್ಳಿನ ಕಿರೀಟವನ್ನು ತನ್ನ ತಲೆಮೇಲಿಟ್ಟುಕೊಂಡು ತಿರುಗಾಡುತ್ತಿರುತ್ತಾರೆ. ಕೆಲವು ಸಲ **Selfish** ಎನ್ನುವ ಹಣಿಪಟ್ಟಿಕಟ್ಟಿ ಅಪ್ಪನಿಂದ ಸ್ವಲ್ಪ ದೂರ ಇರುವಂತೆ ಮಾಡಿಕೊಂಡೇ ಬಾಲ್ಯದಿಂದ ಬರುತ್ತೇವೆ. ನಮಗೆ ಅಮ್ಮ ಅಂದರೆ ನಮ್ಮ ಗೆಳೆಯ, ಅಪ್ಪ ಮತ್ತೆ ಎಲ್ಲ. ಆದರೆ ಅಪ್ಪನನ್ನು ನಾವು ಅರ್ಥಮಾಡಿಕೊಳ್ಳುವುದೇ ಇಲ್ಲ.

ನಾವು ಅಪ್ಪನ ಬಗ್ಗೆ ಯೋಚನೆ ಕೂಡ ಮಾಡುವುದು ಕಡಿಮೆನೇ. ಆದರೆ ನಮಗೆ ಏನು ಬೇಕು ಅದನ್ನು ಪಡೆದುಕೊಳ್ಳೋಕ್ಕೆ ಅಪ್ಪನೆ ಬೇಕು. ಅದು ಅಮ್ಮನ ಮಾಧ್ಯಮದ ಮುಖಾಂತರ ನಾವು ನಮ್ಮ ಬೇಡಿಕೆನ್ನು ಅಪ್ಪನ ಮುಂದೆ ನೇರವಾಗಿ ಇಡಲು ನೋಡಿ. ನಮ್ಮಲ್ಲಿ ನಮಗೆ ಎಷ್ಟು ತಲೆಭಾರ ದಿಮ್ಮಕ್ಕು ಎನ್ನಬಹುದು. ಆದರೆ ಅದನ್ನು ಕೊಡಿಸುವ ತಂದೆಗೆ ಇಲ್ಲದ ಅಹಂಕಾರ, ಜಂಬ, ದಿಮ್ಮಕ್ಕು ಅಗತ್ಯಕ್ಕಿಂತ ಜಾಸ್ತಿ ನಮಗೆ ಇರುತ್ತೆ. ಆದರೆ ಅಪ್ಪ ಪಾಪದ ಪ್ರಾಣಿ ತನ್ನ ವರಮಾನ ತನ್ನ ಖರ್ಚು ಇತ್ಯಾದಿಗಳಿಂದ ಕಂಗೆಟ್ಟಿದ್ದರೂ ಕೇಳಿದ್ದನ್ನು ಸಾಲ ಮಾಡಿಯಾದರೂ



ಕೂಡ ಕೊಡಿಸೋಕೆ ರೆಡಿ ಆಗಿರುತ್ತಾರೆ. ಜೀವನದಲ್ಲಿ ಒಂದು ಸಲವು ತನ್ನ ಹುಟ್ಟುಹಬ್ಬವನ್ನು ಮಾಡಿಕೊಳ್ಳದ ಅಪ್ಪ ತನ್ನ ಮಕ್ಕಳ ಹುಟ್ಟುಹಬ್ಬವನ್ನು ಸ್ನೇಹಿತರಿಗೆ, ಬಂಧುಬಾಂಧವರಿಗೆ ಹೇಳಿ ಅದ್ದೂರಿಯಾಗಿ ಆಚರಿಸೋಕೆ ಯೋಚಿಸುತ್ತಾರೆ. ನಾವು ಬ್ರಾಂಡೆಡ್ ಬಟ್ಟೆಗಳನ್ನು ಧರಿಸೋಕೆ ಇಚ್ಛಿಸುತ್ತೇವೆ. ಆದರೆ ತಂದೆ ಹಾಕುವ ಚಪ್ಪಲಿ, ಬನಿಯಾನ್‌ನನ್ನು ನಾವು ಗಮನಿಸುವುದಿಲ್ಲ. ಅವರ ಬನಿಯಾನ್‌ನಲ್ಲಿ ಜೇನುಗೂಡಿನಂತೆ ತೂತುಗಳು ದಿನೇದಿನೇ ವಾರವಾರಕ್ಕೂ ಹೆಚ್ಚುತ್ತಾ ಹೋದರೂ ಗಮನಿಸುವುದಿಲ್ಲ. ನಾವು ಒಂಥರ ಕ್ಷೂರಿಗಳೇ ಎಂದು ಹೇಳಬಹುದು. ನಮಗಾಗಿ ತನ್ನ ಹೃದಯದಲ್ಲಿ ಅಪಾರ ಆಸೆ ಆಕಾಂಕ್ಷೆಯನ್ನು ಇಟ್ಟುಕೊಂಡು ತನ್ನ ನೋವು ಸಂಕಷ್ಟಗಳನ್ನು ಮಕ್ಕಳ ಮುಂದೆ ಹೇಳಿಕೊಂಡರೆ ಎಲ್ಲಿ ತನ್ನ ಮಕ್ಕಳು ಗಾಬರಿಯಾಗಿಬಿಡುತ್ತಾರೆ ಎನ್ನುವ ಭಯದಿಂದಲೇ ಎಲ್ಲ ನೋವನ್ನು ತನ್ನ ಎದೆಯಲ್ಲಿ ಬಚ್ಚಿಟ್ಟುಕೊಂಡು ಮೇಲೆ ದೊಡ್ಡ ಧ್ವನಿಯಲ್ಲಿ ಮಾತಾಡುತ್ತಾರೆ, ನಗುತ್ತಾರೆ. ಆದರೆ ಅವರ ನೋವಿನ ಆಳ ತಿಳಿಯುವುದೇ ಇಲ್ಲ. ನಮಗೆ ಅಮ್ಮ ಬಂದು ಕೈ ತುತ್ತು ಕೊಡುತ್ತಾರೆ ನಿಜ, ಆದರೆ ಆ ಅನ್ನದ ತುತ್ತು ಬರೋದು ಅಪ್ಪನ ದುಡಿಮೆಯಿಂದಲೇ ಅದನ್ನು ನಾವು ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದಿಲ್ಲ.

ನಾವು ನಮ್ಮ ಸುಖಃ ದುಃಖವನ್ನು ಅವರೊಂದಿಗೆ ಹಂಚಿಕೊಳ್ಳುತ್ತಾ ಅವರ ಸಿಹಿಕಹಿಯನ್ನು ತಿಳಿದುಕೊಳ್ಳಬೇಕು. ಕುಟುಂಬದಲ್ಲಿ ಇರುವ ಅಮ್ಮ ಮಕ್ಕಳಿಗೆ ತಂದೆಯ ಪರಸ್ಪರ ಪರಿಚಯ ಸರಿಯಾಗಬೇಕು. ಪಿತೃದೇವೋಭವ ಎಂಬ ಹಿರಿಯರ ಮಾತಿದೆ. ಆದರೆ ತಂದೆನ ನಾವು ದೇವರಾಗಿ ಕಾಣದೇ ಹೋದರೂ ಒಬ್ಬ ಸ್ನೇಹಿತನಾಗಿ ನೋಡೋಣ.

“ಮಾತೃದೇವೋಭವ ಪಿತೃದೇವೋಭವ”

– ಅನ್ವಿತಾ ಯು. ಜೆ., | ಬಿ.ಬಿ.ಎ. ‘ಬಿ’

## ಸ್ತ್ರೀ ಶಿಕ್ಷಣ

ವಿಶ್ವದ ಸೃಷ್ಟಿಗೆ ಮೂಲ ಕಾರಣ ಗಂಡು. ಹಾಗೆಯೇ ಪ್ರಮುಖವಾಗಿ ಪ್ರತಿಯೊಂದು ಜೀವಿಗೆ ಜನ್ಮಕೊಡುವ ಜೀವ ಹೆಣ್ಣು ತಾನೇ? ಸ್ತ್ರೀಯು ಇಡೀ ಪ್ರಪಂಚದಲ್ಲಿ ಮಹತ್ತರವಾದ ಸ್ಥಾನವನ್ನು ಹೊಂದಿ ತನ್ನ ಪ್ರತಿಭೆಯನ್ನು ಎಲ್ಲೆಂದರಲ್ಲಿ ಈ ಯುಗದಲ್ಲಿ ಪ್ರಕಾಶಿಸುತ್ತಿದ್ದಾಳೆ. ನಾವು ವಾಸಿಸುವ ಈ ಪೃಥ್ವಿ ಕೂಡ ಒಂದು ಹೆಣ್ಣು. ಭಾರತಮಾತೆ ಕೂಡ ಹೆಣ್ಣು. ಪ್ರಕೃತಿಯನ್ನು ಹೋಲಿಸಿದ್ದೂ ಹೆಣ್ಣಿಗೆ. ಹಾಗೆಯೇ ನಮ್ಮ ಜನ್ಮದಾತೆ ಕೂಡ ಹೆಣ್ಣು. ಹೆಣ್ಣಿಗೆ ಇಷ್ಟೊಂದು ಪಾವಿತ್ರತೆಯನ್ನು ನೀಡಿ ನಮ್ಮ ದೇಶದಲ್ಲಿ ಪೂಜಿಸಿ, ಗೌರವಿಸುವವರಿದ್ದಾರೆ. ಹಾಗೆಯೇ ಒಂದು ಹೆಣ್ಣಿಗೆ ಪ್ರಾಧಾನ್ಯವಾದ ಉತ್ತಮ ಶಿಕ್ಷಣ ದೊರೆತರೆ ಆ ಹೆಣ್ಣು ಒಂದು ಅದ್ಭುತ ಶಕ್ತಿಯಾಗಿ ಪರಿಣಮಿಸಿ ಇಡೀ ವಿಶ್ವದ ದಾಖಲೆಯನ್ನು ಹೆಚ್ಚಿಸುವಷ್ಟು ಪ್ರಾಬಲ್ಯತೆಯನ್ನು ಹೊಂದಿದ್ದಾಳೆ. ಆದ ಕಾರಣ ಸ್ತ್ರೀ ಶಿಕ್ಷಣಕ್ಕೆ ಮಹತ್ತರವಾದ ಪ್ರಾಮುಖ್ಯತೆಯನ್ನು ನೀಡುವುದು ನಮ್ಮೆಲ್ಲರ ಕರ್ತವ್ಯವಾಗಿದೆ.



“ಹೆಣ್ಣೊಂದು ಕಲಿತರೆ ಶಾಲೆಯೊಂದು ತೆರೆದಂತೆ”

ಎನ್ನುವ ವಾಕ್ಯದಂತೆ ಪ್ರತಿ ಮನೆಯ ಸದಸ್ಯರಲ್ಲಿ ಯಾವುದೇ ಒಂದು ಹೆಣ್ಣು ಶಿಕ್ಷಣವನ್ನು ಹೊಂದಿ ತನ್ನ ಸ್ವಂತ ಬುದ್ಧಿಯಿಂದ ಈ ಪ್ರಪಂಚವನ್ನು ಎದುರಿಸಿ ಆ ಒಂದು ಹೆಣ್ಣು ತನ್ನ ಮನೆಯ ಉಳಿದ ಎಲ್ಲಾ ಸದಸ್ಯರಿಗೆ ಶಿಕ್ಷಣವನ್ನು ಭೋದಿಸಿದರೆ ಆ ಗ್ರಾಮದಲ್ಲಿ ಅಥವಾ ಹಳ್ಳಿಯಲ್ಲಿ ಒಂದು ಶಾಲೆಯನ್ನು ತೆರೆದಂತೆ. ಇದರಿಂದ ಉಳಿದ ಎಲ್ಲಾ ಸ್ತ್ರೀ ಶಕ್ತಿಯು ಒಗ್ಗಟ್ಟಾಗಿ ಶಿಕ್ಷಣವನ್ನು ಕಲಿಯಬೇಕೆಂಬ ಹಂಬಲದಿಂದ ಶಿಕ್ಷಣಕ್ಕೆ ಒತ್ತನ್ನು ನೀಡಿ ಎಲ್ಲ ಸ್ತ್ರೀ ಕುಲವು ಶಿಕ್ಷಣವನ್ನು ಹೊಂದಬೇಕೆಂದು ಹಂಬಲಿಸಿ ವಿದ್ಯೆ ಕಲಿಯಲು ಮುಂದಾಗುತ್ತಾರೆ. “ಸ್ತ್ರೀಯರನ್ನು ಎಲ್ಲಿ ಗೌರವಿಸಲ್ಪಡುತ್ತೇವೋ ಅಲ್ಲಿ ದೇವತೆಗಳು ನೆಲೆಸುತ್ತಾರೆ” ಎಂಬ ನಮ್ಮ ಶ್ರೇಷ್ಠ ಗ್ರಂಥವಾದ ಮಹಾಭಾರತದಲ್ಲಿ ನಮೂದಿಸಲ್ಪಟ್ಟಿದೆ. ಆದ ಕಾರಣ ಎಲ್ಲ

ಮಹಾನ್ ಗ್ರಂಥಗಳಲ್ಲಿಯೂ ಸ್ತ್ರೀಯರ ಬಗ್ಗೆ ಗೌರವದಿಂದ ವಿವರಿಸಿದ್ದಾರೆ. ಹಾಗೆಯೇ ಸ್ತ್ರೀ ಒಂದು ಶಿಕ್ಷಣವನ್ನು ಹೊಂದಿದರೆ ಇಡೀ ಪ್ರಪಂಚದಲ್ಲಿ ಆಕೆ ಶ್ರೇಷ್ಠ ಸ್ಥಾನವನ್ನು ಗಿಟ್ಟಿಸಿಕೊಂಡು ತನ್ನ ಪ್ರತಿಭೆಯನ್ನು ಎಲ್ಲೆಂದರಲ್ಲಿ ಉಜ್ವಲವಾದ ಜ್ಯೋತಿಯಂತೆ ಪ್ರಕಾಶಮಾನವಾಗಿ ಬೆಳಗುತ್ತಿರುತ್ತಾಳೆ. “ವಿದ್ಯೆಯನ್ನು ಹೊಂದಿದವನು ಜ್ಞಾನರ್ಜನೆಯನ್ನು ಹೊಂದುವುದು ಮುಖ್ಯ. ಜ್ಞಾನಾರ್ಜನೆ ಇಲ್ಲದವನ ಜೀವನ ವ್ಯರ್ಥ” ಎಂದು ನಮ್ಮ ವೇದವ್ಯಾಸ ಮಹಾಮಹರ್ಷಿಗಳು ಹೇಳಿದ್ದಾರೆ. “ಕಷ್ಟದ ಜೀವನವೇ ಶಿಸ್ತನ್ನು ಕಲಿಸುವ ಪಾಠಶಾಲೆ” ಎನ್ನುವ ನೆಪೋಲಿಯನ್‌ನ ಮಾತಿನಂತೆ ಸ್ತ್ರೀಯು ಹಲವಾರು ಕಷ್ಟಗಳನ್ನು ಅನುಭವಿಸಿ ಕೊನೆಗೆ ಶಿಸ್ತನ್ನು ಹೊಂದಿ ತನ್ನ ಮನೆಯ ಎಲ್ಲಾ ಜವಾಬ್ದಾರಿಗಳನ್ನು ಹೊತ್ತು ಅದನ್ನು ಶ್ರದ್ಧೆಯಿಂದ ಯಾವುದೇ ಅನುಮಾನ, ಅತಂಕಗಳಿಲ್ಲದೆ ಬಹಳ ಸಲೀಸಾಗಿ ನಿಭಾಯಿಸಿಕೊಂಡು ಹೋಗುವಾಗ ಹೆಣ್ಣಿಗೆ ಶಿಕ್ಷಣವನ್ನು ದೊರಕಿಸುವಲ್ಲಿ ಹಿಂದೇಟು ಹಾಕುವುದು ಸರಿಯಲ್ಲ. ಇಂದಿನ ಯುಗದಲ್ಲಿ ಶಿಕ್ಷಣವನ್ನು ಎಲ್ಲರೂ ಸಮಾನವಾಗಿ ಸಹಬಾಳ್ವೆಯಿಂದ ಪಡೆಯುವಾಗ, ಹೆಣ್ಣು ಶಿಕ್ಷಣದಿಂದ ವಂಚಿತಳಾಗುವುದರಲ್ಲಿ ಅರ್ಥವಿಲ್ಲ.

ಆದ ಕಾರಣ ನಮ್ಮಲ್ಲಿ ಸ್ತ್ರೀ ಶಿಕ್ಷಣಕ್ಕೆ ಹೆಚ್ಚು ಒತ್ತನ್ನು ಕೊಟ್ಟು ಅವಳು ಪ್ರಪಂಚದಲ್ಲಿ ಒಳ್ಳೆಯ ಗೌರವ, ಸ್ಥಾನ ಸಂಪಾದಿಸುವುದು ಬಹು ಮುಖ್ಯವಾಗಿದೆ. ಈ ನವಯುಗದಲ್ಲಿ ಹೆಣ್ಣು ಎಲ್ಲೆಂದರಲ್ಲಿ ತನ್ನ ಶಿಕ್ಷಣಮಟ್ಟವನ್ನು ಉತ್ತಮಗೊಳಿಸಿ ಉದ್ಯೋಗರಂಗದಲ್ಲಿ, ರಾಜಕೀಯ, ಕಲೆ, ಚಿತ್ರರಂಗ ಹಾಗೂ ಇನ್ನಿತರ ಹಲವಾರು ಕ್ಷೇತ್ರಗಳಲ್ಲಿ ಶಿಕ್ಷಣವನ್ನು ಹೊಂದಿ ತನ್ನ ಪ್ರತಿಭೆಯನ್ನು ಆವರಿಸಿಕೊಂಡು ಬೆಳಗುತ್ತಿದ್ದಾಳೆ. “ನಹಿ ಜ್ಞಾನೇನ ಸದೃಶಂ, ಪವಿತ್ರ ಮಿಹ ವಿದ್ಯತೆ” ಎಂಬ ಸಂಸ್ಕೃತದ ಸೂಕ್ತಿಯಂತೆ ಜ್ಞಾನಕ್ಕೆ ಮಿಗಿಲಾದ ವಸ್ತು ಬೇರೆ ಯಾವುದೂ ಇಲ್ಲ. ಶಿಕ್ಷಣರಂಗದಲ್ಲಿ ಸ್ತ್ರೀಯು ಕೂಡ



ಬಹಳಷ್ಟು ಮುಂದುವರಿದು ಆಕೆಯೂ ಶಿಕ್ಷಣ ಒದಗಿಸುವ ಹಲವಾರು ವಿದ್ಯಾಲಯಗಳಲ್ಲಿ 'ಗುರು'ವಾಗಿ ತನ್ನ ಛಾಪನ್ನು ಮೂಡಿಸಿದ್ದಾಳೆ.

“ವಿದ್ಯಾದದಾತಿ ವಿನಯಂ, ವಿನಯದ್ಯಾತಿ ಪ್ರಾತ್ಯತ್ವಾಂ  
ಪಾತ್ಯತ್ವಾಧನಃ ಮಾಪ್ನೋತಿ ಧನಂ, ಧರ್ಮಂ ತತಃಸುಖಂ”

ಎನ್ನುವ ಶ್ರೇಷ್ಠವಾದ ಸಂಸ್ಕೃತದ ಸುಭಾಷಿತ ಹೇಳುವುದೇನೆಂದರೆ ವಿದ್ಯೆಯಿಂದ ವಿನಯವು ಪ್ರಾಪ್ತಿಯಾಗುತ್ತದೆ, ವಿನಯದಿಂದ ಒಳ್ಳೆ ಸ್ಥಾನ ದೊರಕುತ್ತದೆ, ಆ ಸ್ಥಾನದಿಂದ ಧನವೂ ಧರ್ಮವೂ ದೊರಕಿ ಸುಖ ಪ್ರಾಪ್ತಿಯಾಗುತ್ತದೆ. ಆದ ಕಾರಣ ಪ್ರತಿಯೊಂದು ಹೆಣ್ಣು ಶಿಕ್ಷಣದಿಂದ ವಂಚಿತಳಾಗದೆ ಸುಶಿಕ್ಷಣದಿಂದ ಮೇಲೆ ಬಂದು ತನ್ನ ಕಾಲ ಮೇಲೆ ತಾನು ನಿಲ್ಲುವಂತಾಗಬೇಕು. ಯಾವುದೇ ಹೆಣ್ಣು ಎಲ್ಲಾ ಕ್ಷೇತ್ರದಲ್ಲೂ ಗಂಡನ್ನು ಪರಾವಲಂಬಿಯಾಗಿ ಬಯಸುವುದು ಎಷ್ಟು ಸೂಕ್ತ? ಆದ್ದರಿಂದ ಹೆಣ್ಣು ತಾನು ಸ್ವಾವಲಂಬಿಯಾಗಿ ಶಿಕ್ಷಣಪಡೆದು ಗಂಡನ್ನು ಎಲ್ಲಾ ಕ್ಷೇತ್ರಗಳಲ್ಲೂ ಮೀರಿ ತಲೆ ಎತ್ತಿ ನಿಲ್ಲುವಂತಿರಬೇಕು. ಗಂಡು ಯಾವುದೇ ಕ್ಷೇತ್ರದಲ್ಲಿ ಹೆಣ್ಣನ್ನು ಕೀಳಾಗಿ, ಶಿಕ್ಷಣದಿಂದ ವಂಚಿತಳಾಗುವಂತೆ ಮಾಡುವುದನ್ನು ತಡೆಗಟ್ಟಬೇಕು.

