



**SHRI DHARMASTHALA MANJUNATHESHWARA
COLLEGE OF BUSINESS MANAGEMENT
MANGALURU**

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

**College ANNUAL
2018-19**



**DYNAMISM
INSIGNIA**



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

ಮಂಜುನಾಥನಾ ನಾಮದ ಮಂದಿರ ಹಬ್ಬಲಿ ವಿಸ್ತರಣೆ
ನಿತ್ಯ ಜ್ಞಾನದಾ ಜ್ಯೋತಿಯ ಕಿರಣಗಳೇರಲಿ ಎತ್ತರಣೆ
ಚಂದಿರನತ್ತರಣೆ
ಹೊಂದೇರನ ವಿಸ್ತರಣೆ||

1. ಕವಲತಡಿಯ ಈ ನಾಡ ಮಂಗಳಿಯ ಬೀಡ ಮಧ್ಯೆ ಇಹುದು
ಪಡುವ ತೆಂಕಣದ ಬಡಗು ಮೂಡಣದ ಕಡೆಗೆ ಹಬ್ಬುತಿಹುದು
ನಡೆಯ ನುಡಿಯ ಜಡಜಾಡ್ಯ ಮೌಢ್ಯಗಳ ಕೊಡಹಿ ತಡಮತಿಹುದು
ಒಡಲಿನಾಳದಲಿ ಬೆರೆವ ಮಕ್ಕಳಿಗೆ ಸನ್ಮತಿಯ ನೀಡುತಿಹುದು
ಅಜ್ಞಾನ ನೀಗುತಿಹುದು
ಸುಜ್ಞಾನ ತುಂಬುತಿಹುದು ||
2. ನಿತ್ಯ ನೀಡುವರು ತುಂಬಿ ಬೊಗಸೆಯಲಿ ಅಮೃತ ಕುಡಿಯಿರೆಂದು
ವಿಪದ ವರ್ತುಲದ ಪಕ್ಕ ಭೇದಗಳ ಮರೆತು ಬಾಳಿರೆಂದು
ಹಿಂದು ಇಂದು ಮುಂದೆಂದು ಸ್ಮರಿಸುವೆವು ಜ್ಞಾನದಾತರೆಂದು
ರಮ್ಯ ಪಾಗರದ ಸೊಗಸಿನಲೆಗಳಯ್ಯಾಲೆ ಮಡಿಲಲೆಂದು
ನರವಾಗಿ ಬೆಳೆಯಲೆಂದು
ಚಿರಕಾಲ ಬಾಳಲೆಂದು
3. ಸುತ್ತ ಸುಳಿದವರು ಇತ್ತ ಬಂದವರು ಮತ್ತೆ ಮರಳುವವರೂ
ಸತ್ಯ ಜ್ಞಾನದ ದೀಪ ಬೆಳಗಲು ತೈಲವೆರೆದ ಹಿತರೂ
ಸಾಗಿಮುಂದೆ ಅನುರಾಗ ಹೊಂದಿ ಈ ಗುಡಿಯ ಅರಳುತ್ತಿರಲೀ
ದೂರದೂರದಾ ವಿಶ್ವದೆಲ್ಲೆಡೆಗು ಟಿಪಿಲು ಚಿಗುರುತ್ತಿರಲೀ
ಹೊಂಗಿರಣ ಹೊಮ್ಮತಿರಲೀ
ನಂಬಿಕೆಯ ಕೊನರುತ್ತಿರಲೀ ||
4. ಜ್ಞಾನದೇಗುಲನಂದ ಸಂಭ್ರಮದ ಹರುಷದೊಸಗೆ ಸುತ್ತ
ಗುರಗಳೆಲ್ಲರ ಧರ್ಮದರ್ಶಿಗಳ ಶುಭದ ಹರಕೆಯತ್ತ
ಮುಂದೆ ಬರಲಿರುವ ಹಿಂದೆ ಅಗಲಿರುವ ಬಂಧುಮಿತ್ರ ಸುವನ
ಎಂದು ಮರೆಯೆವು ಇಂದು ಮಗಿಯುವೆವು ಇದಿಕ್ಕೊ ನಮ್ಮ ಕವನ
ತಂಗಾಳಿ ಬೆರೆತ ಪವನ
ಝೇಂಕಾರ ಧ್ವನಿಯ ನಮನ