ಹಿಂದಿನ ಕಾಲದಲ್ಲಿ ಒಂದು ಮನೆಯ ಗಂಡು ಮಕ್ಕಳಿಗೆ ಮಾತ್ರ ಶಿಕ್ಷಣವನ್ನು ನೀಡಿ, ಹೆಣ್ಣನ್ನು ಶಿಕ್ಷಣದಿಂದ ವಂಚಿಸಿ ಮೂಲೆ ಗುಂಪಾಗಿಡುವ ಪದ್ಧತಿ ಈಗ ಅಳಿವಿನ ಅಂಚನ್ನು ಹೊಂದುತ್ತಾ ಬರುತ್ತಿದೆ. ಏಕೆಂದರೆ ಗಂಡಿಗಿಂತ ಹೆಚ್ಚಾಗಿ ಹೆಣ್ಣು ಎಲ್ಲ ಶಿಕ್ಷಣ ಕ್ಷೇತ್ರರಂಗದಲ್ಲೂ ಗಂಡನ್ನು ಹಿಂದಿಕ್ಕಿ ತಾನು ಅಬಲೆಯಲ್ಲ, ಸಬಲೆ ಎನ್ನುವಂತೆ ಪ್ರಚಾರ ಪಡಿಸಿ ತನ್ನ ಗೌರವವನ್ನು ಎತ್ತಿ ಹಿಡಿದಿಟ್ಟಿದ್ದಾಳೆ.

‘ವಿದ್ಯೆಯು ಜ್ಞಾನವನ್ನು ಕೊಡುತ್ತದೆ, ಜ್ಞಾನದಿಂದ ಜೀವನ ಬೆಳಗುತ್ತದೆ, ಜೀವನ ಬೆಳಗುವುದರ ಮೂಲಕ ಇಡೀ ಪ್ರಪಂಚ ಶಿಕ್ಷಣದ ಮೂಲಕ ಬೆಳಗಿ ಬೆಳಕಾಗುತ್ತದೆ’ ಎಂದು ನಮ್ಮ ಹಿಂದಿನ ರಾಷ್ಟ್ರಪತಿಗಳಾದ ಡಾ|| ಎ.ಪಿ.ಜೆ. ಅಬ್ದುಲ್ ಕಲಾಂ ಅವರೇ ಶಿಕ್ಷಣಕ್ಕೆ ಒತ್ತನ್ನು ಕೊಟ್ಟು ಈ ರೀತಿ ಹೇಳಿದ ಮೇಲೆ ಹೆಣ್ಣಾದ ನಾವು ಹಿಂಜರಿಯುವುದರಿಂದ ಏನು ಪ್ರಯೋಜನ? ಹೆಣ್ಣನ್ನು ಕೇವಲ ಮನೆಯ ಕೆಲಸವನ್ನು ಮಾಡಲು ಬಿಡುವುದರಿಂದ ಅಥವಾ ಲೈಂಗಿಕ ಶೋಷಣೆಗೆ ಒಳಪಡಿಸುವುದರಿಂದ ಆ ಹೆಣ್ಣಿನ ಮನೋಧೈರ್ಯ ಕುಗ್ಗಿ ಆಕೆ ತನ್ನಲ್ಲಿರುವ ಪ್ರತಿಭೆಯನ್ನು ಪ್ರದರ್ಶಿಸಲಾರದೆ ಒಬ್ಬಂಟಿಯಾಗಿ ಬದುಕುವುದಾದರೂ ಹೇಗೆ? ಈ ನಿಟ್ಟಿನಲ್ಲಿ ಸ್ತ್ರೀ ಸಮಾಜಕ್ಕೆ ಒಳ್ಳೆಯ ಶಿಕ್ಷಣವನ್ನು ದೊರಕಿಸುವುದರಿಂದ ಆಕೆ ಉತ್ತಮವಾದ ಶಿಕ್ಷಣವನ್ನು

ಹೊಂದಿ ಯಾವುದೇ ಭಯವಿಲ್ಲದೆ ಒಬ್ಬಂಟಿಯಾಗಿ ಉದ್ಯೋಗಸ್ಥೆಯಾಗಿ ತನ್ನ ಜೀವನದ ದಾರಿಯನ್ನು ನಿಭಾಯಿಸಲು ಸಮರ್ಥಳಾಗುತ್ತಾಳೆ.

ವಿದ್ಯೆಯ ಅಧಿದೇವತೆಯಾದ ಸರಸ್ವತೀ ದೇವಿ ಕೂಡ ಹೆಣ್ಣಲ್ಲವೇ? ಸರಸ್ವತೀ ದೇವಿಯು ಹೆಣ್ಣಾಗಿ ವಿದ್ಯಾದೇವತೆಯಾಗಿರುವಾಗ ನಾವೆಲ್ಲ ಸ್ತ್ರೀ ಕುಲವು ಉತ್ತಮವಾದ ಶಿಕ್ಷಣವನ್ನು ಹೊಂದುವುದು ನಮ್ಮೆಲ್ಲರ ಆದ್ಯ ಕರ್ತವ್ಯವಾಗಿದೆ. ಒಂದು ಹೆಣ್ಣಿಗೆ ಕೇವಲ ಸೌಂದರ್ಯ, ಗುಣವಿದ್ದರೆ ಸಾಲದು. ಪ್ರಮುಖವಾಗಿ ಆಕೆ ಶಿಕ್ಷಣವನ್ನು ಹೊಂದಿರಬೇಕು. ಈಗಿನ ಪರಿಸ್ಥಿತಿಯಲ್ಲಿ ನಮ್ಮ ಸರಕಾರವೂ ಕೂಡ ಸ್ತ್ರೀ ಶಿಕ್ಷಣಕ್ಕೆ ಮಹತ್ತರವಾದ ಒತ್ತನ್ನು ನೀಡಿ ಆಕೆಗೆ ವಿದ್ಯೆ ಕಲಿಯಲು ಯೋಗ್ಯವಾಗುವಂತೆ ಅನೇಕ ರೀತಿಯ ನೀತಿ, ನಿಯಮ ಹಾಗೂ ಸೌಕರ್ಯಗಳನ್ನು ಒದಗಿಸಿ ಆಕೆಯನ್ನು ಶಿಕ್ಷಿತಳನ್ನಾಗಿ ಮಾಡುವುದರಲ್ಲಿ ಪ್ರಮುಖವಾದ ಪಾತ್ರವನ್ನು ವಹಿಸುತ್ತಾ ಬಂದಿದೆ. “ವಿದ್ಯೆಯಿಲ್ಲದವನು ಪಶುವಿಗೆ ಸಮಾನ” ಎನ್ನುವ ನಾಣ್ಯಾಡಿಯಂತೆ ಸ್ತ್ರೀಯರು ವಿದ್ಯೆಯಿಂದ ವಂಚಿತರಾಗುವುದು ಒಳ್ಳೆಯದಲ್ಲ. ಆದಕಾರಣ ಪ್ರತಿಯೊಂದು ಸ್ತ್ರೀಯು ವಿದ್ಯೆಯಿಂದ ವಂಚಿತಳಾಗಿ ಪಶುವಿಗೆ ಸಮಾನವಾಗುವ ಬದಲು ಉತ್ತಮ ಶಿಕ್ಷಣವನ್ನು ಹೊಂದಿ ಪ್ರಂಪಚದಲ್ಲಿ ತಲೆ ಎತ್ತಿ ರಾರಾಜಿಸುವುದು ಉತ್ತಮವಲ್ಲವೇ? ಆದ ಕಾರಣ ಎಲ್ಲ ಸ್ತ್ರೀ ಜನಾಂಗವೂ ಉತ್ತಮ ಗುಣಮಟ್ಟದ ಶಿಕ್ಷಣವನ್ನು ಹೊಂದುವುದು ಈ ಶತಮಾನದಲ್ಲಿ ಬಹಳ ಮುಖ್ಯವಾಗಿದೆ.

“ವಿದ್ಯೆ ಇದ್ದವನ ಮುಖವು ಮುದ್ದು ಬರುವಂತಿಕ್ಕು,

ವಿದ್ಯೆ ಇಲ್ಲದವನ ಮುಖವು ಹಾಳೂರ ಹದ್ದಿನಂತಕ್ಕು” – ಸರ್ವಜ್ಞ

ಈ ಮೇಲಿನ ಸರ್ವಜ್ಞನ ಸುಭಾಷಿತದಂತೆ ಯಾವುದೇ ಹೆಣ್ಣು ವಿದ್ಯೆಯನ್ನು ಹೊಂದಿ ಆಕೆಯ ಮುಖವು ಪ್ರಕಾಶಮಾನವಾದ ಬೆಳಕಿನಂತೆ ಪ್ರಜ್ವಲಿಸುತ್ತಿರುತ್ತದೆ. ಅದೇ ರೀತಿ ವಿದ್ಯೆ ಇಲ್ಲದವರ ಮುಖವು ಯಾರಿಗೂ ಬೇಡವಾದ ಹಾಳೂರ ಹದ್ದಿನಂತೆ ಗೋಚರಿಸುವುದು ಎಂದು ತನ್ನ ವಚನದ ಮೂಲಕ ವಿದ್ಯೆಗಿರುವ ಮಹತ್ವವನ್ನು ಸರ್ವಜ್ಞನು ವ್ಯಕ್ತಪಡಿಸಿದ್ದಾನೆ. ಅದೇ ರೀತಿ ‘ಆತ್ಮ ವಿಶ್ವಾಸಕ್ಕೆ ಮಿಗಿಲಾದ ಶಕ್ತಿ ಮತ್ತೊಂದು ಇಲ್ಲ’ ಎನ್ನುವ ವಿಲಿಯಂ ಪಿಟ್‌ನ ಮಾತಿನಂತೆ ಪ್ರತಿಯೊಂದು ಹೆಣ್ಣು ತನ್ನ ಆತ್ಮವಿಶ್ವಾಸವನ್ನು ಹೆಚ್ಚಿಸಿ ಆಕೆ ಶಿಕ್ಷಣ ಪಡೆಯಲು ಮುಂದಾದರೆ, ಅವಳು ಕೊನೆಯದಾಗಿ ಎಲ್ಲಾ ರೀತಿಯಲ್ಲೂ ಶಿಕ್ಷಣ ರಂಗದಲ್ಲಿ ಗೆಲುವನ್ನು ಸಾಧಿಸುವುದರ ಮೂಲಕ ತನ್ನ ಎಲ್ಲಾ ಗುರಿಗಳನ್ನು ಮುಟ್ಟಲು ಯಶಸ್ವಿಯಾಗುತ್ತಾಳೆ. ಎಲ್ಲಾ ಕ್ಷೇತ್ರಗಳಲ್ಲೂ ಸ್ತ್ರೀಯರ ಪಾತ್ರ ಮಹತ್ವದ್ದಾಗಿದೆ. ಆದರೆ ಇಲ್ಲಿ

“ಗುರುಃ ಬ್ರಹ್ಮ, ಗುರುಃ ವಿಷ್ಣುಃ, ಗುರುಃ ದೇವೋ ಮಹೇಶ್ವರಾಃ  
ಗುರುಃ ಸಾಕ್ಷಾತ್ ಪರಂಬ್ರಹ್ಮಃ ತಸ್ಯೈ ಶ್ರೀ ಗುರುವೇ ನಮಃ”

ಎಂದು ಗುರುವಿನ ಸ್ಥಾನದಲ್ಲಿ ಗಂಡನ್ನು ಪೂಜಿಸುತ್ತಾರೆ. ಆದರೂ ವಿದ್ಯೆಗೆ ಅಧಿದೇವತೆ ಮಾತ್ರ ಹೆಣ್ಣು ಅದೇ ನಮ್ಮ ಸರಸ್ವತೀ ದೇವಿ. ಇಷ್ಟೆಲ್ಲಾ ಕ್ಷೇತ್ರಗಳಲ್ಲಿ ಹೆಣ್ಣಿಗೆ ಪ್ರಾಧಾನ್ಯತೆ ಇರುವಾಗ ಆಕೆಯನ್ನು ಶಿಕ್ಷಣದಿಂದ ವಂಚಿತಳನ್ನಾಗಿಸುವುದರಿಂದ ಯಾವುದೇ ಉಪಯೋಗವಿಲ್ಲ. ಆದ ಕಾರಣ ಹೆಣ್ಣಿಗೆ ಶಿಕ್ಷಣವನ್ನು ನೀಡಿದರೆ ಆಕೆ ಎಲ್ಲಾ ರೀತಿಯಲ್ಲೂ ಸಮರ್ಥಳಾಗಿ ಯಾವುದೇ ಕಷ್ಟ ಎದುರಾದಾಗಲೂ ಅವಳು ಹೊಂದಿದ ಶಿಕ್ಷಣದ ಪ್ರಭಾವದಿಂದ ಆಕೆ ಅದನ್ನು ಎದುರಿಸಿ ಜಯಗೊಳಿಸುವಲ್ಲಿ ಯಶಸ್ವಿಯಾಗುತ್ತಾಳೆ. ಈಗಿನ ಶತಮಾನದಲ್ಲಿ ಸ್ತ್ರೀಯು ಶಿಕ್ಷಣವನ್ನು ಪಡೆದು ಎಲ್ಲಾ ಉದ್ಯೋಗರಂಗದಲ್ಲೂ ಗಂಡಿಗೆ ಸಮಾನವಾಗಿ ಯಾವುದೇ ಉದ್ಯೋಗವನ್ನು ಗಂಡಿಗಿಂತ ಯಶಸ್ವಿಯಾಗಿ ಮುಂದುವರೆಸಲು ಸಮರ್ಥಳಾಗಿದ್ದಾಳೆ.

ಆದ ಕಾರಣ ಹೆಣ್ಣನ್ನು ಶಿಕ್ಷಣದಿಂದ ವಂಚಿತಳನ್ನಾಗಿಸದೆ ಆಕೆಗೂ ಶಿಕ್ಷಣವನ್ನು ಒದಗಿಸುವುದು ನಮ್ಮ ಆದ್ಯ ಕರ್ತವ್ಯವಾಗಿದೆ. ಇಲ್ಲಿ ಪುಣ್ಯ ವಿದ್ಯಾದೇಗುಲದಲ್ಲಿ ಕಲಿಯುತ್ತಿರುವ ನಾನು ಕೂಡ ಹೆಣ್ಣು. ಇದು ನಾವು ಮಾಡಿದ ಹಿಂದಿನ ಪುಣ್ಯದ ಫಲವೋ ಎಂಬಂತೆ ಇಂದು ನಾವು ಕೂಡ ಶಿಕ್ಷಣವನ್ನು ಪಡೆಯುತ್ತಿದ್ದೇವೆ. ಹಾಗೆಯೇ ಹಳ್ಳಿ, ಗ್ರಾಮಗಳಲ್ಲಿ ಎಲ್ಲಾ ಸೌಕರ್ಯಗಳನ್ನು ಒದಗಿಸಿ ಸ್ತ್ರೀಯರಿಗೆ ಶಿಕ್ಷಣವನ್ನು ಕೊಡಬೇಕು ಎನ್ನುವುದು ನನ್ನ ಹಂಬಲವಾಗಿದೆ. ಎಲ್ಲಾ ಸ್ತ್ರೀ ಜನಾಂಗವೂ ಶಿಕ್ಷಣವನ್ನು ಹೊಂದಿ ಸುಶಿಕ್ಷಿತರಾಗೋಣ. ಶ್ರೀ ಶಿಕ್ಷಣದ ಮಹತ್ವವನ್ನು ಸಾರೋಣ.

– ಜಯಶ್ರೀ ಕಾಮತ್, ||| ಬಿ.ಕಾಂ.

ಜೀವನದಲ್ಲಿ.....

ದುಃಖ ಇರುವುದು ಕಣ್ಣೀರಿನಲ್ಲ – ಮನಸ್ಸಿನಲ್ಲಿ  
ಸಂತೋಷ ಇರುವುದು ನಗುವಿನಲ್ಲ – ಹೃದಯದಲ್ಲಿ  
ಆದರೆ ಈ ಎರಡೂ ಇರುವುದು ಮನುಷ್ಯನ ಜೀವನದಲ್ಲಿ

– ನಿವೇದಿತಾ, | ಬಿ.ಬಿ.ಎ. 'ಬಿ'

## ಬದುಕಿನ ಸಫಲತೆಯ ಮಾರ್ಗ

- ಉತ್ಸಾಹಿಗಳಾಗಿ – ಸೋಮಾರಿಗಳಾಗಬೇಡಿ
- ತಾಳ್ಮೆಯಿರಲಿ – ದುಡುಕಬೇಡಿ
- ಮಿತವ್ಯಯಿಗಳಾಗಿ – ಜಿಪುಣರಾಗಬೇಡಿ
- ಮೃದುವಾಗಿರಿ – ಗುಲಾಮರಾಗಬೇಡಿ
- ಕರುಣೆಯಿರಲಿ – ಮೋಸ ಹೋಗಬೇಡಿ
- ದಾನಿಗಳಾಗಿರಿ – ದರಿದ್ರರಾಗಬೇಡಿ
- ಶೂರರಾಗಿರಿ – ಕಟುಕರಾಗಬೇಡಿ
- ತ್ಯಾಗಿಗಳಾಗಿರಿ – ಅಡವಿಗೆ ಹೋಗಬೇಡಿ

– ನಿವೇದಿತಾ, | ಬಿ.ಬಿ.ಎ. 'ಬಿ'

## ಸ್ನೇಹ ಬಲು ಸುಂದರ

ನಗುವಿನ ಹಿಂದಿನ ನೋವನ್ನು  
ಮೌನದ ಹಿಂದಿನ ಮಾತನ್ನು  
ಸಿಟ್ಟಿನ ಹಿಂದಿನ ತ್ರೀತಿಯನ್ನು  
ಇದನ್ನೆ ಅರಿಯ ಬಲ್ಲವನೆ...  
ನಿಜವಾದ ಗೆಳೆಯ...

ಕನಸೆಂಬ ಮಂದಿರದಲ್ಲ  
ಮನಸೆಂಬ ಸಾಗರದಲ್ಲ  
ನೆನಪೆಂಬ ಅಲೆಗಳಲ್ಲ

ಚಿರಕಾಲದಿಂದ ಬೆಳೆಯುತ್ತಿರುವ  
ಓ ಗೆಳೆಯ ನಮ್ಮ ಈ ಸ್ನೇಹ ಅಮರ...

ನಮ್ಮ ನಗುವಿನಲ್ಲಿ ಇರುವ ಸ್ನೇಹಿತ ನನ್ನ  
ನೆನಪು ಇಡುವುದು ತುಂಬ ಸುಲಭ...  
ಆದರೆ ಕಷ್ಟದಲ್ಲರುವಾಗ ಇರುವ ಸ್ನೇಹಿತ ನನ್ನ  
ಮರೆಯಲು ಅಸಾಧ್ಯ...

– ಅನ್ವಿಕಾ ಯು. ಜಿ., | ಬಿ.ಬಿ.ಎ. 'ಬಿ'



## ಬೆನ್ನಿಗೆ ಚೂರಿ ಇಡುವ ರಾಷ್ಟ್ರದ ವಸ್ತುಗಳು ನಮಗೆ ಅಗತ್ಯವೇ?

ಟಿಬೆಟ್ ದೊರೆಯನ್ನು ಭಾರತ ಕರೆದುಕೊಂಡದಕ್ಕಾಗಿ ಚೀನಾ ಆಕ್ರಮಣ ಮಾಡಿತು 1962ರಲ್ಲಿ. ನಿಜ. ನಾವು ಹಲವಾರು ಕಾರಣಗಳಿಂದಾಗಿ ಸೋತೆವು. ಆದರೆ ಅದೇ ಚಿಂತನೆಯನ್ನಿಟ್ಟುಕೊಂಡು ಈಗಲೂ ಚೀನಾ ಬದುಕುತ್ತಿದ್ದರೆ ಅದು ಅವರ ಮೂರ್ಖತನದ ಪರಮಾವಧಿ. ಕಾರಣ ಬದಲಾದ ಕಾಲ ಮಾತ್ರವಲ್ಲ. ಬದಲಾಗಿರುವ ರಾಜಕಾರಣ ಹಿತಾಸಕ್ತಿ ಕೂಡ. ಪ್ರಬಲವಾದ ಇಚ್ಛಾಶಕ್ತಿಯಿದ್ದರೆ ಯಾವುದನ್ನೂ ಸಾಧಿಸಬಲ್ಲದು ಎಂಬುದನ್ನು ಜಗತ್ತಿಗೆ ಸಾರಿದೆ ಭಾರತ. ಆದರೆ ಚೀನಾ ತನ್ನ ದುರಾಸೆಯನ್ನು ವ್ಯಕ್ತಪಡಿಸುತ್ತಲೇ ಇದೆ. ನಾವು ಎಚ್ಚಿತ್ತುಕೊಳ್ಳಬೇಕಾಗಿದೆ.

ಭೂತಾನ್ ಹಾಗೂ ಚೀನಾ ಗಡಿಯಲ್ಲಿ ಧೋಕ್ಲಾನ್ ಅನ್ನುವ ಪ್ರದೇಶವಿದೆ. ಅದು ವಿವಾದಿತ ಪ್ರದೇಶ. ಆ ಸ್ಥಳವನ್ನು ಚೀನಾ ಆಕ್ರಮಿಸಿಕೊಳ್ಳಲು ಹವಣಿಸುತ್ತಿದೆ. ಆದರೆ ಭೂತಾನ್‌ಗೆ ಭಾರತದ ಸೇನೆ ಸಹಾಯಹಸ್ತ ನೀಡಿರುವುದರಿಂದ ಚೀನಾಕ್ಕೆ ಹಿನ್ನಡೆಯಾದಂತಾಗಿದೆ. ಧೋಕ್ಲಾನ್ ಪ್ರದೇಶ ಭಾರತದ ಗಡಿಗೂ ಬಹಳ ಸಮೀಪವಿದೆ. ಒಂದು ವೇಳೆ ಆ ಪ್ರದೇಶವನ್ನು ಚೀನಾ ವಶಪಡಿಸಿಕೊಂಡಿದ್ದೇ ಆದಲ್ಲಿ ಭಾರತಕ್ಕೆ ಅಪಾಯ ಕಟ್ಟಿಟ್ಟ ಬುತ್ತಿ. ಇನ್ನೊಂದೆಡೆ Pok (Pak Occupied Kashmir) ಪ್ರದೇಶದಲ್ಲಿ ಚೀನಾ ರಸ್ತೆಯನ್ನು ನಿರ್ಮಿಸುತ್ತಿದೆ. ಈ ಚೀನಾದ ಈ ಎಲ್ಲಾ ಚಟುವಟಿಕೆಗಳಿಗೆ ಆಧಾರವಾಗಿರುವುದು ಯಾವುದು ಗೊತ್ತೇನು? ನಾವು ನಮ್ಮ ದಿನನಿತ್ಯಕ್ಕೆ ಬಳಸುವ ಚೀನೀ ಮೂಲದ ಸಾಮಗ್ರಿಗಳಿಗೆ ಕೊಡುವ ಮೊತ್ತ, ನಂಬಲು ಕಷ್ಟವಾದರೂ ವಾಸ್ತವ ಸಂಗತಿಯಿದು.

ಪ್ರತೀ ವರ್ಷ ಸುಮಾರು 74 ಬಿಲಿಯನ್ ಡಾಲರ್‌ಗಳಷ್ಟು ವ್ಯವಹಾರವನ್ನು ಚೀನಾದೊಂದಿಗೆ ಭಾರತ ಮಾಡುತ್ತಿದೆ. 2014-15ರಲ್ಲಿ ಭಾರತ ಕೇವಲ 14 ಬಿಲಿಯನ್ ಡಾಲರ್‌ನಷ್ಟು ವಸ್ತು ರಫ್ತು ಮಾಡಿಕೊಂಡಿದೆ. ಉಳಿದವುಗಳನ್ನು ಆಮದು ಮಾಡಿದೆ. ಇನ್ನೊಂದು ವಿಚಾರವನ್ನು ನಾವು ವಿಮರ್ಶೆ ಮಾಡಬೇಕಾಗಿದೆ. ಚೀನಾ ಭಾರತದಿಂದ ಆಮದು ಮಾಡುತ್ತಿರುವುದು ಕಚ್ಚಾವಸ್ತುಗಳಾಗಲೀ ಅಲ್ಲ. ಕೇವಲ ಹತ್ತಿ ಹಾಗೂ ಭಾರತದ ವಿವಿಧ ತಂತ್ರಜ್ಞಾನವನ್ನು ಆಮದು ಮಾಡಿಕೊಳ್ಳುತ್ತದೆ. ಒಟ್ಟಾರೆಯಾಗಿ ಹೇಳುವುದಾದರೆ ಭಾರತದ ಆರ್ಥಿಕತೆಯನ್ನು ಮುಂದೊಂದು ದಿವಸ ಚೀನಾ ಹಿಡಿತಕ್ಕೆ ತರಬಹುದೇನೋ ??? ನೆನೆಸಿಕೊಂಡರೆ ಭಯವಾಗುತ್ತದೆ.

ಭಾರತದ ಸಣ್ಣ ಕೈಗಾರಿಕೆಗಳನ್ನು ಮುಚ್ಚುವಲ್ಲಿ ಅವರು ಯಶಸ್ವಾಗುತ್ತಿದ್ದಾರೆ. ಹಾಗಾದರೆ ಇದಕ್ಕೆ ನಾವು ಏನು ಮಾಡಬಹುದು? **Boycott Chinese Product** ಅಭಿಯಾನಕ್ಕೆ ಕೈಜೋಡಿಸೋಣ. ಮುಂದಿನ ಒಂದು ವರ್ಷಗಳ ಚೀನೀ ನಿರ್ಮಿತ ವಸ್ತುಗಳನ್ನು ನಾವು ಉಪಯೋಗಿಸುವುದಿಲ್ಲ ಅನ್ನುವ ಒಂದು ಸಂಕಲ್ಪ. ಆ ನಿಟ್ಟಿನಲ್ಲಿ ಈಗಿನ ಸರ್ಕಾರಕ್ಕೆ ಚೀನಾ ವಿರುದ್ಧದ ವ್ಯವಹಾರಕ್ಕೆ ಕಡಿವಾಣ ಹಾಕಲು ಪ್ರೇರೇಪಿಸೋಣ. ಮಿತ್ರರೇ ಅಷ್ಟೆಲ್ಲ ಅನ್ಯಾಯ, ಅನಾಚಾರಗಳನ್ನು ಮಾಡುತ್ತಿರುವ, ಮಿತ್ತರಾಷ್ಟ್ರವೆಂದು ಬೊಗಳೆ ಬಿಟ್ಟು ನಂತರ ಬೆನ್ನಿಗೆ ಚೂರಿ ಇಡುವ ರಾಷ್ಟ್ರದ ವಸ್ತುಗಳು ನಮಗೆ ಅಗತ್ಯವೇ? ಒಮ್ಮೆ ಆಲೋಚಿಸಿ ನೋಡಿ.

– ಜಯದೇವ ಹಿರಣ್ಯ, III ಬಿ.ಬಿ.ಎಂ. 'ಎ'

### ಅಮ್ಮ

ಹೋಗುತ್ತಿದ್ದೆ ನಾ ಕನಸಿನ ದಾರಿಯಲ್ಲಿ  
ಸಾಲು ಮರಗಳು ನನ್ನ ಅಕ್ಕ ಪಕ್ಕದಲ್ಲ  
ಹಕ್ಕಿಗಳು ಕುಳಿತಿದ್ದವು ಅಲ್ಲ  
ಚಿಟ್ಟಿಯೊಂದು ಹಾರುತ್ತಿತ್ತು ನನ್ನ ಎದುರಲ್ಲ  
ಹಿಡಿಯಲು ಮುಂದಾದೆ ನಾ ಅದನ್ನು ಅಲ್ಲ  
ಹಿಡಿದ ತಕ್ಷಣ ಆ ಚಿಟ್ಟಿ ಆಯಿತು ನಾಗವಲ್ಲ  
ಅಮ್ಮ ಎಂದು ಕಿರುಚಿ ಎದ್ದೆ ತಕ್ಷಣದಲ್ಲ  
ಆಗ ತಿಳಿಯಿತು ನಾನು ಮುಳುಗಿದ್ದು ಕನಸಲ್ಲ  
ಅಮ್ಮ ಕೇಳಿದಳು ಏನಾಯಿತೆಂದು ನನ್ನಲ್ಲಿ  
ಹೇಳದೆ ಬಿದ್ದ ಕನಸಿನ ಸಾರಾಂಶವನ್ನು ಅವಳಲ್ಲ  
ಅಮ್ಮ ಹಾಡಿದಳು ಲಾಲ ಹಾಡು ಚಂದದಲ್ಲ  
ಮತ್ತೆ ಮುಳುಗಿದೆ ಅಮ್ಮನ ಪ್ರೀತಿಯ ಲಾಲ ಹಾಡಲ...

– ರಕ್ಷಿತಾ ಬಿ.ಜಿ., I ಬಿ.ಬಿ.ಎ. 'ಎ'

## ಹೆಚ್.ಐ.ವಿ. / ಏಡ್ಸ್ ಸೋಂಕಿತರಿಗೆ ಸರ್ಕಾರದಿಂದ ಸಿಗುವ ಸಮಾಜಿಕ ಸವಲತ್ತು

ಅಕ್ವೈಡ್ ಇಮ್ಯೂನ್ ಡೆಫಿಷಿಯನ್ಸಿ ಸಿಂಡ್ರೋಮ್ ಎಂಬುದಾಗಿ ಕರೆಯಲ್ಪಡುವ ಏಡ್ಸ್ ಭಾರತದಲ್ಲಿ ಅಷ್ಟೇ ಅಲ್ಲದೇ ವಿಶ್ವದಾದ್ಯಂತ ಸಾಂಕ್ರಾಮಿಕ ರೋಗದಂತೆ ಹರಡಿ ಬಿಡುತ್ತಿದೆ. ರೋಗ ನಿರೋಧಕ ಶಕ್ತಿಯನ್ನು ಇದು ಕುಂಠಿತಗೊಳಿಸುತ್ತದೆ. ಅಷ್ಟೇ ಅಲ್ಲದೆ ರೋಗ ಪೀಡಿತರನ್ನು ದುರ್ಬಲಗೊಳಿಸುತ್ತದೆ.

ಅತಿಯಾಗಿ ಹಬ್ಬುತ್ತಿರುವ ಈ ರೋಗವನ್ನು ತಡೆಗಟ್ಟಲು ಸರ್ಕಾರಗಳು ಪ್ರಯತ್ನ ಮಾಡುತ್ತಲೇ ಇವೆ. 2014ರಲ್ಲಿ ಹೆಚ್.ಐ.ವಿ. ಮತ್ತು ಏಡ್ಸ್ ತಡೆ ಮತ್ತು ನಿಯಂತ್ರಣ ವಿಧೇಯಕ ಕೂಡ ಅಧಿಕೃತ ತಿದ್ದುಪಡಿಯೊಂದಿಗೆ ಪ್ರಧಾನಮಂತ್ರಿ ಶ್ರೀ ನರೇಂದ್ರ ಮೋದಿಯವರ ಅಧ್ಯಕ್ಷತೆಯಲ್ಲಿ ನಡೆದ ಕೇಂದ್ರ ಸಚಿವ ಸಂಪುಟ ಸಭೆಯಲ್ಲಿ ಅಂಗೀಕಾರವಾಗಿದೆ.

ಸಾಮಾನ್ಯವಾಗಿ ಅಂತಹ ರೋಗಪೀಡಿತರನ್ನು ಸಮಾಜ ಕಡೆಗಣಿಸುತ್ತದೆ. ಸರ್ಕಾರ ಮಂಡಿಸಿರುವ ಈ ಮಸೂದೆಯಲ್ಲಿ ಅವರಿಗೂ ಸಮಾಜದಲ್ಲಿ ಬದುಕುವ ಹಕ್ಕಿದೆ ಎಂಬುದನ್ನು ಪ್ರಸ್ತುತಪಡಿಸುತ್ತದೆ. 18 ವರ್ಷ ವಯೋಮಾನದ ಒಳಗಿನ ವ್ಯಕ್ತಿ ಮನೆಯಲ್ಲಿ ಬಾಳುವ ಹಾಗೂ ಕುಟುಂಬದ ಸೌಲಭ್ಯವನ್ನು ಪಡೆದುಕೊಳ್ಳುವ ಹಕ್ಕುಳ್ಳವನಾಗಿರುತ್ತಾನೆ.

ಈಗಾಗಲೇ ಏಡ್ಸ್ ರೋಗ ತಡೆಗೆ ರೋಗಿಗಳ ಸಂರಕ್ಷಣೆಗೆ ಅನೇಕ ಯೋಜನೆಗಳನ್ನು ಸರ್ಕಾರ ಜಾರಿಗೊಳಿಸಿದ್ದು ಅದನ್ನು ಅನುಷ್ಠಾನಗೊಳಿಸಲಾಗುತ್ತಿದೆ. ಅವುಗಳಲ್ಲಿ ಕೆಲವು ಯೋಜನೆಗಳನ್ನು ಇಲ್ಲಿ ಉಲ್ಲೇಖಿಸಲಾಗಿದೆ.

- ಹೆಚ್.ಐ.ವಿ. ಮತ್ತು ಏಡ್ಸ್ ವ್ಯಕ್ತಿಗಳಿಗೆ ಆಂಟಿರೆಟ್ರೋವೈರಲ್ ಚಿಕಿತ್ಸೆ ಮತ್ತು ಸೋಂಕು ನಿರ್ವಹಣೆ ಒದಗಿಸುವುದು.
- ರೋಗ ಪೀಡಿತ ಮಹಿಳೆಯರಿಗೆ ಮತ್ತು ಮಕ್ಕಳಿಗೆ ಕಲ್ಯಾಣ ಯೋಜನೆಗಳನ್ನು ಪಡೆಯುವ ಅವಕಾಶ ಒದಗಿಸುವುದು.

- ಹೆಚ್.ಐ.ವಿ. ಹಾಗೂ ಏಡ್ಸ್ ಕುರಿತಾಗಿ ಶಿಕ್ಷಣ ಸಂವಹನ ಕಾರ್ಯಕ್ರಮ ರೂಪಿಸುವುದು.
- ಹೆಚ್.ಐ.ವಿ. ಮತ್ತು ಏಡ್ಸ್ ಇರುವ ಮಕ್ಕಳ ಚಿಕಿತ್ಸೆ ಮತ್ತು ಆರೋಗ್ಯ ರಕ್ಷಣೆಗೆ ಮಾರ್ಗಸೂಚಿ ರೂಪಿಸುವುದು. ಏಡ್ಸ್ ರೋಗ ಪೀಡಿತನಾಗಿರುವ ಪ್ರತಿಯೊಬ್ಬ ಪ್ರಜೆಯೂ ಕೂಡ

ಹೆಚ್.ಐ.ವಿ. ತಡೆಗಟ್ಟುವಿಕೆ, ಪರೀಕ್ಷೆ ಚಿಕಿತ್ಸೆ ಹಾಗೂ ಸಮಾಲೋಚನೆ ಸೇವೆಗಳ ಹಕ್ಕನ್ನು ಹೊಂದಿರುತ್ತಾನೆ.

ಈ ರೋಗವು ಮಾನವ ಸಂಪನ್ಮೂಲವನ್ನು ಕಡಿಮೆಗೊಳಿಸುವುದರೊಂದಿಗೆ ಆರ್ಥಿಕ ಪ್ರಗತಿ ಮೇಲೆ ಅಗಾಧವಾದ ಪರಿಣಾಮವನ್ನು ಬೀರುತ್ತವೆ. ಸರಿಯಾದ ಪೌಷ್ಟಿಕತೆ, ಆರೋಗ್ಯಪಾಲನೆ ಮತ್ತು ಔಷಧಗಳಿಲ್ಲದೆ ಏಡ್ಸ್ ಸಂಬಂಧಿತ ಸಮಸ್ಯೆಗಳಿಂದ ಸಾಕಷ್ಟು ಜನರು ನರಳುತ್ತಿದ್ದಾರೆ ಹಾಗೂ ಅನೇಕರು ಸಾವನ್ನಪ್ಪುತ್ತಿದ್ದಾರೆ. ಹಾಗಾಗಿ ಅವರಿಗೆ ಸಾಮಾಜಿಕವಾಗಿ ಸವಲತ್ತುಗಳನ್ನು ಒದಗಿಸಿಕೊಡಬೇಕಾದ್ದು ಸರ್ಕಾರದ

ಜವಾಬ್ದಾರಿಯಾಗಿದೆ. ಈಗಾಗಲೇ ಅದಕ್ಕೋಸ್ಕರ ಒಂದು ಮಸೂದೆಯನ್ನೇ ಅಂಗೀಕರಿಸಲಾಗಿದ್ದು ಅದರ ಅನುಷ್ಠಾನವೂ ಸಮರ್ಪಕವಾಗಿ ಜಾರಿಯಾಗುವಂತೆ ನೋಡಿಕೊಳ್ಳಬೇಕಿದೆ.

ಭಾರತದಲ್ಲಿ ಸುಮಾರು 21 ಲಕ್ಷ ಮಂದಿ ಹೆಚ್.ಐ.ವಿ. ಸೋಂಕಿನೊಂದಿಗೆ ಬಳಲುತ್ತಿದ್ದಾರೆ. 2030ನೇ ವರ್ಷಕ್ಕಾಗುವಾಗ ಸಂಪೂರ್ಣವಾಗಿ ಈ ರೋಗವನ್ನು ಕೊನೆಗಾಣಿಸುವ ಗುರಿಯನ್ನು ಭಾರತ ಹೊಂದಿದೆ. ಆ ನಿಟ್ಟಿನಲ್ಲಿ ಈ ಮಸೂದೆ ಪ್ರಯೋಜನಕಾರಿಯಾಗಲಿದ್ದು ಭಾರತವನ್ನು ರೋಗಮುಕ್ತ ರಾಷ್ಟ್ರವನ್ನಾಗಿ ನಿರ್ಮಾಣ ಮಾಡಲು ಸಹಕಾರಿಯಾಗಲಿದೆ.

- ಜಯದೇವ ಹಿರಣ್ಯ, ||| ಬಿ.ಬಿ.ಎಂ. 'ಎ'





## ಉಪ್ಪು ಆರೋಗ್ಯದ ಮಹಾಕಾಯಿ!

‘ತಾಯಿಗಿಂತ ಬಂಧುವಿಲ್ಲ, ಉಪ್ಪಿಗಿಂತ ರುಚಿಯಿಲ್ಲ’ ಎಂಬ ಮಾತು ನಿಜ. ಕಾರಣ ಇದು ದೇಹಾರೋಗ್ಯ ರಕ್ಷಿಸುವ ಮಹತಾಯಿ, ಆದರೆ ‘ಉಪ್ಪು ತಿಂದವ ನೀರು ಕುಡಿಯಲೇಬೇಕು’ ಎಂಬ ಮಾತೊಂದಿದೆ. ಯಾಕೆಂದರೆ ಉಪ್ಪಿಗೂ ನೀರಿಗೂ ಅವಿನಾಭಾವ ಸಂಬಂಧವಿದೆ. ಆಹಾರದಲ್ಲಿ ಉಪ್ಪು ಇಲ್ಲದಿದ್ದರೆ ಅದು ರುಚಿಹೀನವಾಗುತ್ತದೆ. ಅದು ಬಡವನಿಗೂ ಬೇಕು, ಸಿರಿವಂತರಿಗೂ ಬೇಕು. ಅದಕ್ಕೆ ತಾರತಮ್ಯವಿಲ್ಲ.

ಮಾನವನ ದೇಹಕ್ಕೆ ದಿನವೊಂದಕ್ಕೆ ಕನಿಷ್ಠ 5ರಿಂದ 10 ಗ್ರಾಮ್ ಉಪ್ಪು ಬೇಕು. ಕಾರಣ ದೇಹದಲ್ಲಿ ಉಪ್ಪು ಉತ್ಪತ್ತಿಯಾಗುವುದಿಲ್ಲ. ಉಪ್ಪಿಗೆ ದೇಹದಲ್ಲಿ ಸೋಡಿಯಂ ಕ್ಲೋರೈಡ್ ಎಂಬ ರಾಸಾಯನಿಕ ಹೆಸರು ಇದೆ. **Natcl** - ಎಂಬ ವಿದ್ಯುತ್ ಕಣಗಳು ದೇಹದ ಸರ್ವಕ್ರಿಯೆಗಳಿಗೂ ಬೇಕು. ಇದು ಕ್ರಿಯಾತ್ಮಕ ಲವಣ.

### ಪ್ರಯೋಜನಗಳು:

- ◆ ಅನಿಯಮಿತ ಹೃದಯ ಬಡಿತವನ್ನು ಸಹಜ ಸ್ಥಿತಿಗೆ ತರುತ್ತದೆ. ರಕ್ತದೊತ್ತಡ ನಿಯಂತ್ರಿಸಲು ಸಹಾಯಕ.
- ◆ ದೇಹದಲ್ಲಿ ಹೆಚ್ಚಿನ ಪ್ರಮಾಣದ ಆಮ್ಲವಿದ್ದರೆ ಅದನ್ನು ಸಹಜ ಸ್ಥಿತಿಗೆ ತರಲು ಸಹಕಾರಿ.