ರಚನೆ : ಪ್ರೊ. ಡಿ. ವೇದಾವತಿ

S.D.M. College of Business Management
& Post Graduate Centre
For Management Studies & Research

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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College Annual Report





COLLEGE ANNUAL REPORT 2018-19

Honorable Chief Guests of the Day Mrs. Vathika Pai and Mr. Dhanraj Varadhram, 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 40th College Day Celebrations of S.D.M. College of Business Management, Mangaluru. Affiliated to Mangalore University, the college offers 4 courses namely BBA, BCA, BA(HRD) & B.Com with ample encouragement to co-curricular and extra-curricular activities. It is accredited by NAAC with A Grade (CGPA:3.30) in the III Cycle of Accreditation. In keeping with the insightful words of Dr. A.P.J. Abdul Kalam who said, "Educationist should create enlightened human beings with the capacities of the spirit of enquiry, creativity, entrepreneurial and moral leadership among students and become their role model", we at SDM have chalked out a wide range of activities to promote the overall development of the personalities of students. Some of them are highlighted in the report.

As on today the total students strength of our college is 1377 out of which 641 are girls 736 are boys. The college has 37 full time lecturers, 2 part time lecturers, a qualified Librarian, a Physical Director, 23 full time non-teaching staff constituting a total of 64. The college secured 4 ranks in Mangalore University Examinations.

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 180 programmes were conducted for which about 150 renowned personalities and our alumni were invited as guest speakers to guide and motivate the students.

10 departments of the college which include Department of 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 spectrum of programmes are conducted to supplement the academic input. These include:

1. **24 Add on Courses in various subjects.**
2. **Academic Programmes & Guest lectures by experts :**
 - Soft Skill Training Programme
 - Management Training
 - Fest Forum IT Training
 - Awareness on Traffic Management and Road Safety
 - Yoga Training programme
 - First Aid Training Programme
 - Disaster Management Training
 - Vanamahotsava programme
 - Oral Dental Checkup
 - Street Play
 - One Day Medical Camp
 - Self defence training programme
 - Professional Course Orientation
 - Library Orientation Programme
 - Factory Visit
 - Rebranding Individuals Personality
 - Leaders Role In Building Brand
 - Awareness on Scholarship
 - Insurance Industry and Realignment
 - Awareness on GST
 - Self Growth
 - Enhancing Healthy Personality
 - Awareness on Higher education in Abroad
 - Open House Programme for BCA
 - Pronunciation and Word Fashion
 - Motivational Talk