- ◆ ಅಂಗಾಗಗಳ ಜೈತನ್ಯ ಮೂಲವಾದ ಶಕ್ತಿ ತಯಾರಿಕೆಯಲ್ಲಿ ಪ್ರಮುಖ ಪಾತ್ರ.
- ◆ ಕಫ ಕರಗಿಸಲು ನೆರವಾಗುತ್ತದೆ.
- ◆ ಪ್ರಬಲ ಅಲರ್ಜಿ ನಿರೋಧಕವಾಗಿದೆ.
- ◆ ಉಪ್ಪು ಸ್ನಾಯು ಸೆಳೆತದಿಂದ ಉಂಟಾದ ನೋವನ್ನು ಶಮನಗೊಳಿಸುತ್ತದೆ.
- ◆ ಎಲುಬಿನ ಸಾಂದ್ರತೆಯನ್ನು ವೃದ್ಧಿಸಿ ಅದನ್ನು ಗಟ್ಟಿಗೊಳಿಸುತ್ತದೆ.
- ◆ ನಿद्रಾಹೀನತೆಯನ್ನು ಪರಿಹರಿಸುತ್ತದೆ.
- ◆ ಒಣಕೆಮ್ಮು ಕಡಿಮೆಯಾಗುತ್ತದೆ.
- ◆ ಮೆದುಳಿನ ನರಕೋಶಗಳಿಗೆ ಸಂದೇಶ ರವಾನಿಸಲು ಸಹಾಯಕ
- ◆ ಬೆವರು, ಮೂತ್ರ ಮೂಲಕ ಉಪ್ಪಿನಾಂಶ ವಿಸರ್ಜಿಸಲ್ಪಡುತ್ತದೆ. ಉಷ್ಣತೆ ಹೆಚ್ಚಾದಂತೆ ಬೆವರು ಕೂಡ ಹೆಚ್ಚುತ್ತದೆ.

ಹೀಗಾಗಿ ಹೃದಯ ತೊಂದರೆ ತಡೆಗಟ್ಟಲು ವೈದ್ಯರು ಮೂರು ಗ್ರಾಮ್ ಉಪ್ಪನ್ನು ಪ್ರತಿನಿತ್ಯ ಸೇವಿಸಲು ಹೇಳುತ್ತಾರೆ.

- ಮೇಘಶ್ರೀ, III ಬಿ.ಸಿ.ಎ. 'ಬಿ'

## ನುಡಿ ಮತ್ತು

ನಾವು ಒಂಟಿಯಾಗಿ ಇದ್ದರೆ ಅದರ ಅರ್ಥ ನಾವು ಒಂಟಿಯಾಗಿದ್ದೇವೆ ಎಂದು ಅಲ್ಲ. ಅದರ ಅರ್ಥ ನಾವು ಒಬ್ಬರೆ ಎಲ್ಲ ವಿಷಯಗಳನ್ನು ಎದುರಿಸುವ ಸಾಮರ್ಥ್ಯ ನಮಗಿದೆ ಎಂದು

ಯಾವತ್ತು ಬೇರೆಯವರಲ್ಲ ಕ್ಷಮೆ ಕೇಳಬೇಡಿ ಯಾಕೆಂದರೆ ಅವರು ನಿಮ್ಮ ಮಾತನ್ನು ತಪ್ಪು ಅರ್ಥ ಮಾಡಿಕೊಂಡರೆ ನೀವ್ಯಾಕೆ ಕ್ಷಮೆ ಕೇಳಬೇಕು.

ನೀವು ಸಂತೋಷದಿಂದ ಇರಬೇಕಾದರೆ ಹಿಂದೆ ನಿಮ್ಮ ಜೀವನದಲ್ಲಿ ಆದ ಘಟನೆಗಳನ್ನು ನೆನೆಸಿಕೊಂಡು ಕೊರಗಬೇಡಿ. ನಿಮ್ಮ ಮುಂದಿನ ಜೀವನದ ಬಗ್ಗೆ ಯೋಚನೆ ಮಾಡಿ ತಲೆಕೆಡಿಸಿ ಕೊಳ್ಳಬೇಡಿ. ಈಗಿರುವ ಜೀವನದ ಬಗ್ಗೆ ಸಂಪೂರ್ಣವಾಗಿ ಹೇಗಿರಬೇಕೆಂದು ಯೋಚಿಸಿ.

- ರಕ್ಷಿತಾ ಬಿ. ಜಿ., I ಬಿ.ಬಿ.ಎ. 'ಎ'

## ಒಗ್ಗಟ್ಟಿನಿಂದ ಗೆಲುವು

ಶಾಮಿಲಿ ನದಿಯ ತೀರದಲ್ಲಿ ಶಂಖಾಪುರ ಎಂಬ ಒಂದು ಊರು ಇತ್ತು. ಆ ಊರಿನ ಸೌಂದರ್ಯ ಹೆಚ್ಚು ಹಸುರು ಗಿಡ ಮರ, ನೀಲಿ ಶಾಮಿಲಿ ನದಿಯ ನೀರು ಹೀಗೆ ಇದರ ಪರಿಸರವು ತುಂಬಾ ಸುಂದರವಾಗಿ ಇತ್ತು. ಅಲ್ಲಿಯ ಎಲ್ಲ ಜನರು ಪರಿಸರ ಹಾಗೂ ಪರಿಸರದ ಸಂರಕ್ಷಣೆಯ ಕಡೆಗೆ ತಮ್ಮ ವಿಶೇಷ ಗಮನ ನೀಡುತ್ತಿದ್ದರು. ಅಲ್ಲಿ ಒಂದು ಶಾಲೆ ಇತ್ತು. ಆ ಶಾಲೆಯಲ್ಲಿ ಹಲವಾರು ಮಕ್ಕಳು ಓದುತ್ತಿದ್ದರು. ಶಾಲೆಯಲ್ಲಿ ಗಂಡು ಮಕ್ಕಳಿಗೆ ಕಬಡ್ಡಿ ಆಡುವ ಆಸಕ್ತಿ. ಹೀಗೆ ಇದೇ ಆಸಕ್ತಿಯಿಂದ ಕಬಡ್ಡಿ ತಂಡವನ್ನು ಕಟ್ಟಿದರು.

ಶಾಲೆಯ ಕಬಡ್ಡಿ ತಂಡದಲ್ಲಿ ಎಲ್ಲ ಹುಡುಗರು ಚೆನ್ನಾಗಿ ಆಡುತ್ತಿದ್ದರು. ಆದರೆ ತಂಡದ ನಾಯಕತ್ವವು ಕೇವಲ ಒಂದು ಹುಡುಗನಿಗೆ ಮಾತ್ರ ಸಿಗುವುದು. ಅವರಲ್ಲಿ ನಾಯಕತ್ವವು ಯಾರಿಗೆ ನೀಡುವುದು ಎಂಬ ಗೊಂದಲವು ತಂಡದಲ್ಲಿ ಮೂಡಿತು. ಪ್ರತಿ ಒಬ್ಬನಿಗೆ ತಂಡವನ್ನು ನಿರ್ವಹಿಸಿ ನಾಯಕತ್ವವನ್ನು ನಿರ್ವಹಿಸುವ ಸಾಮರ್ಥ್ಯ ಇತ್ತು. ಹೀಗೆ ಒಬ್ಬ ಹುಡುಗನನ್ನು ತಂಡದ ನಾಯಕ ಎಂದು ಘೋಷಿಸಲಾಯಿತು. ಇದರಿಂದ ಉಳಿದ ಆಟಗಾರರಲ್ಲಿ ಗೊಂದಲ ಮೂಡಿತು ತನಗೆ ಏಕೆ ನಾಯಕತ್ವ ಕೊಡಲಿಲ್ಲ ಎಂದು. ಆ ದ್ವೇಷದಿಂದ ಅವರು ತಂಡದಲ್ಲಿ ಆಟವಾಡಿದಾಗ ಸರಿಯಾಗಿ ಆಡುತ್ತಿರಲಿಲ್ಲ. ಹೀಗೆ ಅವರು ಬೇರೆ ಊರಿಗೆ ಪಂದ್ಯಕ್ಕೆ ಹೋದವರು ಅಲ್ಲಿ ತಂಡದಲ್ಲಿ ಒಗ್ಗಟ್ಟು ಇಲ್ಲದಿದ್ದರಿಂದ ಅವರು ಪ್ರತೀ ಪಂದ್ಯವನ್ನು ಸೋತು ಬಂದರು.

ಒಂದು ದಿನ ಹೀಗೆ ತಂಡದ ನಾಯಕ ಚಿಂತೆಗೆ ಪರಿಹಾರ ಕಾಣಲು ಎಲ್ಲ ಆಟಗಾರರನ್ನು ಕರೆದು ತಮ್ಮ ಗೊಂದಲವನ್ನು ಹೇಳಲು ಅವಕಾಶ ನೀಡಿದರು. ಆಗ ಎಲ್ಲ ಆಟಗಾರರು ತಮಗೆ ತಂಡವನ್ನು ನಾಯಕತ್ವದಿಂದ ಬೆರೆಯುವ ಒಂದು ಅವಕಾಶ ಬೇಕು ಎಂದು ಹೇಳಿದರು. ಇದನ್ನು ಕೇಳಿದ ಅವರ ದೈಹಿಕ ಶಿಕ್ಷಣದ ಇಲಾಖೆಯ ಒಬ್ಬ ಶಿಕ್ಷಕ ಬಂದು ತಂಡದ ಎಲ್ಲ ಆಟಗಾರರನ್ನು ಕುರಿತು ಒಂದು ಮಾತನ್ನು ಹೇಳಿದರು. ಅವರ ಮಾತು ಪ್ರತಿಯೊಂದು ಆಟಗಾರರನ್ನು ಕುರಿತು ಇತ್ತು. ಅವರು ಹೇಳಿದರು “ಯಾವುದೇ ತಂಡದಲ್ಲಿ ನಾಯಕತ್ವ ಮುಖ್ಯವಲ್ಲ,

ತಂಡದ ಗೆಲುವು ನಾಯಕನಿಂದ ಅಲ್ಲ, ತಂಡದಲ್ಲಿ ಇರುವ ಒಗ್ಗಟ್ಟಿನಿಂದ ಮಾತ್ರ. ನಾಯಕನ ಕೆಲಸ ಕೇವಲ ತಂಡದ ನಾಯಕತ್ವ ವಹಿಸುವುದು ಅದರಲ್ಲಿ ಯಾವುದೇ ರೀತಿಯ ಗೆಲುವು ಅಥವಾ ಏನೂ ದೊಡ್ಡ ಪಾತ್ರವಿಲ್ಲ. ಆದರೆ ಗೆಲುವಿನ ಶ್ರೇಯಸ್ಸು ಕೇವಲ ತಂಡದಲ್ಲಿ ಚೆನ್ನಾಗಿ ಆಡಿದ ಆಟಗಾರನಿಗೆ ಮಾತ್ರ” ಇದನ್ನು ಕೇಳಿದ ಎಲ್ಲ ಆಟಗಾರರಿಗೆ ತಮ್ಮ ತಪ್ಪಿನ ಅರಿವಾಗಿ ಹೀಗೆ ಮತ್ತೊಮ್ಮೆ ಆಗದಂತೆ ನೋಡಿಕೊಳ್ಳುವ ಭರವಸೆ ನೀಡಿದರು. ಹೀಗೆ ಮುಂದೆ ಬರುವ ಎಲ್ಲಾ ತಂಡದ ಪಂದ್ಯಾವಳಿಯಲ್ಲಿ ಚೆನ್ನಾಗಿ, ಒಗ್ಗಟ್ಟಿನಿಂದ, ಒಂದುಗೂಡಿ ಸರಿಯಾಗಿ ಆಟವನ್ನು ಆಡಿ ಎಲ್ಲಾ ಪಂದ್ಯವನ್ನು ಗೆದ್ದರು.

ಹೀಗೆ ಮುಂದೆ ಬರುವ ಎಲ್ಲ ಪಂದ್ಯದಲ್ಲಿ ಗೆದ್ದು ಬಂದರು. ತಮ್ಮ ಒಳಗಿನ ಆ ಒಂದು ನಾಯಕತ್ವ ಪಡೆಯುವ ಭಾವನೆಯನ್ನು ತೆಗೆದು ಕೇವಲ ಏಕತೆಗೆ, ಒಗ್ಗಟ್ಟಿಗೆ ಭಾವನೆಯನ್ನು ತಮ್ಮಲ್ಲಿ ಬೆಳೆಸಿ ತಂಡವನ್ನು ಪ್ರತಿಯೊಂದು ಪಂದ್ಯಾವಳಿಯಲ್ಲಿ ಗೆದ್ದು ಗೆಲುವಿನ ಶಿಖರವನ್ನು ಏರಿದರು. ಹೀಗೆ ಕೇವಲ ಆ ಒಗ್ಗಟ್ಟಿನ ಒಂದು ಭಾವನೆಯಿಂದ ಗೆಲುವಿನ ಹಾದಿಯನ್ನು ಹಿಡಿದರು.

ನೀತಿ : ಒಗ್ಗಟ್ಟಿನಿಂದ ಗೆಲುವಿನ ಶಿಖರವನ್ನು ಏರಬಹುದು.

– ಬಿ. ಆರ್. ಕರುಣಾ, III ಬಿ.ಸಿ.ಎ. 'ವ'

ಇದನ್ನು ಮರೆಯಬೇಡಿ.....

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|----------------------------|-----------------------------|
| ಈ ಮೂವರನ್ನು ಆದರದಿಂದ ಕಾಣು    | – ತಂದೆ, ತಾಯಿ, ಗುರು          |
| ಈ ಮೂವರನ್ನು ನಿಯಮದಿಂದ ಮಾಡು   | – ಭಜನೆ, ಭೋಜನ, ವ್ಯಾಯಮ        |
| ಈ ಮೂವರನ್ನು ಅಂಜುತ್ತಿರು      | – ಸುಳ್ಳು, ನಿಧೆ, ಕಳ್ಳತನ      |
| ಈ ಮೂವರನ್ನು ಎಂದಿಗೂ ಮರೆಯದಿರು | – ಸತ್ಯ, ಶಾಂತಿ, ಅಹಿಂಸೆ       |
|                            | – ನಿವೇದಿತಾ, I ಬಿ.ಸಿ.ಎ. 'ಬಿ' |



## ಒಗ್ಗಟ್ಟು

“ಒಗ್ಗಟ್ಟಿನಲ್ಲಿ ಬಲವಿದೆ” ಎಂಬ ಗಾದೆಯ ಮೇಲೆ ಈ ಕಥೆಯು ನಿಂತಿದೆ. ಒಗ್ಗಟ್ಟಿದ್ದರೆ ಏನನಾದರೂ ಸಾಧಿಸಬಹುದು. ಎಂಬುದಕ್ಕೆ ಇದು ಉದಾಹರಣೆ.

ಒಂದು ಊರಿನಲ್ಲಿ ನಾಲ್ವರು ಸ್ನೇಹಿತರಿದ್ದರು. ಬಾಲ್ಯದಿಂದಲೂ ಒಟ್ಟಾಗಿ ಬೆಳೆದವರು. ಊಟ, ಆಟ, ಪಾಠಗಳಲ್ಲಿ ಜೊತೆಯಾಗಿದ್ದವರು. ಅವರ ಸ್ನೇಹ ಎಷ್ಟು ಅನ್ಯೋನ್ಯ ವಾಗಿತ್ತೆಂದರೆ ಊರಿನವರೆಲ್ಲ ಗೆಳೆತನಕ್ಕೆ ಅವರ ಉದಾಹರಣೆ ಕೊಡುವಂತಿತ್ತು. ಹೀಗಿರುವಾಗ ಅವರ ಗೆಳೆತನವನ್ನು ಪರೀಕ್ಷಿಸುವ ಒಂದು ಕಾಲ ಬಂದೊದಗಿತ್ತು. ಅವರ ಶಾಲೆಯು ಮುಗಿದು ಕಾಲೇಜಿನ ಅಭ್ಯಾಸಕ್ಕೆಂದು ನಗರದ ಕಡೆ ಹೆಜ್ಜೆ ಹಾಕುವ ಅವಕಾಶ ಬಂದಿತು. ಎಲ್ಲರಿಗೂ ಬೇರೆ ಬೇರೆ ಕಾಲೇಜುಗಳಲ್ಲಿ ಪ್ರವೇಶ ಸಿಕ್ಕಿದ್ದರಿಂದ ಸ್ವಲ್ಪ ಬೇಸರದಲ್ಲೇ ನಗರಕ್ಕೆ ಹೊರಟರು.

ಹಳ್ಳಿಯಿಂದ ಬಂದಿದ್ದ ಹುಡುಗರನ್ನು ನಗರದ ಆಡಂಬರ ಕೈ ಬೀಸಿ ಕರೆದಿತ್ತು. ನಗರದ ನಡೆ ನುಡಿಗಳೆಲ್ಲವೂ ಅವರಲ್ಲಿ ಹಾಸುಹೊಕ್ಕಾಯಿತು. ಆದರೆ ಮನೆಯವರ ಸಂಸ್ಕಾರ ಅವರನ್ನು ದುರಭ್ಯಾಸದ ಕಡೆ ಹೋಗದಂತೆ ತಡೆದಿತ್ತು. ಆದರೆ ತಮ್ಮ ವಿದ್ಯೆಯ ಮದ ಅವರಲ್ಲಿ ಹೊಕ್ಕಿತ್ತು. ಹಲವಾರು ಸ್ನೇಹಿತರು ಜೊತೆಯಾದರು. ಈ ಸ್ನೇಹಿತರ ನಡುವೆ ತಮ್ಮ ಬಾಲ್ಯ ಸ್ನೇಹಿತರು, ಜೀವ ಸ್ನೇಹಿತರು ಮರೆತು ಹೋದರು.

ಮೊದಮೊದಲು ಜೊತೆ ಸೇರಿ ಮಾತನಾಡುತ್ತಿದ್ದ ಗೆಳೆಯರು ಆಧುನಿಕ ಜಗತ್ತಿನ ಮೊಬೈಲ್ ಕರೆ, ಮೆಸೇಜ್‌ಗೆ ಸೀಮಿತರಾದರು. ಒಂದು ವರ್ಷದ ಬಳಿಕ ಎಲ್ಲವನ್ನು ಮರೆತು ತಮ್ಮ ಹೊಸ ಸ್ನೇಹಿತರೊಂದಿಗೆ ಸೇರಿ ಸಮಯ ಕಳೆಯಲಾರಂಭಿಸುತ್ತಿದ್ದರು. “ಹೊಸ ನೀರು ಬಂದಾಗ ಹಳೆಯ ನೀರು ಹೋಗಬೇಕು” ಎಂಬ ಮಾತಿನಂತೆ ಹೊಸ ಸ್ನೇಹಿತರ ನಡುವೆ ತಮ್ಮ ಹಳೆಯ ಸ್ನೇಹ ಮುಖಾಯಿತು. ಹೀಗಿರುವಾಗ ಒಂದು ದಿನ ತಮ್ಮ ಕಾಲೇಜಿನ ವಿದ್ಯಾಭ್ಯಾಸ ಮುಗಿದಿದ್ದರಿಂದ ಎಲ್ಲರೂ ತಮ್ಮ ಮನೆಗೆ ಹೋಗಲು ನಿರ್ಧರಿಸಿದರು. ನಗರದ ಸುಖ ಅವರನ್ನು ತಡೆಯುತ್ತಿದ್ದರೂ ಮನೆಯ ನೆನಪು ಅವರನ್ನು ಕೈ ಬೀಸಿ ಕರೆಯಿತು. ಹಾಗೆಯೇ ಅವರು ತಮ್ಮ ತಮ್ಮ ಮನೆಗೆ ಬಂದರು. ಹಳ್ಳಿಗೆ ಕಾಲಿಟ್ಟಂತೆ ಅವರಿಗೆ ತಮ್ಮ ಬಾಲ್ಯ, ಗೆಳೆತನ, ತುಂಟಾಟ ಎಲ್ಲವೂ ನೆನಪಾಯಿತು. ಆದರೆ ಅವರ ಅಹಂಕಾರ ಅದನ್ನೆಲ್ಲ ಮರೆತವರ ಹಾಗೆ ನಟಿಸುವಂತೆ ಮಾಡಿತು. “ನಾನು ಯಾಕೆ ಮೊದಲು ಮಾತನಾಡಲಿ, ಬೇಕಿದ್ದರೆ ಅವರು ಬಂದು ನನ್ನನ್ನು ಮಾತನಾಡಿಸಲಿ” ಎನ್ನುವ ಅಹಂ ಅವರನ್ನು ಒಳಗೊಂಡಿತ್ತು. ಒಂದು ಕಾಲದಲ್ಲಿ ಇಡೀ ಊರಿನವರು ಮಾತನಾಡುತ್ತಿದ್ದ, ಹೊಗಳುತ್ತಿದ್ದ ಸ್ನೇಹ ಅಂದು ಮುರಿದಿತ್ತು.

ಹೀಗಿರುವಾಗ ಒಂದು ದಿನ ಊರಿನ ಮುಖಂಡ ತನ್ನ ಬುದ್ಧಿವಂತಿಕೆ ಹಾಗೂ ಜನರ ಮುಗ್ಧತೆಯನ್ನು ಬಳಸಿಕೊಂಡು ಒಂದು ಉಪಾಯವನ್ನು ಮಾಡಿದ. ಊರಿನವರ ಜಮೀನನ್ನು ತಾನು ತೆಗೆದುಕೊಳ್ಳಲು ಉಪಾಯ ಹೂಡಿದ. ಅದರಂತೆ ಎಲ್ಲರ ಜಮೀನನ್ನು ಕಬಳಿಸಿದ. ಇದನ್ನು ತಿಳಿದ ಜನರು ಕಂಗಾಲಾದರು. ತಮಗೆ ಊಟ ನೀಡುತ್ತಿದ್ದ ಭೂಮಿಯನ್ನು ಕಳೆದುಕೊಂಡು ಏನು ಮಾಡಬೇಕೆಂದು ತಿಳಿಯದೆ ಕೆಲವರು ಆತ್ಮಹತ್ಯೆ ಮಾಡಿಕೊಳ್ಳಲು ಹೊರಟರು. ಕೆಲವರ ಆಕ್ರೋಧನ ಮುಗಿಲು ಮುಟ್ಟಿತು. ಆಗ ಈ ಹುಡುಗರು ಸ್ವಲ್ಪ ಕಲಿತವರಾಗಿದ್ದರಿಂದ ಕಾನೂನಿನ ಬಗ್ಗೆ ಅವರಿಗೆ ತಿಳಿದಿತ್ತು. ಆ ನಾಲ್ವರಲ್ಲಿ ಒಬ್ಬ ಕಾನೂನು ಕಲಿತಿದ್ದರಿಂದ ಅವನು ಜಮೀನ್ದಾರನ ಜೊತೆ ಮಾತನಾಡಲು ನಿರ್ಧರಿಸಿದ. ಆದರೆ ಅದರಿಂದ ಅವನಿಗೆ ಸಿಕ್ಕಿದ್ದು ಏನು ಮಾತ್ರ. ಇದನ್ನು ತಿಳಿದು ಜನರು ಇನ್ನೂ ಕಂಗಾಲಾದರು. ಏನೂ ಮಾಡಲು ಸಾಧ್ಯವಿಲ್ಲ ಎಂದು ತಿಳಿದಿರುವಾಗ ಯಾರ ಆಶೀರ್ವಾದದ ಫಲವೋ ಏನೋ, ಎಲ್ಲ ಗೆಳೆಯರು ಒಂದಾದರು. ತಮ್ಮ ಸ್ನೇಹಿತನಿಗೆ ಬಿದ್ದ ಏಟಿಗೆ ಹಾಗೂ ಊರಿನವರಿಗೆ ಆದ ಮೋಸವನ್ನು ಸಂಪಾದಿಸಲೆಂದು ತಮ್ಮ ಅಹಂನ್ನು ಬದಿಗಿಟ್ಟು ಕೈ ಹಿಡಿದು ಒಂದಾದರು. ತಮ್ಮ ವಿದ್ಯೆಯ ಉಪಯೋಗವನ್ನು ಪಡೆದು ಹಾಗೂ ಜಮೀನ್ದಾರನ ಮೇಲೆ ದೂರು ನೀಡಿದರು. ತಮ್ಮ ಊರಿನವರೆಲ್ಲರನ್ನೂ ಒಗ್ಗೂಡಿಸಿ ಜಮೀನ್ದಾರನಿಗೆ ಬುದ್ಧಿ ಕಲಿಸಿ, ಅವನನ್ನು ಪೊಲೀಸರಿಗೆ ಒಪ್ಪಿಸಿದರು.

ಇವೆಲ್ಲ ಆದ ಮೇಲೆ ಅವರಿಗೆ ತಮ್ಮ ತಪ್ಪಿನ ಅರಿವಾಯಿತು. ಆದರೆ ಕ್ಷಮೆ ಕೇಳುವ ಉಪಯೋಗ ಇರಲಿಲ್ಲ. ಏಕೆಂದರೆ ಆಗಲೇ ಅವರ ಗೆಳೆತನ ಆಲದ ಮರದಂತೆ ಬೆಳೆದಿತ್ತು. ಹಾಗೂ ದೃಢವಾಗಿತ್ತು. ಮೊದಲು ಅವರ ಗೆಳೆತನದ ಬಗ್ಗೆ ಮಾತನಾಡುತ್ತಿದ್ದ ಜನರು ಇಂದು ಅದರ ಜೊತೆ ಅವರ ಸಾಹಸದ ಬಗ್ಗೆ ಹೇಳತೊಡಗಿದರು.

ಈ ಕಥೆ ಹೇಳುವುದೇನೆಂದರೆ ಒಗ್ಗಟ್ಟು ಎನ್ನುವುದು ಏನನ್ನಾದರೂ ಸಾಧಿಸಲು ಸಹಾಯ ಮಾಡುತ್ತದೆ. “ಒಗ್ಗಟ್ಟಿನಲ್ಲಿ ಬಲವಿದೆ” ಎನ್ನುವುದು ಇದಕ್ಕೆ ಈ ನಾಲ್ವರು ಗೆಳೆಯರು ತಮ್ಮ ಅಹಂ ಇಂದ ಇದ್ದರೆ ಅವರಿಂದ ಏನನ್ನೂ ಮಾಡಲು ಸಾಧ್ಯವಿರಲಿಲ್ಲ. ಒಗ್ಗಟ್ಟಿನಿಂದ ತಮ್ಮ ಊರನ್ನು ಉಳಿಸಿದರು, ಅವರ ಸ್ನೇಹ ಎಲ್ಲರಿಗೂ ಉದಾಹರಣೆಯಾಯಿತು.

- ಚಿತ್ರಾ ರಾವ್ ಕೆ. ವಿ., | ಬಿ.ಸಿ.ಎ. 'ಎ'

## ಗೆಳೆತನ

‘ಗೆಳೆತನ’ ಆಹಾ! ಆಹಾ! ಶಬ್ದವೇ ಎಷ್ಟೊಂದು ಸುಂದರ  
ಮುದ್ದು ಮುದ್ದು ಮನಸ್ಸುಗಳು ಜೊತೆಯಾಗಿ  
ಯಾವುದೇ ಕಶ್ಮಲವಿಲ್ಲದೆ, ಕಣ್ಣುಕೊಳ್ಳುವ ಸುಂದರವಾದ  
ಅರಮನೆಯೇ ಗೆಳೆತನ, ಗೆಳೆತನ.

ಈ ಗೆಳೆತನದಲ್ಲ ಒಂದಿಷ್ಟು ಮುನಿಸು  
ಗೆಳೆತನದಲ್ಲ ಒಂದಿಷ್ಟು ಅಸೂಯೆ  
ಒಂದಿಷ್ಟು ಕೋಪ, ಒಂದಿಷ್ಟು ದುಃಖ  
ಒಂದಿಷ್ಟು ಸಂತೋಷ ಇವೆಲ್ಲದರ ಸಂಗಮವೇ  
ಸುಂದರವಾದ ಗೆಳೆತನ

ಗೆಳೆತನದಲ್ಲ ಸ್ವಾರ್ಥವಿರಬಾರದು  
ಗೆಳೆಯನಿಗಾಗಿ ಏನು ಬೇಕಾದರೂ ಮಾಡಬೇಕೆಂಬ ಹಂಬಲಬೇಕು  
ಗೆಳೆತನವೇ ಜೀವವೆಂಬ ಆಸೆಯಿರಬೇಕು  
ಹೀಗಿದ್ದರೆ ನಮ್ಮ ಗೆಳೆತನವು ಸುಗಮವಾಗಿ  
ಸಂತೋಷದಿಂದ ಸಾಗುವುದು

ಗೆಳೆತನವೆಂಬ ಶಬ್ದವೇ ಈ ಮನಸ್ಸಿಗೆ ಮುದ ನೀಡುವುದು  
ಅಂದ ಮೇಲೆ ಅದರ ಅನುಭವ ಇನ್ನೆಷ್ಟು ಸುಂದರ....

- ತನುಶ್ರೀ ಎ., | ಬಿ.ಕಾಂ

## ಕನ್ನಡ ಸ್ವರದಲ್ಲ ಅಮೃತ

- ಅ : ಅನುದಿನವೂ ದೇವರನ್ನು ಪ್ರಾರ್ಥಿಸಿ  
ಆ : ಆಲೋಚಿಸಿ ಕಾರ್ಯ ಆರಂಭಿಸಿ  
ಇ : ಇಂದಿನ ಕೆಲಸ ಇಂದೇ ಮಾಡಿ  
ಈ : ಈಸಬೇಕು ಇದ್ದು ಜಯಿಸಬೇಕು  
ಉ : ಉಪಕಾರ ಮಾಡದಿದ್ದರೂ ಅಪಕಾರ ಮಾಡಬೇಡಿ  
ಊ : ಊಟವು ಹಿತಮಿತವಾಗಿರಲಿ  
ಋ : ಋಣ ಮುಕ್ತನಾಗಲು ನಿತ್ಯವೂ ಪ್ರಯತ್ನಿಸಿ  
ಎ : ಎಲ್ಲೆ ಮೀರಿ ವರ್ತಿಸದಿರಿ  
ಏ : ಏನೇ ಬರಲಿ ಒಗ್ಗಟ್ಟಿರಲಿ  
ಐ : ಐಶ್ವರ್ಯಕ್ಕೆ ಕಣ್ಣಿಲ್ಲ  
ಒ : ಒಮ್ಮೆಲೇ ತೀರ್ಮಾನ ಕೈಗೊಳ್ಳಬೇಡಿ  
ಓ : ಓದಿನಿಂದಲೇ ಸರ್ವಗುಣ ಸಾಧ್ಯ  
ಔ : ಔತನಕ್ಕೆ ಮರಳಾಗಬೇಡಿ  
ಅಂ : ಅಂತಃಕಲಹ ಆತ್ಮೋದ್ಧಾರಕವಲ್ಲ  
ಅಃ : ಅಃ ಹಾಃ ಎನ್ನುವ ನಗು ಎಲ್ಲರಿಗೂ ಇರಲಿ.

- ವೈಷ್ಣವಿ, | ಬಿ.ಬಿ.ಎ. ‘ಬಿ’

## ನುಡಿ ಮತ್ತುಗಳು

“ನಿಮ್ಮ ಭವಿಷ್ಯವನ್ನು ರೂಪಿಸಿಕೊಳ್ಳುವಾಗ ನಿಮ್ಮ ಬುದ್ಧಿ ಮತ್ತು ಹೃದಯವನ್ನು ನಂಬಿ”

- ಸ್ವಾಮಿ ಚಿನ್ನಯಾನಂದ

“ಕತ್ತಲೆಯನ್ನು ಬೆಳಕಿನಿಂದ ಮಾತ್ರ ದೂರ ಸರಿಸಲು ಸಾಧ್ಯ. ಹಾಗೆಯೇ ಧ್ವೇಷವನ್ನು ಪ್ರೀತಿಯಿಂದ ಮಾತ್ರ ಗೆಲ್ಲಲು ಸಾಧ್ಯ”

- ಮಾರ್ಟಿನ್ ಲೂಥರ್

“ನಾವು ನಮ್ಮ ಆದರ್ಶಗಳನ್ನು, ಉದ್ದೇಶಗಳು ಮತ್ತು ತತ್ವಗಳನ್ನು ಮರೆತಾಗ ಸೋಲು ಬರುತ್ತದೆ”

- ಪಂಡಿತ್ ಜವಾಹರ್‌ಲಾಲ್ ನೆಹರು

- ರಕ್ಷಿತಾ ಬಿ. ಜಿ., | ಬಿ.ಬಿ.ಎ. ‘ಎ’



## ಗೆಳತಿ

ಅತೀ ಸುಂದರ ನನ್ನ ಗೆಳತನ  
ಅದನ್ನು ಹೊಗಳಲು ಸಾಲದು ನನ್ನ ಜನುಮ  
ಬಾಳಂಜಿನಲ್ಲಿ ಜೊತೆಯಾದಳು ನನ್ನ ಗೆಳತಿ  
ನೀಡಿದಳು ಬಾಳಿಗೆ ಮಧುರ ಪ್ರೀತಿ

ಕಷ್ಟದ ಮಳೆಯಲ್ಲಿ ಜೊತೆಯಾಗಿ ಕೊಡೆ ಹಿಡಿದವಳು  
ಸುಖ ದುಃಖದಲ್ಲಿ ನನ್ನೊಡನೆ ನಗುವಾದವಳು  
ನನ್ನೊಂದಿಗೆ ನನ್ನ ನೆರಳಾಗಿ ಬೆರೆತವಳು  
ನನ್ನ ಜೀವನದ ಚಿತ್ತಾರ ಅವಳು

ಮನದ ದುಗುಡವ ನೀಗಿದ ದೇವತೆ ಆಕೆ  
ನಗುವಿನ ಸಿಂಚನವ ಬೀರಿದಳಾಕೆ  
ನಾ ನೊಂದಾಗ ಕಣ್ಣೀರಕಾವಲು ಆಕೆ  
ಬರಡು ಬದುಕಿಗೆ ನೀರು ಆಕೆ

ಹೇಳಿ ಗೆಳತಿ ಹೇಗೆ ಮರೆಯಲಿ ನನ್ನ  
ನೀ ನನ್ನ ಜೀವನದ ಬೆಲೆಕಟ್ಟಲಾಗದ ಚಿನ್ನ  
ತೊರೆಯದಿರು ನೀನೆಂದು ನನ್ನ  
ಎಂದೂ ಅಮರವಾಗಲಿ ನಮ್ಮ ಗೆಳತನ.

- ಅಂಕಿತಾ ಎಂ., | ಬಿ.ಕಾಂ.

## ಅಮ್ಮ

ಅಮ್ಮ ನೀ ನೋಡಲು ಎಷ್ಟು ಅಂದ  
ನಿನ್ನ ಕಣ್ಣುಗಳೆರಡು ಎಷ್ಟು ಚೆಂದ  
ನಿನ್ನ ಮುಖದ ಅಂದವ ನನಗೆ ಆನಂದ  
ಅಮ್ಮ ನಾನೇ ನಿನ್ನ ಕಂದ

ನಾ ಮುಟ್ಟುವ ಗುರಿಯ ಮಾರ್ಗದರ್ಶಿ ನೀನು  
ನನ್ನ ಜೀವ ನೀನು  
ನಾ ಆಗುವೆ ನಿನ್ನ ಹೆಮ್ಮೆಯ ಕಂದ  
ಅಮ್ಮ ನಾನೇ ನಿನ್ನ ಅನುರಾಗದ ಕಂದ

ಅಮ್ಮ ಈ ಜೀವ ನಿನಗಾಗಿ  
ನಿನ್ನ ಜೀವ ನನಗಾಗಿ  
ನೀ ಮಾಡುವ ಕಾರ್ಯವೆಲ್ಲ ನನಗಾಗಿ  
ನನ್ನ ಆಸೆಗಳೆಲ್ಲ ನಿನಗಾಗಿ  
ಅಮ್ಮ ನಾನೇ ನಿನ್ನ ಕಂದ  
ಅಮ್ಮ ನಾನೇ ನಿನ್ನ ಅನುರಾಗದ ಕಂದ

- ಅಸ್ತಿಕಾ ಯು. ಜಿ., | ಬಿ.ಬಿ.ಎ. 'ಬಿ'

## ಎಲ್ಲರವೆ ನೀ

ಅವಳ ಮನಸ್ಸಿನ ಕನಸು ನನ್ನದು  
ಆ ಲೋಕದ ಮಹಾರಾಣಿ  
ಅವಳ ಗಾಳಿಯೇ ರಾಜ್ಯದ ಸುಖಃ  
ನೆರಳನರಾಣಿ ಅತೀ ಸುಂದರ  
ಆ ಲೋಕದ ಸುಂದರವೇ ಈ ರಾಣಿ  
ನಿನ್ನ ಮಡಿಲಲ್ಲಿ ಆಡುವ ಕಂದ ನಾನು  
ಈಗ ನೀನು ಯಾಕೆ ಇಲ್ಲ  
ಮಳೆಯಾದರೇನು ಜಿಸಿಲಾದರೇನು  
ನೀ ನನ್ನ ಸಲಹಿರುವೆ  
ಮಂಜಾನೆ ಮಂಜಿನಲ್ಲಿ ಈ ಪ್ರೀತಿಯ ಚಿತ್ರಾ  
ನೀನು ಯಾಕೆ ಕಾಣಿಯಾದೆ ಈಗ

- ಅಂಕಿತಾ ಎಂ., | ಬಿ.ಕಾಂ.

## ನುಡಿ ಮುತ್ತುಗಳು

“ನಿಮ್ಮ ಕುಟುಂಬದೊಂದಿಗೆ ಸಂತೋಷದಿಂದ ಇದ್ದರೆ ನೀವಿರುವ ಭೂಮಿಯ ಸ್ವರ್ಗವಿದ್ದಂತೆ”  
“ಸಂಪಾದಿಸಿದ ಜ್ಞಾನವನ್ನು ಬದುಕಿನಲ್ಲಿ ಆಚರಣೆಗೆ ತಂದಾಗ ಮಾತ್ರ ಅದಕ್ಕೆ ಬೆಲೆ”  
“ವಿವೇಕಿಯಾದವನು ಬೇರೆಯವರ ತಪ್ಪನ್ನು ಕಂಡು ತನ್ನಲ್ಲಿರುವ ತಪ್ಪನ್ನು ತಿದ್ದಿಕೊಳ್ಳುತ್ತಾನೆ”  
“ಶರೀರಕ್ಕೆ ವ್ಯಾಯಾಮದ ಅಗತ್ಯ ಇರುವಂತೆ ಮೆದುಳಿಗೆ ಅಧ್ಯಯನದ ಅಗತ್ಯ”

- ಆಲ್ಬರ್ಟ್ ಐನ್‌ಸ್ಟೀನ್  
- ಆಚಾರ್ಯ ವಿನೋಬಾ ಭಾವೆ  
- ಸ್ವಾಮಿ ವಿವೇಕಾನಂದ  
- ಥಾಮಸ್ ಆಲ್ಡಿ ಎಡಿಸನ್  
- ರಕ್ಷಿತಾ ಬಿ. ಜಿ., | ಬಿ.ಬಿ.ಎ. 'ಎ'

## आनंदी – एक परिवर्तन

जानवी नामक एक सुंदर गाँव था। जिसके प्राकृतिक सौंदर्य का वर्णन पूरे विश्व में प्रचलित था। जहाँ नीला अंबर चादर, शीतल नदी की धारा बहता रहता जहाँ अनगिनत पेड़ पौदों से घिरा हुआ था। इस गाँव के लोग संस्कृति की रक्षा, उसका लालन-पालन करना बहुत प्यारा था। उनमें जिंदल परिवार भी एक था।

जिंदल नामक परिवार गाँव में प्रतिष्ठित और विख्यात था। इस परिवार में पंद्रह लोग रहते थे जिसमें पाँच बच्चे और बाकी सब बड़े थे। जिसमें आनंदी नामक एक लड़की जो पंद्रह साल की थी। जिंदल परिवार मान प्रतिष्ठा के पक्के पालन करने वाले लोग थे। उनके घर में स्त्रीयाँ घर के अंदर और पुरुष बाहर कमाते थे। स्त्रीयाँ तो बस रसोई और घर के देख-रेख तक सीमित थे आनंदी एक बिन माँ की बेटी थी। वह अपने दादी, बड़ी माँ और छोटी माँ के साथ रहती थी। वह अपनी दादी की बहुत करीब थी। आनंदी के सभी इच्छाओं को दादी पूरी करती थी मगर उसकी बड़ी माँ को पसंद नहीं थी कि दादि अपनी सारि लाड़-प्यार को आनंदी पर ही न्योचावर करे। इस वजह से हमेशा वह आनंदी से सक्त पेश आती थी। मगर आनंदी एक सुंदर, सुशील, सुसंस्कृत, बुद्धिमती और चतुर स्त्री थी। वह दसवी कक्षा में पड़ती थी। वह अपने परिवारवालों से बहुत प्यार और आदर करती थी। घर में पाँच बच्चों में चार लड़कियाँ और एक लड़का था। मगर उन चार लड़कियों में आनंदी मात्र एक थी जो पढ़ाई-लिखाई में तेज़ थी।

सारे गाँव में आनंदी के पढ़ाई-लिखाई में तेज़ होने का और उसकी चतुराई की चर्चा था। जो आनंदी के बड़ी माँ के कान पर पडते ही वह आनंदी से और भी चिड़ने लगी। उसकी बड़ी माँ को दो

लड़कियाँ और एक लड़का था, वे तीनों आनंदी जितने तेज़ नहीं थे। इस बात से उसकी बड़ी माँ को हमेशा जलन होता था। इसलिए वह आनंदी की पाठशाला जाने के खिलाफ थी मगर दादि की वजह से वह चुप थी।

जहाँ आनंदी एक जिंदा दिल की लड़की थी जो क्रोध, नफरत जैसे जीजों से लगाव नहीं रखती थी। मगर घर में उसे कोई भी भला बुरा कहे पर फिर भी अपने परिवार से बहुत प्यार करती थी। कक्षा में सभी बच्चों से तेज़ थी जो झूठ से सभी प्रश्नों के उत्तर देती थी। वह उसके साथ उसकी बड़ी माँ की बेटी विमला उसकी कक्षा में पड़ती थी। पर विमला आनंदी जितना तेज़ नहीं थी। आनंदी खेल-कूद, नृत्य कला में भी बहुत अच्छी थी। आनंदी से सभी लोग अच्छे से व्यवहार करते थे मगर विमला उससे जलती थी इसलिए हमेशा आनंदी के साथ बुरि व्यवहार करती थी।