- Data Science
 - Entrepreneurship in E-Commerce
 - Importance of Online Security & Make money online
 - Women & Human Rights
 - Human Resource beyond classroom
 - Corporate Social Responsibility
 - Life Excellence - Value Based
 - Machine Learning - A branch of AI
 - Career Development
 - Impact of Media
 - Anti-Drug Awareness Programme
 - PTA Annual General Body Meeting
 - Samsarga Vashadim, Nisarga Gunamam, Pattu Vidavudu Kadu
Ditam - Durga Simma
 - Stress Management in organisation
 - Article writing skills for newspapers
 - Human Resource Accounting
 - Social Medias & Youth
 - Digital Marketing
 - Shambookkeatmakatya
 - Time Management
 - Cyber Security as a career
 - Biometrics : Trends and Challenges
 - Web Marketing
 - Investor awareness
 - Workshop for creating awareness on answering aptitude test
 - Campus to Corporate
 - Annual review meeting of Consumer Education Certificate Course
for Course Directors
 - Mangalore University Intercollegiate Football tournament
 - Academic Audit
 - Saraswathi Pooja
 - Inter Faculty Guest Lecture
 - Staff Sports Meet
 - Challenges in Human Resource Department
 - Digital Banking and Marketing
 - Economics of supply chain
 - Raksha Bhandan Natakki Kathavastuauruski Visheshathaye
 - Value Based Education
 - Beary Bashaa Saahitya
 - College Annual Day Celebrations
 - Prize Distribution Ceremony
 - Introduction to Artificial Intelligence and its applications
 - Personality Development
 - Programming Language
 - Importance of Yoga in our daily life
 - Awareness on Aviation Course
 - Challenges faced in the Current Business Scenario
 - Peace through Mind Control
 - Awareness Programme for Voters
 - Workshop on Intellectual Property Rights
 - Python Programming Language
 - Financial Literacy
 - Awareness programme on Breast Diseases
 - GST
 - Janapada Kammata - Rangabhinaya
 - Animal Welfare
3. **Value Education Programmes.**
 4. **Orientation & Inauguration of various Associations.**
 5. **IQAC Programmes for initiating Quality Improvements :**
 - Orientation Programme to First Year students
 - Leadership Development Programme for Council members
 - Orientation programme by each Association.
 - Value Education Programmes.
 - FDP on "21 Century Learning Design - A Brief Introduction"
 - FDP on "The Active Learning Classroom : Strategies for Educators"

▶ FDP on "Animation of Curricular and Co-Curricular Activities and Sharing of Best Practices"

▶ FDP on "Server File Management"

▶ FDP on "Enhancing Network speed by compressing data"

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

▶ Blood Donation Camp

▶ NSS Swachatha programme

▶ NSS one day camp

▶ NSS Swaccha Gelathi Programme

▶ NSS Annual Special Camp

▶ Street Play

▶ Tree plantation programme

▶ Campus cleaning programme

10. Students Council Programmes :

▶ Orientation Programme to First Year students by Council Members

▶ Brain storming for Action Plan by SQAC

▶ Inauguration of Students' Council

▶ Prize Distribution Ceremony

▶ College Annual Day Celebrations

▶ "INSPIRE 2018" - College Level IT Fest

▶ "GENESIS 2018" - University Level Management Fest

▶ "SYNERGY 2019" -National Level Management Fest

▶ "SYGMA 2019" - State Level IT Fest

▶ "Vivekotsava 2019" an inter-collegiate fest on the occasion of 155th birth centenary of Swami Vivekananda

11. Career Guidance & Placement Cell Activities :

▶ Workshop for aptitude test

▶ Career Guidance Programme

▶ Workshop on Competitive Exams

▶ 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

▶ Computer Literacy Day

▶ Human Rights Day

13. PTA Meetings.

Dignitaries visited during the period:

1. Dr. Jayanthi Prasad Nautiyal, Director General, Global Institute of Banking, Financial Education & Research, Dehradun

2. Mrs. Uma Prashanth, Deputy Commissioner of police, Mangaluru

3. Mr. Ameet K. Katyal, CEO, Infinique, Bangalore.

4. Mr. Shivaprasad Bhat, UX Automation in Envestnet, Yodlee, Bengaluru

5. Mr. Robin D'Souza, Cyber Sapiens, Marathahalli, Bengaluru
6. Ms. Syrha Goveas, Professor, University of Bahrain
7. Prof. Clement D'Souza, Vice Principal and Associate Professor, St. Joseph Autonomous College, Bangalore
8. Prof. Surjyabrat Buragohain, Associate Dean at IBS Business School, Bangalore.
9. Mr. Krishna Puthran, Senior System Analyst, Toshiba Software India Pvt. Ltd., Bengaluru
10. Mrs. Bhagyashree R. Arkasali, Master Trainer for Jaadu Ginni Ka Programme, Bengaluru
11. Dr. Kavyashree K.B, Asst. Professor & HOD, Dept of Clinical Psychology, St. Agnes Center for PG Studies and Research Mangaluru
12. Mr. Karthik S Kateel, Martial art expert, Kateel.
13. Mr. Santhosh, Chartered Accountant, Mangaluru
14. Mr. Kushalappa Gowda N, Yoga Therapist, Mangaluru
15. Mr. Mahesh P. Shenoy, Padav Trading Corporation Mangaluru.
16. Mr. Joselyn T Lobo, Associate Professor, School of Social Work, Roshni Nilaya, Mangaluru
17. Mr. Jaykishan Bhat, Principal of Western Institute of Technology, Mangaluru
18. Mr. Manjunath Shetty, Assistant Commissioner of Police, Mangaluru
19. Dr. Arjun Shetty, MS Neurosurgeon, Mangaluru
20. Mr. Amanulla, Police Inspectors, Mangaluru
21. Mr. Kumaraswamy, Police Inspector, Mangaluru
22. Ms. Savitha, Yoga Therapist, Bharathiya Vidhyabhavana, Pandeshwar, Mangaluru
23. Dr. Madhusudan Upadya, Anesthesiologist, KMC Hospital, Mangaluru
24. Mr. Bihari Singh, Team Inspector, NDRF, Vijayawada
25. Mr. H C Mallikarjun, Officer of DDMA, Mangaluru
26. Mr. Vijay, Staff coordinator, Red Cross Unit, Mangaluru
27. Mr Prassanna Kumar, member, District Red Cross society and IRCS, Mangaluru
28. Mr. Vijay Kumar Shetty, Branch Manager, M LIC, Mangaluru
29. Dr. Sharath Kumar Rao, Medical officer, Blood bank, Wenlock Mangaluru
30. Ms. Padmashree Alva , Business Head for recruitment and staffing at Infiniqe, Mangaluru
31. Prof. Nanda Kishore, NSS Co-ordinator, Mangaluru.
32. Dr. Kishore Kumar Sheni, Principal, Ramakrishna PU College, Mangaluru
33. Mr. K. Premanath, Advocate, Mangaluru
34. Mr. Santosh Peter, Advocate and Legal consultant, Mangaluru
35. Mr. M. J. Salian, President, District Consumer Federation, Mangaluru
36. Ms. Sushmitha Achar, CEO of Ornate creations, Chennai
37. Mr. Sandesh Shenoy, Sandesh Trading Company, Mangaluru
38. Mr. Daniel Marsh, Chartered Accountant, Mangaluru
39. Prof. Maria C. D'costa, Director, Uxcel, Mangaluru
40. Ms. Nelvita Noronha, Law practitioner, Mangaluru
41. Ms. Samantha Verginia D'Souza, Entrepreneur, Mangaluru
42. Mr. Narayan Nayak, Rtd. Teacher, Siddakatte
43. Mr. Vijay Kumar Shetty, Branch Manager LIC, Mangaluru
44. Ms. Ramya, Asst. Professor, Nitte NMAM Institute of Technology, Department of MCA, Karkala
45. Mr. Praneeth, Asst. Professor, Nitte NMAM Institute of Technology, Department of MCA, Karkala
46. Ms. Meghana Ballal, Advocate, Mangalore District Court, Mangaluru
47. Mr. Daniel Marsh Pereira, Chartered Accountant, NBS & Company, Mangaluru
48. Dr. Suphala Kotian, Faculty, A.J Institute of Hospital Management, Mangaluru
49. Mr. Imran, Planet Education, Mangaluru