जानवी नगर में लड़कियों के जवान होने पर उनकी शादी किया करते। क्यों कि वहाँ के लोग पुराने खयालों के थे। वह लड़कियों की पढ़ना, काम पर जाना जैसे मना था। मगर आनंदी को यह पसंद नहीं था कि कोई भी लड़की घर तक तथा रसोई तक ही सीमित हो इसलिए वह गाँव के लोगों के सेच में परिवर्तन लाना चाहती थी। इसलिए वह अपने सहेलियों से इस विषय पर चर्चा करती है। और गाँव में परिवर्तन लाने के बारे में सोचती है। जब वह कुछ करने की सोचती है, तब उसकी बड़ी माँ उसे डांटती और उसे रोकती थी।

इस तरह आनंदी दसवीं कक्षा में अच्छे से पड़ती रही। वह अब सोलह साल की हो गयी थी मैट्रिक की अंतिम परीक्षा में अच्छे से



अच्छे नंबर लाने की लक्ष्य को ठान लेती है और इसकी परिश्रम देखकर विमला और उसकी माँ इसे रोकने की अनेक तरकीब अपनाते हैं। मगर आनंदी अपनी दादी की आशीर्वाद और सामर्थ्य से अपनी लक्ष्य को प्राप्त कर लेती है। इस बात से उसकी बड़ी माँ को तकलीफ होने लगी और वह उसकी इस तरह पढ़ाई लिखाई और गाँव में रहनेवालों में से सबसे बुद्धिमान होने से रोकने के बारे में तरकीब सोचने लगी। आनंदी आगे पढ़ाई करना चाहती थी। मगर उसकी बड़ी माँ उसे आगे पढ़ने की इजाजत नहीं देती है। वह चाहती है कि वह ना पड़े और घर की काम काज में अपना हाथ बटाये। मगर आनंदी का यह जिद्द था कि वे आगे पढ़े मगर उसकी बड़ी माँ की आदेश के सामने झुकना पडा। वह दो साल तक घर की काम काज में हाथ बढ़ाती रही। इस तरह जब आनंदी आठारह की हो गई, तब उसकी शादी की विचार को घर में छेड़ दिया। मगर आनंदी को यह पसंद नहीं कि उसका शादी हो जाए। रिश्ते आने लगते। बड़ी माँ ने शादी की जिम्मेदारी उठाई और लड़का पसंद करने लगी। मगर आनंदी की कुछ और ही इच्छा थी मगर उसे अपने बड़ी माँ की आदेश के आगते झुकना पडा।

इस तरह आनंदी की शादी तय कर दिया गया उसकी इच्छा के विरुद्ध, उसे ना चाहते हुए भी करना पडा। शादी के बाद उसे अपने जीवन में बदलाव की कुछ उम्मीद नज़र आने लगी। आनंदी के पती रामनाथ जो पडा लिखा था और सरकारी नौकरी कर रहा था। जब उसकी शादी हुई तो उसे पता चला की उसकी पति बड़ी माँ जैसे नहीं था। वह अपने पत्नी का हर एक इच्छा का मान सम्मान करता। तब उसे अहसास हुआ कि उसकी अधूरी इच्छा अब पूरी हो सकती है। वह अपने पति से यह बात कहती है कि उसे आगे की पढ़ाई करने

की सहायता दे, जहाँ उसकी बड़ी माँ पुरानी खयालों की थी। मगर रामनाथ झट से मान गया बिना कोई रोक ठोक के। इस बात से आनंदी बहुत खुश थी। उसने अपने पती के साथ देने पर अपनी आगे की पढ़ाई करके अच्छे नंबर से डिग्री को प्राप्त करके जीवन में परिवर्तन लाती है।

उसके शादी के बाद जीवन पूरा बदल गया। अपने चुने हुए रास्ते पर ही चलने लगी। उसे वह सब कुछ मिला जो उसे पहले नहीं मिला था। उसके डिग्री प्राप्त करने के बाद उसने एक बात टान लिया कि यह परिवर्तन केवल उसकी जीवन में नहीं सभी उन स्त्रीयों के जीवन में आनी चाहिए जो यह उसकी तरह जीवन में कुछ करने की चाह रखे। इसलिए गाँव वापस आकर उसकी पती की सहायत से यह एक परिवर्तन की आस को पूरी गाँव में पहलाना चाहा, मगर पहले उसे अनेक विरोध का सामना करना पडा। मगर समय बदला और एक एक करके गाँव की अनेक स्त्रीयाँ आनंदी की बेटा पढ़ाओ अभियान में जुठने लगी। कुछ महीनों के बाद यह गाँव के लोगों के सोच विचार में भी बदलाव आने लगा जिसकी बुनियाद आनंदी ने डाला था। और गाँव में लड़कियों के लिए पाठशाला खुली और अनेक लड़कियाँ पढ़ने और लिखने की कला को सीखने लगी।

इस तरह आनंदी के एक अभियान के वजह से गाँव में बदलाव तथा परिवर्तन आया और अनेक लोगों की, अनेक लड़कियों की सहकार मिला जिसका श्रेय आनंदी को ही जाती है। यह आनंदी गाँव के सारे विश्व के लोगों के लिए एक मिसाल तथा परिवर्तन की किरण बन गयी।

- चित्रा राव के. पि., प्रथम बि.बि.ए.

## प्यार अंधा होता है

एक गाँव में एक आदमि रहता था, उसका नाम राजू था । वह अपनी बीवि सुनिता और बेटी नेहा के साथ गाँव में रहता था । उसकी उमर लगबग पचास वर्ष था, पत्नी चालिस वर्ष की थी और बेटी उन्नीस की है । राजू कपडों का व्यपारी था । पहले तो सब कुछ अच्छा चल रहा था । व्यापार में बहुत मुनाफा भी मिलता था । लेकिन जब मुनाफे की वजह से राजू अमीर होने लगा तो वहा काम से ज्यादा गंदी धंधों में शामिल होने लगा । वह दिन रात शराब पीने लगा, धूम्रपान करने लगा। पहले तो बहुत कम पीता था तो उसके घरवालों ने उतना ध्यान नहीं दिया लेकिन जैसे दिन बितते गये वह शराबी हो गया था । दुकान भी बेटी और पत्नी संभालने लगे । कभी खबार तो वह इतना पीता था कि उसे चलने की भी ताकत नहीं होती थी और दूसरे लोग उसे घर छोडते थे । और जब पत्नी उसे इस विषय पर डाँठती थी तो वह उस पर हाथ उठाता था । उसके पत्नी और बेटी इस बात को लेकर बहुत परेशान रहते थे । और एक दिन राजू की पत्नी इस बात से परेशान होकर आत्महत्या कर लेती है । राजू को इस बात से बहुत दुःख होता है और उसे अपनी गलति का एहसास होता है और वह अपने बेटि से वादा करता है कि आगे से वह शराब, धूम्रपान को चुएगा भी नहीं और नेहा की अच्छे से देखबाल करेगा ।

एसे ही दिन बीत जाती है व्यापार भी अच्छे से चल रहता था । वह लोग फिर से बहुत अमीर बनते हैं । लेकिन इस बात को उनके रिश्तेदारों से देखी नहीं जाती और वह लोग फिर से राजू के जिंदगी को बरबाद करने की सोचते हैं । एक दिन राजू कि बहन के बेटे की

शादि होता है । मेहंदी के दिन उसके रिश्तेदार उसे शराब पीने के लिए बहुत जिद्द करते हैं पर उनके कितने कहने पर भी वह शराब को हाथ भी नहीं लगाता है । तो वह लोग सोचते हैं कि इसकी शरबत में शराब मिलाकर देंगे तो उसे पता नहीं चलेगा । और एक लोटा शराब पीने के बाद उसे फिर से शराब पीने का मन करेगा । और वह फिरसे शराब पीना शुरू करेगा । और बरबाद हो जाएगा । लेकिन उस दिन जब वह नेहा के साथ घर जाता है तब उसकी गाडी बस से टकराकर उसकी मृत्यु हो जाती है ।

अब बची सिर्फ नेहा । वह अकेली दुकान संभालती थी । और कुछा समय के बाद वह दुकान संभालने के लिए एक नौकर रखती है। और वह नौकर का नाम सनमित है । सनमित नेहा की दुकान संभालने में बहुत मदद करता है और नेहा को माँ बाप की कभी कमी महसूस नहीं होने देता । कुछ दिनों के बाद वह एक दुसरे से प्यार करने लगते हैं । और एक दूसरे के बहुत करीब आते हैं । एक दूसरे के सहारा बनते हैं । सनमित एक बहुत गरीब परिवार से हैं और नेहा बहुत अमीर है । लेकिन नेहा यह सब बातों पर ध्यान ना देकर उससे शादी करती है । पहले कुछ दिन तो वे लोग बहुतखुश रहते हैं । एक साथ दुकान में काम करते हैं । कुछ दिनों के बाद नेहा गर्भवति बनती है और दुकान पर आना बंद करती है । इसलिए सनमित उसके दुकान में सहायता के लिए एक नौकर रखता है । जिसका नाम पूजा है । ऐसे ही दिन बीतते जाते हैं पूजा और सनमित अच्छे से दुकान संभालते हैं और एक दूसरे के बहुत करीब आने लगते हैं ।



कुछ दिनों के बाद नेहा का मिसक्यारिएज होता है और वह अपना बच्चा खो देती है। इस बात को लेकर नेहा से ज्यादा सनमित को बहुत बुरा लगता है। ऐसे ही दिन बीत जाता है और एक परेशानि खतम नहीं होती दूसरी परेशानी आ जाती है। और वह परेशानि यह है कि नेहा को टी. बी. (Tuberculosis) हो जाती है। कुछ दिन तो सनमित, नेहा का बहुत अच्छे से देखबाल करता है, और कुछ दिनों के बाद नेहा को उसके व्यवहार में बदलाव नज़र आता है। वह घर से ज्यादा दुकान में रहने लगता है। और कुछ दिनों के बाद वह पूजा के साथ यहाँ वहाँ घूमने लगता है की वह काम के सिलसिले में बाहर जाता है। कुछ दिनों के बाद सनमित और पूजा बहुत करीब आते हैं और एक दुसरे से प्यार करने लगते हैं। और फिर कुछ दिनों के बाद पूजा सनमित से कहते हैं की अपने पत्नी को बोलो सारे जायदाद तुम्हारे नाम करने को और इसके बाद हम उसे घर से बाहर करके शादि करेंगे। और सनमित, जैसे पूजा कहती है वैसे ही करने जाता है। वह नेहा से जायदाद पर दस्तक लेने जाता है और नेहा तो उसके प्यार में अंधी है और उसे इन सब बातों का बनक भी नहीं होती है और वह कागज़ाद पर दस्तक कर देती है। इसके बाद वह दोनों मिलकर नेहा को सड़क पर फेंक देते हैं। और वह दोनों शादी कर लेते हैं।

नेहा सड़क पर भीक माँगने लगती है। जो लड़की अमीर हुआ करती थी उसे आज पानी का एक बूंद मिलने के लिए भी इतना कष्ट उठाना पडता था। वह अपनी बीमारी की वजह से ठीक से जल भी नहीं मिलता था। एक दिन जब सनमित के दोस्त नेहा को देखता है तो उसे आश्चर्य होता है और उसे यकीन नहीं होता है और वह जाकर

सनमित से पूछता है कि क्या वह नेहा थी ? तब सनमित कहता है कि वहाँ कोई भिकारी है जो भीख माँग रही है। वह मेरी पत्नी कैसे हो सकती है। तब सनमित के दोस्त मन सोचता है कि जिस लड़की ने उसे इतना अमीर बनाया, जिसने उसे इतना नाम शौरत दिय आज यह उस महान व्यक्ति को भिखारी कह रहा है। यह इन्सान है की शैतान कहके वह सोचता है। और वह चला जाता है।

कुछ दिनों के बाद बिमारी बढ़ने के कारण से नेहा गुज़र जाती है। और उसकी लाश सड़क पर पड़ी रहती है। और एक दिन मुनिसिपालिटी के लोग उस लाश को उठाकर कछरे की डब्बे में फेंक देते हैं। यह नेहा की दुःख भरी कहानी थी। जिस लड़की के घर में इतने नौकर थे, दुकान में नौकर थे आज उसके लाश उतारने या आग लगाने के लिए भी कोई नहीं था।

इस कहानी से हमें यह सीख मिलती है कि किसि व्यक्ति पर अंधा विश्वास नहीं करना चाहिए। और ज़िंदगी में कभी किसी को दोखा नहीं देना चाहिए क्योंकि अगर हम किसी को दुःख देंगे तो हमें भी कोई ना कोई दोखा जरूर देगा और तब हमें एहसास होता है की हमें उसके साथ ऐसा नहीं करना चाहिए था। लेकिन जब हमें एहसास होता है तब बहुत देर हो चुकी होती है।

और शराब, धूम्रपान बहुत बुरी चीज़ होती है। वह हमारी ज़िंदगी की खराब कर देती है और हमारे परिवारवालों को भी चैन से बैठने नहीं देती है। और पैसा ही सब कुछ नहीं होता। हमें पैसों से ज्यादा लोगों से प्यार करना सीखना चाहिए। पैसे तो आते जाते है लेकिन लोग अगर एक बार जाते हैं तो कभी वापस नहीं आते।

– स्मृती, बि.बि.ए., बि

## मेरी प्यारी माँ

जब मैं छोटी बच्ची थी  
माँ की दूलारी थी  
माँ तो हम को दूध पिलाती है,  
माँ तुम कितनी प्यारी हो ।  
माखन-मिठी धोल खिलाती  
बड़े मजे से गोद में सुलाती  
माँ ताते कितनी अच्छी है  
माँ तो कितनी प्यारी है ।  
माँ तो सबसे अच्छी है  
मेरी जीवन में तू ही पहली है ।  
मेरी प्यारि मँ, तू कितना प्यारी है  
मेरा सब कुछ तू ही है  
मेरी जीवन में दुःख हो तो  
मेरी दुःख में तू मिल जाती हो माँ  
मेरी खुशी में तू भी खुश हो जाति हो माँ  
माँ तू कितनी प्यारी हो माँ ।

– लिखिता, द्वितीय बि.कॉम.

## प्यार

सभी लडकी के लिए एक हीरो होते है  
वह है पापा.....  
लडकी की पहला प्यार है तो  
वह है पापा  
पापा.... वह सिर्फ एक शब्द नहीं है  
वह प्यार है, इज्जत है, गौरव है ।  
हर लडकी राणी नहीं बन सकती  
लेकिन हाँ...हाँ.. लडकी एक राजकुमारी है  
अपनी पापा की ।  
जिंदगी में सिर्फ एक ही व्यक्ति है  
जान से ज्यादा प्यार करता है  
वह है पपा.... ।  
पापा का प्यार कभी जूटा नहीं होता है ।  
वह दिल से प्यार करता है और  
वह है सच्चा प्यार !  
पापा.... वह है मेरी खुशी, मेरी जिंदगी  
पापा... उन्होंने जीना सिखाया  
पापा.... जिन्होंने अच्छा इनसान बना दिया  
पापा... मेरे पापा.....

– फातिमा नश्राना, द्वितीय बि.कॉम.



## पुस्तकालय

पुस्तकों के संग्रहित स्थान को पुस्तकालय कहते हैं। जहाँ पर निजी या सार्वजनिक रूप में पुस्तकों का संग्रह हो उसे पुस्तकालय का नाम दिया जाता है। सामान्यतः पुस्तकालय दो प्रकार के होते हैं। व्यक्तिगत पुस्तकालय और सार्वजनिक पुस्तकालय किसी एक व्यक्ति द्वारा एकत्रित पुस्तकों के संग्रह स्थान को कहते हैं। इसके लिए सामान्यतः अपने घर अथवा अपने रहने के निजी कमरे का ही प्रयोग किया जाता है। अनेक बार व्यक्तिगत पुस्तकालय पृथक होते हैं।

सार्वजनिक पुस्तकालयों में विश्वविद्यालय कालेज अथवा किसी स्कूल या किसी ट्रस्ट अथवा सरकार के द्वारा स्थापित पुस्तकालय आते हैं। सार्वजनिक पुस्तकालय का उपयोग सार्वसाधारण के लिए कुछ नियमों के द्वारा किया जाता है। विषय की व्यापकता और रुची की दृष्टि से इन दोनों प्रकार के पुस्तकालयों में पर्याप्त अंतर होता है

– विघ्नेष नायक, १ बि.सि.ए.



## मेरी बचपन

एक दुनिया में कैद थी मैं  
जहाँ फूल बरसते सुंदर सुंदर  
खिलकारियों की गूँज थी  
और मैं थी कैद उसके अंदर।  
मैं मग्न थी केल कूद में  
मौज मस्ति की थी चाहत  
जिसके लिए मेरे साथी थे  
जो थे मेरे प्यारे मित्र।  
हम खेलते थे साथ साथ  
हँसते हँसाते  
कोई भी रो लें  
तो वही हमें भी मनाते।  
वह दुनिया थी  
जैसे कोई ख्वाब  
जहाँ जाना चाहूँगी हमेशा  
जो थी मेरी बचपन।

– चित्रा राव के.पि., प्रथम बि.बि.ए. 'ए'

## खोया था मैं.... खोयी थि में ....

बस एक ख्वाब  
खो गयी मैं एक सुंदर बगीचे में  
जहाँ पूल थे सुंदर-सुंदर  
इन सुंदर फूलों की मेहक ने तो  
कर दिया मुझे कैद अंदर ।  
कैद थी मैं उस बगीचे कि अंदर  
जहाँ रंग बरसे जैसे समुंदर  
इस समुंदर की गहराई में तो  
फिर से खो गई मैं अंदर ।  
दिन बीत गई, मैं वहि रह गयी बगीचे में  
ढूँढती रही मैं अपने आप को उस के अंदर  
लाख कोशिस के बाद ढूँढ लिया अपने आप को  
तब तक मैं तो खैद थी उस सुंदर बगीचे के अंदर ।  
मैं सोचती रही कैसी माया है ये  
अंत में मुझे पता चला  
वह जन्नत न था, बस एक ख्वाब था  
जिसमें मैं खो गयी थी अंदर ।

- चित्रा राव के. पी., प्रथम बी.बी.ए.

## मैं बोझ नहीं हूँ

शाम हो गई अभी तो घूमने चलो न पापा  
चलते चलते थक गई कंधे पे बिठा लो न पापा  
अंधेरे से डर लगता सीने से लगा लो न पापा  
मम्मी तो सो गई  
आप ही थपकि देकर सुलाओ न पापा  
स्कूल तो पूरी हो गई  
अब कॉलेज तो जाने दो न पापा  
पाल पोसकर बड़ा किया  
अब जुदा तो मत करो न पापा  
अब डोलि में बिठा ही दिये तो  
आँसू तो मत बहाओ न पापा  
आपकी मुस्कुराहट अच्छी है  
एक बार मुस्कुराओ न पापा  
आपने मेरी हर बात मानी  
एक बात और मान जाओ न पापा  
इस धरती पर बोझ नहीं मैं  
दुनिया को समझाओं न पापा ।

- संगीता, बी.कॉम



## जीवन एक सुनहरा सफ़र

एक बचपन का जमाना था,  
जिस में खुशियों का खजाना था...  
चाहत चाँद को पाने की थी,  
पर दिल तितली का दिवाना था...  
खबर ना भी कुछ सुबह की,  
न शम का ठिकाना था ...  
थक कर आना स्कूल से,  
पर खेलने भी जाना था ...  
माँ की कहानी भी,  
परियों का फसाना था ..  
बारिश में कागज़ की नाव भी,  
हर मौसम सुहाना था ...  
मम्मी की गोद और पापा के कंधे...  
न पैसे की सोच, न लाइफ़ के फंडे  
...

न फल की चिंता, न फ्यूचर के सपने...  
अब कल की फिकर और अधूरे सपने  
मुड कर देखा तो बहुत दूर है अपने...  
मंजिलों को ढूँढने हम कहाँ खो गए ..  
न जाने क्यों हम इतने बडे हो गए ...  
दिल के टूटने पर भी हँसना,  
शयद जिन्दादिली इसी को कहते हैं ,  
ठोकर लगने पर भी मंजिल तक फठकना,  
शायद तलाश इसी को कहते हैं,  
किसी को चाहकर भी न पाना,  
शायद चाहत इसी को कहते हैं,  
टूटे खंडहरमें बिना तेल के दिया जलाना,  
शायद उम्मीद इसी को कहते हैं,  
गिरजाने पर बी फिरस खडा होना  
शायद हिम्मत इसी को कहते हैं,  
औरों से उम्मीद, हिम्मत, चाहत, तलाश,  
शायद जिंदगी इसी को कहते हैं ।

– रेष्मा, प्रथम बि.कॉम.

## उठो ! उठो! पानी बचाओ !!

बूँद बूँद पानी से बनता है  
बडा अनमोल सागर गहरा  
इसी बूँद का महत्व जानो  
मत छोडो मौका सुनहरा ।  
हर बूँद को बचाना है, सीखो  
न की व्यर्थ करना  
ताकि भविष्य में बहता रहे  
और नहीं हमें है डरना ।  
पानी ही तो अमृतपान है  
पानी है प्राणदायक  
पानी नहीं तो जीवन हमारा  
नहीं रहेगा जीने के लायक ।  
क्या यदी चाहते हैं तुम मनुष्यों  
की भविष्य में घोर अकाल हो,  
खून भरी आँसू ही टपके  
कर दे सब का नाश जो ।  
उठो ! उठो ! देर न करो  
अब भी है समय सुनहरा जो  
क्योंकि बूँद बूँद पानी से बनता है  
बडा अनमोल सागर गहरा सा ।

– एम. आफ्रिद, प्रथम बी.कॉम.