50. Mrs. Shilpa, Entrepreneur, Hallimane Rotis, Mangaluru
51. Mr. Ruban, Head, Software Technology Dept., St. Aloysius College, Beeri, Mangaluru
52. Mrs. Swarnagowri M Joshi, Senior Audit Assistant, Mangaluru
53. Mr. Arun Godwin Valdar, Technical Team Manager, EIG Training Team, Diya Systems, Mangaluru
54. Mr. Ashwani Kumar Rai M., Advocate & Notary Public, Bantwal
55. Mr. Dhanraj, HR Executive, Brand Factory, Mangaluru
56. Mr. Steevan D'Souza, Asst. Professor, University Evening College, Mangaluru
57. Mr. Ranjan, Ramakrishna Mission, Mangaluru
58. Mr. Durgadas Shetty, Systems Manager, Invenger Technologies, Mangaluru
59. Mr. Seif Sulthan Sayed, Founder HOPE Foundation, Mangaluru
60. Ms. V J Sandhya Shenoy, Anchor, Daiji World, 24x7 Channel, Mangaluru
61. Mrs. Lydia Lobo, Administrator, Link Integrated Rehabilitation Centre, Mangaluru
62. Mr. Dhiraj D'costa, Managing Director, Pricelis. Com., Mangaluru
63. Mr. Ravish Bhat P, Proprietor of M/S Ravi Process, Mangaluru
64. Mr. Jagadeesh Shetty, Ghazal Singer and President of Karavali Sangeetha Kalaavidara Okkoota (D.K & Udupi Dist.)
65. Mr. Natesh Alva, Asst. Professor, Sri Ramakrishna College, Mangaluru
66. Prof. Sushma V, Asst. Professor, Dept. of MBA, Sahyadri College, Adyar, Mangaluru
67. Mr. Harish Rai, Senior Reporter, Vijayavani, Mangaluru
68. Mr. Lokesh Govind M., Area Manager - Business Development, Stock Holding Corporation of India Ltd., Mangaluru
69. Mr. Shrivathsa, Volunteer, Yuva Brigade, Mangaluru
70. Mr. Arun John D'Souza, CEO, Alter Company, Mangaluru
71. Mrs. Shantala, HOD of Sanskrit Dept., Canara First Grade College, Mangaluru
72. Dr. Kavitha, Asst. Professor in Hindi, MAPS College, Mangaluru
73. Mr. Harivinod N., Assistant Professor, Dept. of Computer Science & Engineering, VCET, Puttur
74. Mr. Ganesh Hebbar, Director, TIME Institute, Mangaluru.
75. Mr. Rishith Karkera, Marketing Manager, 98.3 Radio Mirch, Mangaluru
76. Mr. Himanshu Srivastava Manager- Business Development, NSE, Mangaluru
77. Ln. Kishore D. Shetty, Proprietor Leeds Group
78. Mr. P. B. Harish Rai, Senior Reporter, Vijayavani Daily, Mangaluru
79. Dr. Kishore Kumar C. K., Vice Chancellor I/C and Director of Physical Education, Mangaluru University
80. Mr. Shivanam A., Physical Education Director, NITK Surathkal
81. Mrs. Malini J Shetty, President, Taluk Panchayat, KarkalaTq
82. Dr. B.R. Ravikanthe Gowda, District Police Commissioner, Mangaluru
83. Mr. Kumar, Additional Deputy Commissioner, Mangaluru
84. Mr. K Balakrishna Rai, Human Rights Activist and thinker, Mangaluru
85. Dr. Ananth Prabhu G, Director of Vikas Edu Solutions and a Professor in Sahyadri Educational Institutions
86. Mr. Shashidhara Acharya, HR Manager, A.J. Hospital, Mangaluru
87. Ms. Prisca Furtado, Correspondent of IMA B School, department of ACCA & CMA
88. Mr. Umesh, Regional head, NIIT, Regional Office
89. Ms. Deepika Suvarna, Senior Associate Head-BPHR, Infosys SEZ, Mangaluru
90. Mrs. Harini Shetty, Projector Coordinator, Urban Research Centre, Mangaluru
91. Mrs. Jyothi, Writer, Neeleshwar
92. Mrs. Vathika Pai, Vathika International Travels, Mangaluru
93. Dr. Latha K., Principal, Niranjana Swamy First Grade College, Sunkadakatte, Bajpe