## चाणक्य नीति

आचार्य चाणक्य की नीतियों का अब्दुत संग्रह है, जो आज भी उतना प्रासंगिक है, जितना वह दो हजार चार सौ साल पहले था, जब इसे लिखा गया था ।

चाणक्य नीति द्वारा मित्र-भेद लेकर दुश्मन तक की पहचान, पति-परायण तथा चरित्र हीन स्त्रीयों में विभेद, राजा का कर्तव्य और जनता के अधिकारों तथा वर्ण का उचित निदान हो जाता है । महापंडित आचार्य चाणक्य की चाणक्य नीति में कुल सत्रह अध्याय हैं, जिन्हें आप नीचे दिये गए लिस्ट पर पढ़ सकते हैं ।

आचार्य चाणक्य एक ऐसी विभूति थे, जिन्होंने अपनी विद्वता, बुद्धिमत्त और क्षमता के बल पर भारतीय इतिहास की धारा को बदल दिया । मौर्य साम्राज्य के संस्थापक चाणक्य कुशल राजनीतिज्ञ, चतुर कूटनीतिज्ञ, प्रकांड अर्थशास्त्री के रूप में भी विश्वविख्यात हुए ।

इतनी सदियाँ गुजरने के बाद आज भी यदि चाणक्य के द्वारा बताए गए सिद्धांत और नीतियाँ प्रासंगिक है तो मात्र इसलिए क्योंकि उन्होंने अपने गहन अध्ययन, चिंतन, जीवनानुभवों से अर्जित अमूल्य ज्ञान को, पूरी तरह निःस्वार्थ होकर मानवीय कल्याण के उद्देश्य से अभिव्यक्त किया । चाणक्य नीति आचार्य चाणक्य की नीतियों का अब्दुत संग्रह है, जो आज भी उतना ही प्रासंगिक है, जितना वह दाते हजार चार सौ साल पहले था, जब इसे लिखा गया था ।

– विजेता वि. कोटियान, १ बि.कॉम.

## स्वच्छ भारत कैसे संभव होगा ?

मैं नहीं तू, तू नहीं मैं  
सदा ही करते रहते तू तू मैं मैं ।  
करो सभी, कोई अच्छा काम,  
बढाये जो भारत देश का नाम ।  
देश की घोघर पर है सबका अधिकार  
फिर क्यूँ है, इसकी सफाई से इनकार ।  
नहीं है का कोई बहुत बडा उपकार  
बस करना है जीवन में बदलाव ।  
शहर मानक घर अपना,  
निर्मल स्वच्छ है उसे भी रखना ।  
कूडे दात में फेंको कूडा  
हर जगह न फेंको पुडा ।  
चूकने को नहीं है धरती मैया  
न करो किसी पडौसी का इंतजार  
देश है सबका, बढाओ स्वच्छता अभियान ।

– मन्सी जैन, १ बी.कॉम



## माँ

माँ तेरे आँचल में आके

सवेरा देखा हमने ।

इस दुनिया की तपिश से जब भी कदम तपने लगे,  
तेरे ममतामयी आँचल की छाँव में खुद को पाया हमने

जिन्दगी के अंधेरों ने जब भी घेरा

माँ तेरे हौसलों से उजाला पाता

उदासियों के जंगल से जब गुजरे

पलके उठी तो सामने राह दिखाती माँ

तुझ को पाया हमने

ठोकर जब भी लगी पर, चेहरे पर तेरे दर्द पाया हमने

सच अगर है तो वह यही है माँ

बाकी तो सब झूठा पाया हमने ।

– प्रगति चौधरी, १ बी.कॉम

## असफलता, सफलता से ज्यादा महत्वपूर्ण है

हमारे इतिहास में भी उद्योगपति, वैज्ञानिक, और महा पुरुष हुए हैं वे जीवन में सफल बनने से पहले लगातार कई बार फेल हुए हैं । जब हम बहुत सारे काम कर रहे हैं तो ये जरूरी नहीं कि सब कुछ सही ही होगा । लेकिन अगर आप इस वजह से प्रयास करना छोड़ देंगे तो कभी सफल नहीं हो सकते ।

सभी लोगों के जीवन में ऐसा भी समय आता है, जैसे सभी चीज़े आपके विरोध में ही रही हो । आप जीवन के उस मोड़ पर खड़े होते हैं जहाँ कुछ गलत हो रहा होता है । समस्या को हल करने की तुलना में अधिकतर लोग ज्यादा समय और ताकत उससे जूझने में लग देते हैं । अब बहुत सारी महान प्रतिभाओं और आविष्कारों से अज्ञान रह जाते । जैसे कैलाश काटकर – आंटिवैरस कंपनी क्विक हील टेकनालजी के सी.ई.ओ. है । हेनरी फोर्ड फोर्ड मोटर कंपनी के मालिक हैं ।

अगर विफलता की बात करें तो थॉमस आल्वा एडिसन का नाम सबसे पहले, उसने लगभग एक हजार विफल प्रयोग किए थे । आल्बर्ट आर्इनस्टाईन जो ४ साल की उम्र तक कुछ बोल नहीं पाते थे और सात साल कि उम्र तक निरक्षर थे । लोग उसको दिमागी रूप से कमजोर मानते थे लेकिन अपनी सिद्धांतों के बल पर वे दुनिया के सबसे बड़े साइन्टिस्ट बने ।

इंसान को कभी मेहनत और प्रयास करना नहीं छोड़ना चाहिए । सब का फल मीठा होता है । निशान पढ़ जाते हैं । बिना निराश हुए बस संघर्ष करते जाइए, सफलता अपने आप मिल ही जाएगी।

– मान्सी जैन, १ बी.कॉम



*Alone we can  
do so little;  
Together we  
can do so much*

**Helen Keller**



# Full Time Faculty In Service

Sl. No.	Name	Qualification	Total Teaching Experience in Degree College	No. of Years of Service in SDM
1.	<b>Mrs. Aruna P. Kamath</b>	M.A.(Eco.)	27 years	24 years
2.	<b>Dr. Muralidhar Rao K. S.</b>	M.B.A., M.Phil., Phd	21 years	21 years
3.	<b>Mrs. Divya Uchil</b>	M.C.A., M.Phil	13 years	15 years
4.	<b>Mrs. Smitha</b>	M.Com.	15 years	14 years
5.	<b>Mrs. Jeevitha</b>	M.A.(Kannada) M.Phil., PGDBM	22 years	15 years
6.	<b>Mr. Arun Sequeira</b>	MCA., M.Phil., PGDBM, PGDCA	13 years	12 years
7.	<b>Mr. Ashwin Mendonca</b>	M.A(English), M.Phil., PGDBM, (Phd)	12 years	12 years
8.	<b>Mr. Thrishanth Kumar</b>	M.Com., M.Phil., M.B.A., NET(JRF), (Phd)	12 years	12 years
9.	<b>Mrs. Manju</b>	M.Com. B.Ed., M.Phil., M.B.A.	16 years	14 years
10.	<b>Ms. Gayathri</b>	M.Com.	12 years	12 years
11.	<b>Mr. Thilakraj G.</b>	M.Com., M.B.A., NET	11 years	11 years
12.	<b>Mrs. Shashikala Shetty</b>	MCA, B.Ed., PGDBM	13 years	11 years
13.	<b>Mrs. Madhumathi J. Raja</b>	M.A(Eng), B.Ed., MBA., M.Phil.,	12 years	12 years
14.	<b>Mrs. Kavitha Prabhu</b>	M.Com., M.Phil., MBA	14 years	10 years
15.	<b>Mrs. Sowmya Jyothi</b>	M.C.A., PGDBM	12 years	10 years
16.	<b>Mrs. Deepa D. Hegde</b>	M.Sc.(Software)	10 years	10 years
17.	<b>Mrs. Renuthakshi K.</b>	M.A.(Kan.) NET	12 years	12 years
18.	<b>Mrs. Shashikala K. G.</b>	M.A(Eco.), M.B.A.	10 years	10 years
19.	<b>Dr. Jyothi</b>	M.A(Hin.), M.Phil., Phd	10 years	10 years
20.	<b>Mrs. Shashiprabha</b>	M.Sc.(IT), PGDBM, PGDCA	9 years	9 years
21.	<b>Mrs. Supritha</b>	M.B.A	7 years	8 years
22.	<b>Dr. Shalini Devadiga</b>	M.A.(Hindi), Phd	10 years	9 years
23.	<b>Mrs. Anasuya</b>	M.Com., M.Sc.(IT)	8 years	18 years
24.	<b>Mrs. Reshmi B. R.</b>	M.C.A., MBA	8 years	8 Years

## Full Time Faculty In Service

Sl. No.	Name	Qualification	Total Teaching Experience in Degree College	No. of Years of Service in SDM
25.	<b>Mrs. Shwetha Y.</b>	M.Com	7 Years	8 Years
26.	<b>Mrs.Veena D. Kotian</b>	M.Com	8 years	7 years
27.	<b>Ms. Preethika Dharmapal</b>	MHRD, MBA	8 years	8 years
28.	<b>Ms. Rashmi T.</b>	MBA	7 years	7 years
29.	<b>Ms. Sowmya Hegde</b>	M.Com	7 years	7 years
30.	<b>Ms. Deepa G. Padiyar</b>	M.Com., M.Phil	8 years	7 years
31.	<b>Mr. Prasanna Kumar T.</b>	M.A(Eco) M.B.A., (Phd)(SLET)	9 years	7 years
32.	<b>Ms. Parinita Salian</b>	M.Com., M.B.A., NET	9 years	7 years
33.	<b>Mr. Devi Prasad</b>	M.Com., NET(JRF), (Phd) JTC	4 years	4 Years
34.	<b>Mr. Gururaj G.</b>	M.Com	5 years	4 Years
35.	<b>Ms. Priya Kamath</b>	M.Com	2 years	2 years
36.	<b>Mr. Bharath Kumar Jain</b>	M.P. Ed.	32 years	32 years
37.	<b>Mr. Muralidhar Hegde</b>	M.A., MLISc., SLET	8 years	3 years
38.	<b>Mr. Surersh Matada</b>	M.Com.	---	1 year
39.	<b>Ms. Divya Naveen</b>	MCA.,	2 years	6 months
40.	<b>Ms. Kavya U.</b>	M.A.,(Eng.)	2 years	6 months
41.	<b>Mr. Praveen D</b>	M.Com.	---	1 year
42.	<b>Ms. Sanchitha B.</b>	MBA	---	6 months

### PART-TIME LECTURERS IN SERVICE

1. **Mrs. Kavitha**, LL.M.
2. **Ms. Sushma**, M.A. (Eng)
3. **Ms. Sanjana**, M.Com.,
4. **Ms. Deepthi**, M.Sc.,
5. **Ms. Prakriti Bhandary**, MCA
6. **Mr. Hardhik Chauhan**, MBA



# *Non-Teaching Staff In Service*

Sl. No.	Name	Designation	Service in SDM
1	Mr. Shekar Madival, B.A.	Superintendent	40 years
2.	Mrs. Ushakiran K. N., B.A.	FDA	32 years
3.	Mr. Rajatha Kumar, B.A.	SDA	32 years
4.	Mr. Jaikumar P., PUC.	SDA	35 years
5.	Mrs. Merceline D'Souza, PUC, Junior & Senior Typing(Kannada & English)	CCT	36 years
6.	Mr. Nagaraj P. B., Certificate course in Library Science	Lib. : Asst.	33 years
7.	Ms. Neetha Rani, B.C.A.	Technical Assistant	10 years
8.	Mrs. Ramya Jinesh, B.A., B.L.I.Sc.	Office Assistant	18 years
9.	Mr. Adarsh D. Devadiga, B.B.M., MBA	Office Assistant	13 years
10.	Mrs. Geetha, B.Sc., PGDCA	Office Assistant	12 years
11.	Mrs. Yashasvini Naik, B.A.	Office Assistant	11 years
12.	Mr. Nithin Kumar, B.A.	Office Assistant	10 years
13.	Mr. Janardhana Naika, PUC	Attender	35 years
14.	Mr. Devaraj Hegde B. N.	Peon	34 years
15.	Mr. Vasantha Kumar K.	Peon	31 years
16.	Mr. Poornaprakash, B.A.	Attender	17 years
17.	Ms. Sushmitha, MCA	Technical Assistant	4 years
18.	Ms. Pramitha, M.Com.	Accounts Assistant	5 years
19.	Mrs. Usha Parvathi T.	Office Assistant	2 year
20.	Mr. Yogisha	Attender	11 years
21.	Mr. Punith Jain	Attender	1 year
22.	Mrs. Vinoda	Sanitary Worker	7 years
23.	Mrs. Indira	Sanitary Worker	7 years

## WE RECOGNISE THE SERVICES OF EX PRINCIPAL'S

1.	Prof. N. J. Kadamba	1978 - 1979	1 year
2.	Prof. T. Krishna Rao	1979 - 1982	3 years
3.	Prof. V. T. Kulkarni	1982 - 1997	15 years
4.	Prof. Devaraj K.	1997 - 2013	16 years

## WE RECOGNISE THE SERVICES OF EX FULL TIME LECTURERS

1.	Mr. B. S. Ramanand	19 years	1978 - 1997	27.	Ms. Preethi Thomas	6 months	2004 - 2005
2.	Mr. M. S. Moodithaya	14 years	1983 - 1997	28.	Dr. Iqbal	7½ years	1999 - 2006
3.	Mr. Jayakumar Shetty	3 years	1985 - 1988	29.	Mr. Jnaneshwar Pai Maroor	3 years	2003 - 2006
4.	Mr. K. P. Chandrashekar	5 years	1988 - 1993	30.	Mrs. Kalaivani	1 year	2006 - 2007
5.	Mr. Ajay Kombrabail	3 years	1997 - 2000	31.	Mrs. Naveen Kumar K. R.	10 years	1998 - 2007
6.	Mr. Nivard Antony D'Silva	1 year	1991 - 1992	32.	Mr. Chandrasheker K.	9 years	1999 - 2008
7.	Mr. Basavaraj R. Hugar	1 year	1991 - 1992	33.	Mrs. Arathi Karkera	9 years	1999 - 2008
8.	Mr. Rajashekar Manjunath	6 Months	1992 - 1993	34.	Ms. Jyothi Laxmi	4 years	2005 - 2009
9.	Ms. Sushma Amin	1 year	1992 - 1993	35.	Ms. Vidhya A. K.	4 years	2005 - 2009
10.	Mr. Shivaprasad H.N.	2 years	1993 - 1995	36.	Ms. Shobha R. Nayak	2 years	2007 - 2009
11.	Mr. Udayakumar S.	1 year	1992 - 1993	37.	Mrs. Kusuma Purushotham	1 year	2008 - 2009
12.	Ms. Latha S. Holla	3 years	1994 - 1997	38.	Mr. Ashok Kumar	1 year	2008 - 2009
13.	Mr. Praveen Kumar K. C.	1 year	1994 - 1995	39.	Mrs. Sonia V.	3 years	2007 - 2010
14.	Mr. Rajesh Nayak	1 year	1993 - 1994	40.	Mrs. Rajashree Kini	3 years	2007 - 2010
15.	Mr. Sridhar Maniyani	1 year	1995 - 1996	41.	Mrs. Deepa Rani Salian	1 year	2009 - 2010
16.	Ms. Sandhya Rani B. K.	1 year	1998 - 1999	42.	Mrs. Gayathri Shetty	2 years	2009 - 2011
17.	Mr. Vasanth Kumar	1 year	1997 - 1998	43.	Mrs. Ashwini	2 years	2009 - 2011
18.	Ms. Priya G. R.	1 year	2000 - 2001	44.	Mrs. Shubhalaxmi	2 years	2009 - 2011
19.	Ms. Priti K. Rao	6 Months	1999 - 2000	45.	Mrs. Sandhya S.	4 years	2007 - 2011
20.	Ms. Anitha Selvaraj	1 year	2002 - 2003	46.	Mrs. Manjushree Rai	3 years	2008 - 2011
21.	Ms. Vani Prabhu	4 months	2003 - 2004	47.	Mrs. Gowri Shenoy	3 years	2008 - 2011
22.	Mr. Prajwal Jain	3 years	2001 - 2004	48.	Mrs. Mamatha	5 years	2009 - 2014
23.	Mr. Vivek	2 years	2002 - 2004	49.	Mrs. Shaini Naveen	3 years	2011 - 2014
24.	Mrs. Suman Kishore	3 years	2001 - 2004	50.	Mrs. Radhika Pai	2 years	2012 - 2014
25.	Mr. Santhosh Pinto	1 year	2004 - 2005	51.	Mr. Jeevandhar Kumar	36 years	1978 - 2014
26.	Ms. Wilma Merina D'Sa	4 years	2001 - 2005	52.	Mrs. Vasudha	4 years	2012 - 2016
				53.	Mr. Hardhik P. Chauhan		- 2017



## WE RECOGNISE THE SERVICES OF EX PART TIME LECTURERS

1. Prof. A. Rajendra Shetty
2. Mr. Venkat Rao
3. Mr. D. R. Bhat
4. Mr. Gopalkrishna Rao
5. Ms. Leena Fernandes
6. Ms. T. N. Indira Varma
7. Ms. Vedavathi
8. Mr. B. K. Ravindra
9. Ms. Irene Noronha
10. Ms. Parvathi M.
11. Mr. Devadas Mallya
12. Mr. Krishnappa Borapa
13. Ms. Vrinda Nayak
14. Mr. Krishnamurthy Acharya
15. Ms. Vidya Shri
16. Mr. Victor R.
17. Mr. G. D. Shetty
18. Mr. Radhakrishna Mayya
19. Mr. Manjunath Bhat
20. Ms. Shakuntala
21. Mr. Narayan Bhat
22. Mr. C. A. Saldanha
23. Mr. Raghuram Baliga
24. Mr. Gopalakrishna Bhat
25. Mr. Suresh Kukilaya
26. Mr. Aloysius Sequeira
27. Mr. Sudeep Bangera
28. Mr. Padakannaya
29. Mr. S. S. Bosco
30. Mr. Gopinath P. A.
31. Mr. Ramdas, A. N.
32. Mr. Subraya Karanth
33. Mr. I. V. Sharma
34. Mr. Srinivas Achar
35. Mr. Rajmohan Rao
36. Mr. Dinesh Pai
37. Mr. Dayananda Kamath
38. Mr. Subramanya P. N.
39. Ms. Keerthi Devi
40. Mr. Mittal
41. Mr. G. G. Prabhu
42. Ms. Sarojini
43. Mr. Sathish Bhat
44. Mr. Louds Swamy
45. Ms. Vagishwari Shivaram
46. Ms. Sharoon Rego
47. Mr. Lawrence Sequeria
48. Ms. Pushpavathi D.N.
49. Mr. Niranjana A. P.
50. Ms. Srimathi Y.
51. Ms. Vijetha Kamath
52. Ms. Jyotsna Narti
53. Mr. Sadashiva
54. Mr. Amith Kumar Jha
55. Ms. Amina
56. Mr. Olivar D'Souza
57. Mr. Dinesh
58. Prof. John H. G. Anchan
59. Ms. Sujatha P. V.
60. Ms. Rekha
61. Mr. Raghuram Shetty
62. Mr. Seetharama Poojary
63. Mr. Chandrashekar
64. Ms. Kiran Kumari
65. Ms. Vas Sheela Cyril
66. Mr. Shikaripura Krishnamurthy
67. Ms. Rajashree
68. Rajeshwari K.
69. Sharitha B.
70. Dr. J. N. Bhat
71. Ms. Asha M.
72. Mr. Praveen Kumar K. C.
73. Mr. Mohandas
74. Ms. Doreen Snehalatha Kotian
75. Ms. Sumana K. B.
76. Mr. Naveenchandra K. P.
77. Mr. Rajeshkumar J. Vasani
78. Mr. Ramakrishna Gummani
79. Ms. Yogishini
80. Mr. Chrysostom Fernandes
81. Mr. Shivaprasad
82. Mr. Udayakumar S.
83. Mr. Prashantha
84. Ms. Thejashree Huvanoor
85. Mr. Rajaram
86. Mr. K. S. Udupa
87. Mr. B. N. Herala
88. Mr. Narasinga Rao K.
89. Precilla Pinto
90. Ms. Kini Sujatha Sadashiva
91. Ms. Brinda C. V.
92. Ms. Ashalatha K.
93. Ms. Rekha K. Alva
94. Mr. Ram Sajjan
95. Mr. Mithun Vijay
96. Mr. Madhusheel
97. Mrs. Ambika J. Mallya
98. Mrs. Poornima
99. Mrs. Asha Kamath
100. Mr. Sathyamurthi K.
101. Mrs. Seema Shenoy
102. Mrs. Melita
103. Mrs. Sujatha
104. Ms. Sowmya H. P.
105. Mrs. Sandhya Rani
106. Mrs. Madhavi Patravali
107. Ms. Suchithra Suman
108. Mrs. Mamatha Rai
109. Mr. Mahesh Bhat
110. Mrs. Mahalaxmi
111. Ms. Shyamala D.
112. Mrs. Hanisha Kabeer
113. Ms. Lalitha Naik
114. Mrs. Preethi
115. Ms. Deepa
116. Mrs. Shabina
117. Mrs. Nayana Pai
118. Ms. Renuka
119. Mrs. Manjushree Ballal
120. Mrs. Jayalaxmi Shet
121. Ms. Vrinda Pai
122. Ms. Sonali Mallya
123. Ms. Sahana
124. Mrs. Nayana Pai
125. Mrs. Bharathi Neelakanth
126. Ms. Nidhi