94. Mr. Dileep M R, Asst. Professor, St. Aloysius College, Mangaluru
95. Mr. Riyaz Mohammed, Asst. Professor, AIMIT, St. Aloysius College, Mangaluru
96. Mrs. Maithri D. Mahaveer, Freelance Yoga Trainer, Mangaluru
97. Mr. Mohan, Managing Director, Dell-Bee Aviation Academy, Mangaluru
98. Mr. Prashanth Pai, Faculty from Art of Living, Mangaluru
99. Sri Sanandana Das, Secretary, ISKON, Mangaluru
100. Mr. Balakrishna Gowda, Town Planning officer, Mangalore city corporation, Mangaluru
101. Mr. Dilip S Gadyal, Assistant Town planning officer Mangalore city corporation, Mangaluru
102. Mr. Devraj, Assistant executive engineer, Mangaluru
103. Mr. Madhu N Manohar, Environmental engineer, Mangaluru.
104. Mr. Raja Varma Ballal, Proprietor of BMS Hotel, Mangalore
105. Mr. Vinayak Kamath, advocate and trademark attorney, Mangaluru
106. Mr. Sharath Kumar, Territory Manager, Fenesta Windows, Mangaluru
107. Ms. Chaithra & Ms. Raksha, NIIT, Bejai, Mangaluru
108. Dr. Venkatesh Sanjeeva, Consultant Surgeon, Mangaluru
109. Ms. Jennifer Mridula Alva, Asst. Professor, Dept. of Commerce, Ramakrishna College, Mangaluru
110. Mr. Sheena Nadoli, Lecturer, Govt. Pre-University College, Punjalkatte
111. Ms. Meghna Adhikar, Volunteer, Animal Welfare Fiapo Organisation, Mangaluru
5. Mr. Manel Srikanth Nayak, Associate in Institutional Equities Division, Morgan Stanley, Bengaluru
6. Mr. Prasad Shet, Managing Partner, S. L. Shet Diamond House lady hill, Mangaluru
7. Ms. Shalini Pai, Software Engineer, LoT based solutions Bosch Engineering and Business solutions, Bengaluru
8. Ms. Sushmitha Kini, Customer Service Technical Support, COGNIZANT, Bengaluru
9. Ms. Dhamini Jogi , HR Coordinator, Convergys India, Bangalore
10. Ms. Manisha Ballal, Mangaluru
11. Ms. Shabari Y Ganiga, International level glow art artist and Singer, Mangaluru
12. Mr. Hysum Damudi, Entrepreneur, Hysum Steels Ltd., Mangaluru
13. Mr. Sadashiv Rao B.V., Coffee Planter, Mangaluru
14. Ms. Nihal Rao, SSI Champion, Karnataka Agencies, Mangaluru
15. Mr. Hardhik P. Chauhan, Asst. Professor, Canara First Grade College, Mangaluru
16. Mr. Jayant Jain, Businessman, Mangaluru.
17. Mr. Shravan Shetty, Sr. Agency Manager, Max Life Insurance Ltd., Mangaluru,
18. Ms. Kirthana Nayak, Managaluru.
19. Ms. Rasmiya. S. Sheikh, LLB (JSSLC), Prof. head of awareness and Behavior change at APD, Mangaluru.
20. Ms. Swathi S Rao (CA), Entrepreneur, Mangaluru
21. Mr. Shailesh, Co-Proprietor, NVP Nileshwar, Kasargod
22. Ms. Prakrithi Bhandary, Software Analyst, Mangaluru
23. Mr. Mohammed Rahib, Businessman, Mangaluru.
24. Mr. Farheen Banu, Mangaluru

Alumni Guests

1. Mr. Dhanraj Varadhram, Vice President-Marketing, Puravankara Ltd.
2. Mr Prajwal, ASM(State Head) Loreal India. Chennai
3. Ms. Preethika, Software Analyst, DELL India, Bengaluru.
4. Mr. Dishanth Ullal, Account Executive, Ad Syndicate services Pvt. Ltd., Manipal Group, New Delhi.