## WE RECOGNISE THE SERVICES OF EX - SUPPORTING STAFF

1.	<b>Sri P. Krishna Das</b>	1978 - 1993	11.	<b>Sri K. A. Radhakrishna</b>	1988 - 1990
2.	<b>Sri Raghuvver Mudya</b>	1978 - 1986	12.	<b>Sri Hanumantharayappa T. C.</b>	1986 - 1995
3.	<b>Sri Ravindra Suvarna</b>	1979 - 1982	13.	<b>Smt. Rashmi Prasad</b>	2006 - 2007
4.	<b>Sri Camil D'Souza</b>	1982 - 1983	14.	<b>Sri Shivaprasad</b>	2007 - 2008
5.	<b>Sri Chandrahasa K.</b>	1982 - 1983	15.	<b>Sri Gangadhara Gowda</b>	2008 - 2009
6.	<b>Sri Niranjana Achar</b>	1982 - 1984	16.	<b>Sri Edwin Mendonca</b>	2007 - 2010
7.	<b>Sri Udaya Kumar Shetty</b>	1982 - 1983	17.	<b>Sri Sharath Kumar</b>	2005 - 2011
8.	<b>Sri Vijaya Raj</b>	1986 - 1987	18.	<b>Sri Shailesh B.</b>	2011 - 2014
9.	<b>Sri Umesh G. K.</b>	1986 - 1990	19.	<b>Sri Vishwanath Naik</b>	2008 - 2015
10.	<b>Sri Yuvaraja Poovani</b>	1987 - 1991	20.	<b>Ms. Archana K. C.</b>	2014 - 2015
			21.	<b>Sri Annu Gowda</b>	1979 - 2014

## PAST PRESIDENTS OF PARENTS TEACHERS ASSOCIATION

1.	<b>Dr. G. R. Krishna</b>	1987 - 1988	16.	<b>Sri U. R. Kini</b>	2002 - 2003
2.	<b>Sri Suresh Kamath</b>	1988 - 1989	17.	<b>Smt. Gladys Pereira</b>	2003 - 2004
3.	<b>Sri S. S. Kamath</b>	1989 - 1990	18.	<b>Sri Jagadish Shetty</b>	2004 - 2005
4.	<b>Sri B. Ganapathi Pai</b>	1990 - 1991	19.	<b>Sri Narayan</b>	2005 - 2006
5.	<b>Sri B. Ganapathi Pai</b>	1991 - 1992	20.	<b>Sri Ashok Kumar B.</b>	2006 - 2007
6.	<b>Sri B. Ganapathi Pai</b>	1992 - 1993	21.	<b>Sri Annaya</b>	2007 - 2008
7.	<b>Prof. M. T. Subramaniam</b>	1993 - 1994	22.	<b>Sri Vishnudas Kini</b>	2008 - 2009
8.	<b>Prof. M. T. Subramaniam</b>	1994 - 1995	23.	<b>Smt. Priya P. Kamath</b>	2009 - 2010
9.	<b>Prof. Shridhar Murthy</b>	1995 - 1996	24.	<b>Sri Raghavendra M.</b>	2010 - 2011
10.	<b>Prof. H. V. ShankaraNarayana</b>	1996 - 1997	25.	<b>Sri Ravindra Shet</b>	2011 - 2012
11.	<b>Sri D. Vinay Kumar</b>	1997 - 1998	26.	<b>Sri Koragappa Gowda</b>	2012 - 2013
12.	<b>Sri C. J. Rupani</b>	1998 - 1999	27.	<b>Sri Narayan T.</b>	2013 - 2014
13.	<b>Sri V. Sripathi Bhat</b>	1999 - 2000	28.	<b>Sri Sathish B. Padiwal</b>	2014 - 2015
14.	<b>Smt. Sudha S. Baliga</b>	2000 - 2001	29.	<b>Sri Rajesh Shetty</b>	2015 - 2016
15.	<b>Smt. Jyothi P. Rao</b>	2001 - 2002	30.	<b>Smt. H. K. Geetha</b>	2016 - 2017



## PAST PRESIDENTS OF STUDENTS COUNCIL

1.	<b>Melwin D'Souza</b>	1978 - 1979	21.	<b>Johan Fernandes</b>	1998 - 1999
2.	<b>Sudheesh P. K.</b>	1979 - 1980	22.	<b>Shiyan Usman</b>	1999 - 2000
3.	<b>Rohit Shetty</b>	1980 - 1981	23.	<b>Mithun Appaiah</b>	2000 - 2001
4.	<b>Adil A. Fareed</b>	1981 - 1982	24.	<b>Vijesh Vidhyadhor</b>	2001 - 2002
5.	<b>Surendra Shenoy</b>	1982 - 1983	25.	<b>Ajay Krishna Naidu</b>	2002 - 2003
6.	<b>Mohammed Laiz</b>	1983 - 1984	26.	<b>Natesh Kumar</b>	2003 - 2004
7.	<b>Rangnath Kini</b>	1984 - 1985	27.	<b>Sudeep Vas</b>	2004 - 2005
8.	<b>Madhusudan Bhat</b>	1985 - 1986	28.	<b>Mithun Rai</b>	2005 - 2006
9.	<b>Arun D'Souza</b>	1986 - 1987	29.	<b>Sumith Melroy Karkada</b>	2006 - 2007
10.	<b>Sunil Colaso</b>	1987 - 1988	30.	<b>Srivatsa Gudi</b>	2007 - 2008
11.	<b>Sadhashiva Rao</b>	1988 - 1989	31.	<b>Pon Permumal</b>	2008 - 2009
12.	<b>Arun Kumar C. F.</b>	1989 - 1990	32.	<b>Ms. Hanica</b>	2009 - 2010
13.	<b>Roshon Rasquinha</b>	1990 - 1991	33.	<b>Ms. Vanditha D.</b>	2010 - 2011
14.	<b>Ajith K. P.</b>	1991 - 1992	34.	<b>Mr. Goutham G. Pai</b>	2011 - 2012
15.	<b>Ananth G. Pai</b>	1992 - 1993	35.	<b>Mr. Dhiren Anand</b>	2012 - 2013
16.	<b>Rakesh Kumar</b>	1993 - 1994	36.	<b>Ms. Swathi S. Rao</b>	2013 - 2014
17.	<b>Parameshwara M. S.</b>	1994 - 1995	37.	<b>Mr. Manel Srikanth Nayak</b>	2014 - 2015
18.	<b>Koreya Godwin Prashanth</b>	1995 - 1996	38.	<b>Ms. Simona Denise Fernadies</b>	2015 - 2016
19.	<b>Sanjay G. Shet</b>	1996 - 1997		<b>Ms. Amra Amir Arabi</b>	2015 - 2016
20.	<b>Rakesh Paleri</b>	1997 - 1998		<small>(Both Student Coordinators)</small>	
			39.	<b>Ms. Sushmitha</b>	2016 - 2017
				<b>Ms. Krithi Nahata</b>	2016 - 2017
				<small>(Both Student Coordinators)</small>	





## Visitors Opinion

*It was a pleasure to be a part of magazine program*

- **Dr. Ammalu Kutty**, Asst. Professor, University College, Mangaluru

*It was a wonderful experience to interact with the faculty across streams in SDM*

- **Dr. Anjali Ganesh**, Asst. Professor, St. Joseph Engineering College, Mangaluru

*Good response by students, happy to give guidance.*

- **Ms. Dhanya Karthikeya Shenoy**, Counsellor, Trisha Institution

*Good ambience, good faculty & nice students. Good experience.*

- **Dr. Ullas Namboodiri**, Branch Manager, AVS, Mangaluru

*Organised well and good co-ordination.*

- **Ms. Rakshitha Salian**, Software Engineer, Thomson Reuters International Service Pvt.Ltd.

*Excellent management institution, Keep it up.*

- **M. J. Salian**, President, District Consumer Federation, Mangaluru

*Well organized, good listening skill, good luck,*

- **Ms. Lavanya**, Artist, SDIT

*A very well-organized unit of NSS volunteers, nicely arranged inauguration program by the volunteers. Wish good luck,*

- **Dr. Hemprasad Nath**, SAS Officer, NITK, Surathkal.

*It was pleasure to be part of this program.*

- **Mr. Rakesh Naik**, Accounts Executive, Commercial & Tax Consultant, Mangaluru

*Good experience of interacting with teachers and students. An institution with potential for growth.*

- **Dr. K. V. Rao**, Director, PRSC.

*Good opportunity to share the corporate exposure.*

- **Ms. Kavyashree Gathy**, Recruiter, Alti source Business Solutions, Bangalore.

*It was really wonderful and I am happy to be a part of it.*

- **Mr. Ragu Rao**, Database Administrators, Dept. of Revenue, Atlanta, USA.

*Lovely occasion, like to be part of such process.*

- **Ms. Sandya Bekal**, Sr. Application Developer, Automatic Data Processing, Atlanta, USA.

*Very well organized, feels great to be a part of it.*

- **Mr. Karthik S. Pai**, Asst. Manager, South Indian Bank, Kannur.

*Excellent infrastructure, hospitality, cooperative faculty.-*

**C. G. Thomas**, Asst. Professor, Dept. of IT, AIMIT, St. Aloysius College, Mangaluru

*Great infrastructure, happy to be back to college.-*

- **Mr. Shreyas**, Sr. Executive Orange Counte, Bangalore.

*Its interactive session boosted confidence.-*

- **Mr. Arun Gundmi**, Faculty Time Institute, Mangaluru

*Interactive session.-*

**K. T. Shwetha**, Director and Founder, Psychologist of Anirveda - Resource center for Psychological well being

*Good and thankful management.*

- **Mr. Kalandar Kaushik**, Sr. Executive in HR, JBF Petrochemicals Ltd, Mangaluru

*Impressive, innovation of student council*

- **Mr. Louis Manoj**, Asst. Professor, GFGC, Kavour

*Good program.*

- **Mr. Manjunath**, BWC

*Good interactive program.*

*I appreciate this for development and entrepreneurship.*

*Thanks for the program.*

*Thank you so much for the opportunity.*

*Really blessed for the opportunity, Thank you so much*

*Active participation by the entire class inspite of being an afternoon session. Interactive session. Good*

*It was a pleasure to meet all your students and hope to have a long relationship with your students*

*Thank you so much for the opportunity.*

*Excellent program, very good youth Red Cross wing*

*Thanks for valuable support and cooperation.*

*I remain grateful for your constant Interaction*

*Thank you for the opportunity.*

*Enjoyed the opportunity.*

*Privileged to be a part of your celebration..Always an honour to be in a prestigious institution like SDM..Looking forward to be here again.*

*Thanks for the opportunity.*

*Wonderful participation of students in cultural programme, good support from teachers and Principal.*

*Good team spirit and support from the college.*

*It feels great to come back to SDM.*

*It was really a very good experience for me to come and speak before you all.*

*I am really thankful to this institution for granting me this valuable opportunity to train your students. I am also impressed by the hospitality shown towards me by the principal, staff and students.*

- **Mr. Narsimha Pai**, CS, Institute of Company Secretaries of India.

- **V. Balasubramanian**, Marketing Professional, Trisha Classes, Mangaluru

- **Mr. Ashish Agarwal**, AGM, JBF Chemicals, Mangaluru

- **Mr. Amitabh Anand**, Asst. Professor, Dept. PMISSC and Shar Research Group, SKEMA Business School, France

- **MS. Nihal Rao**, CRM Veenu Motors, Royal Enfield Service Centre, Mangaluru

- **Mr. Kishore Chandra Hegde**, Rtd. AGM, Vijaya Bank, Member of PLA, Mangaluru

- **Ms. Jean Marie Mascarenhas**, President Interlog Service, France

-**Mr. Keshava Bangera**, Asst. Professor, Narayanaguru Pre-University College, Kudroli, Mangaluru

- **C. A. Shantharam Shetty**, Chairman, India Red Cross

- **Mrs. Priya K**, Branch Head, Planet Education, Mangaluru

- **Dr. Malini Hebbar**, HOD, English Department, St. Agnes College, Mangaluru

- **Mrs. Archana Kamath**, Assitant Professor, Canara College, Mangaluru

- **Ms. Megha Kamath**, Asst. Professor, Canara College, Mangaluru

- **Captain Brijesh Chawta**, Ex-Service man, Indian Army.

- **Mr. Yathish Kumar**, Asst. Professor, SJEC,Vamanjoor

- **G. A. Boloor**, Artist.

- **Ms. Dhriti Divakar**, Technical Recruiter, People Gamut HK solutions, Mangaluru

- **Mr. Tharanath Varkadi**, Editor, Ballirenayya Patrike, Karkala.

- **Mr. Karthik S. Kateel**, CEO & Founder Suraksha for Women Trust, General Secretary, Bruce Lee JKD Association of Karnataka.



*It was really good experience for me.*

**- Mr. Vivek Bhat**, IIHT Manager, Mangaluru

*I am thankful for identifying me for giving a presentation on Webhosting and domain name system. It was a great experience here in SDM.*

**- Mr. Sudhir Kumar**, Asst. Training Manager, Diya Systems Pvt. Ltd, Maryhill, Kavoov, Mangaluru

*I am really grateful for this opportunity. The students enthusiasm and intrest is really good.*

**- Mr. Kumble Narasimha Prabhu**, MD, Kumble Solar Energy Solutions Ltd., Mangaluru

*Very good programme. This type of program for students is booming for business.*

**- Mr. Pushparaj Jain**, Vice President CREDAI Karnataka & MD, Abhish Builders, Mangaluru

*A great opportunity for all the students. Keep it up.*

**- Mr. Adish N.**, Proprietor, Nagagiri Resort, Kalasa.

*A good opportunity for students to develop their skills and show case their talents.* - **Ms. Namrutha**, SWOA, Corporation Bank, Padmanur Branch.

*Very well Organized! Punctuality is Appreciated.*

**- Ms. Swathi Rao**, Alumni

*Pleasure to be back here.A very pleasant experience.-*

**- Ms. Deeksha Shetty**, Alumni

*Great event. Event heads were kind hearted for photography event.*

**- Mr. Jacob M. Johnson**, Alumni.

*Event went well.*

**- Mr. Shrujan Kumar**, Alumni.

*Thank you for the warm Gesture.*

**- Ms. Farhin Banu**, Jet airways.

*Pleasure to be a part of genesis 2017.*

**- Mr. Avinash Suvarna**, Director, Sea Sapphire Motels & Infra India Pvt. Ltd.

*Honoured to judge the rounds for genesis 2017.*

**- Ms. Swatisri Rao**, SDM Law College, Mangaluru.

*Keeps getting better really honoured to be a judge.*

**- Mr. Canute Warren D'Costa**, Alumni

*Well executed event keep up the good work,*

**- Mr. Supreeth Raj**, LIC of India, Sports Assistant.

*It was a pleasure to judge the event. The creativity of students astounds me.*

**- Mr. Rajat R.**, Freelance Content Writer, Media Relations

*Wonderful experience regarding the event.Great Job.-*

**- Ms. Karishma Suvarna**, Senior Acquisition Specialist, MRESULT Services.

*Happy for being back to our college.*

**- Mr. Shivprasad Bhat**, Quality Asst. Engineer, Envestnet Yodlee, Bangalore.

*It was pretty good for judging these students.*

**- Mr. Preetham D'Souza**, Photographer.

*It was privilege to be a part of SDM*

**- R. J. Errol**

*Good to be Back*

**- V. J. Suhan Alva**, Anchor

*Great Oppurtunity for the first years throughout the event.*

**- Ms. Preethi Prabhakar Shetty**, Alumni

*It was really great to see the students' team.*

*Such an honour and privilege. Really good experience throughout the program.*

*Good environment.*

*Good response from students.*

*Nicely participated in Yoga class.*

*Good interaction and learnables scenario.*

*This wonderful situation of doing a work in an innovative manner and a social intelligence.*

*Seminars here and there must be conducted more often. Students need to be more aware about what opportunity they have as they qualify as graduates*

*Good students and Lecturers and very happy to conduct seminar.*

*Good to interact.*

*Good team spirit and support from the college.*

*A well-arranged venue on NHR disciplined students. Mentors Are Kind Energetic.*

*Well Organised event.*

*Good interaction with the students.*

*Excellent hospitality, vibrant atmosphere.*

*Wonderful and neat campus illustratic and supporting teaching staff*

*Very good, self-motivated for blood donation.*

*Students were very pleasant and interactive.*

*Students were good and interactive.*

*Attentive students with lot of potential.*

*Well Planned and meticulously executed program. Felt honored to be a part.*

*Blessed to be back in SDM. May the banner of this college keep rising all times. Proud SDMite.*

*It was heartening to be among your midst. Wishing all the best and warm regards.*

- **Mr. Udayakumar M.**, Retd. Professor, SDM Law College, Mangaluru

- **Mr. Siddharth Raj**, Partner, Sri Laxmi Cloth Stores, Mangaluru

- **Mohammed Masood**, Marketing Head, Enkalana.com

- **Ms. Anushree Raj**, Research Scholar, NITK AP-SJEC

- **Yoga Rathna Sri Gopal Krishna Delampady**, Rtd. Senior Health Inspector , Mangalore City Corporation, Yoga Expert.

- **Mr. Deepak N. Raghava**, Corporate Trainer.

- **Dr. B. M. Hegde**, Editor in Chief, The Journal of Science of Health outcomes.

- **Mr. Nikhilesh K.**, Faculty, MAPS College, CA practioner.

- **Dr. Kalpana Prabhu**, HOD, Hindi Department, Canara College, Mangaluru

- **Mrs. Rani Mangala**, Psychiatrist, Director, Wakeup Counselling Centre, Mangaluru

- **Dr. Sujaya K.**, Asst. Professor, HOD, Hindi Department, Poornaprajna College, Udupi.

- **AC Renuka Prasad**, Asst. Commissioner, Human Right Activist, Mangaluru

- **Mr. Mallana Gowda Patil**, Senior Civil Judge, District Legal Services Authority, Mangaluru

- **M. R. Ballal**, President, MBA, Mangaluru

- **Lt. Col Prasad S. N.**, Prof SDMIMD, Mysore.

- **Mr. Prashanth V. Pai**, Art of Living, Mangaluru

- **Dr. Deepa Adiga S. A.**, Blood Bank Director, KMC Blood Bank

- **Dr. Sekhar S. Iyer**, Director, Vivekananda College of Engineering, Puttur

- **Ms. Chaithra Roa**, SAP Consultant, Merck Ltd, Electronic City, Bangalore.

- **Mr. Supreeth Raj**, LIC of India, Mangaluru

- **Dr. K.V. Malini**, Principal, Canara College, Mangaluru

- **Ms. Shilpa H.**, Artist, Tutor.

- **Dr. B.S. Nagendra Prakash**, Registrar, Mangalore University.



*It was a great as chief guest being alumni of this college.*

*Lovely students, amazing energy.*

*Good students. Keep it up.*

*It is privileged to be a part of SDM.*

*Glad that I had an opportunity to interact with the students.*

*Good to have been here to address my own students.*

*Good it was a wonderful experience.*

*I am honoured to be here and had great experience.*

*Fruitful Seminar had a great time.*

*Newly organized program with sufficient intellectual input.*

**-Dr. Jayaraj Amin**, Director, College Development Council, Professor & Chairman, Political Science Dept, Mangalore University.

*Excellent facilities.*

*Discussions have taken place to the problems that are faced at private college.*

*Hats of to the principal and her team for the excellent team work, Best wishes for the future.*

**- Prof. Samuel K . Samuel**, Principal, Crossland College, Brahmavar.

*Conducted "E.R.P for Managers" Good students very much interactive.*

**- Mr. Rajesh K. M.**, M.D. CAST, Mangaluru

*Students took intrest in listing my talk. It was a good experience.*

**- Ms. Manjushree Rai**, Proprietor, Manjushree Agency, Mangaluru

*Thanks for providing the opportunity. Looking forward to a long term relationship with your institute.*

**- Ms. Sunitha**, JHA, IDP Educational Pvt. Ltd.

*It was an immense pleasure to step into the institution again. I share my experience on corporate field.*

**- Ms. Monisha Maben**, Osborne Engineering, Project/Finance Officer.

*The valedictory program was nice. Students response was good.*

**- Dr. Uday Kumar**, H.O.D, Hindi Department, St. Agnes College, Mangaluru

*It was a very nice program.*

**- Mr. Nagendra Shenoy M.**, Namma TV, Mangaluru

*It gives me pleasure to be a part of SDM. Thank you.*

**- Mr. Vineeth Kumar**, Anchor V4 Channel, Alumni, Mangaluru

**STATEMENT ABOUT OWNERSHIP AND OTHER PARTICULARS ABOUT THE MAGAZINE  
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I, Smt. Aruna P. Kamath hereby declare that particulars given above are true to the best of my knowledge and belief.

Date : 31-3-2018



# College Day





# NAAC PEER TEAM VISIT