EVENTS & PROGRAMMES :

Add-on Courses:

Going beyond the University Syllabus, 24 short term courses were introduced to give addition input to the students through various Associations/Departments. Through the inter departmental programmes students of BBA 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
BBA, BA(HRD) & B.Com (Marketing, HRD, Finance)	Tally Indirect Tax Tourism Corporate Communications & Mass Media Innovation Management Financial Management Marketing Skills Entrepreneurship Development Retail Management Supply Chain Management Research Methodology Stock Market Operations Personality Development Income Tax Insurance & Risk Management Consumer Protection
BCA	Basics of Microsoft Excel Basics of Microsoft Powerpoint Microsoft Word Programming in C Language Microsoft Access Basics of Computer Graphics Web Designing
LANGUAGE	Value Education

Academic Programmes & Guest Lectures

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

Finance Association - FONDOS

Guest lecture on "Awareness on GST" was organized by Finance Association for I BCA B students on 2 July 2018. Mr. Daniel Marsh Pereira, Chartered Accountant, NBS & Company, Mangaluru was the resource person.

Guest lecture on "Financial Literacy" was organized by Finance Department to II BBA C & III BBA B students on 11 March 2019. Mrs. Bhagyashree R. Arkasali, Master Trainer for JaaduGinni Ka Programme, Bengaluru was the Resource Person.

A student faculty program on "Financial Inclusion" was organized by Finance Department for I B.Com. students on 6 September by Ms. Soumya Rao of II B.Com.

A student faculty program on "Agriculture Income" was organized by Finance Department for II BBA C students on 6 September by Mr. Akshay and Mr. Abhishek of III BBA C.

On 17 September 2018 Finance department conducted student seminar on the topic "High court and its powers" by Ms. Daksha and Ms. Ashika. Student Faculty Development Programme on Minimum Wage Act was organized by Finance Department for II BA(HRD) students by Ms. Rashmi Acharya of III BBA C on 21 February 2019. The objective of the programme was to improve the presentation skill of the student.

A student faculty program on "Bills of Exchange" was organized by Finance Department for the I Year B.Com students by Mr. Veeraj Acharya of III BCA 'B' on 18 March 2019.

A student faculty program on "Dividend Policy" was organized by Finance department for I BBA C students by Ms. Prathiksha Baliga of II BCom on 7 August 2018.

On 28 January 2019 Finance department organised student faculty programme on "Industrial Dispute" to II BAHRD students by Ms. Sneha and Mr. Yajnesh Bengre of III BBA. The objective of the programme was to create awareness about Industrial Dispute- Causes and Effect.

A student faculty programme was organized by Finance Department on 'Journal entries and ledger Accounts' for I BBA C students by Ms. Melissa and Ms. Pragathi Choudary of II BCom on 1 July 2018.

A student faculty programme was organized by Finance Department on "Human Resource planning" for II BAHRD students by Mr. Pranit Kotian and Mr. Jeevan of III BAHRD.

Marketing Association - VENTA

Guest lecture on "Rebranding Individuals Personality" was organized by Marketing Department for III BA(HRD) students on 5 July 2018. Ms. Nelvita Noronha, a law practitioner, Mangaluru was the resource person.

Guest lecture on "Leaders Role In Building Brand" was organized by Marketing Dept. for I BBA A students on 10 July 2018. Ms. Samantha Verginia D'Souza, Entrepreneur, Mangaluru was the resource person.

Guest lecture on "Corporate Social Responsibility" was Marketing Department organized by Marketing Department for III BBA B students on 8 Aug. 2018. Mr. Steevan D'Souza, Asst. Professor, University Evening College, Mangaluru was the resource person.

Guest lecture on "Digital Marketing" was organized by Marketing Department for III BBA A students on 19 September 2018. Mr. Arun John D'Souza, CEO, Alter Company, Mangaluru was the resource person.

Guest lecture on "Digital Banking and Marketing" was organized by Marketing Department on 7 January 2019. Mr. Umesh, Regional head, NIIT, Regional Office was the Resource Person.

A student faculty program on "Green Marketing" was organized by Marketing Department for I BA(HRD) students on 7 August 2018 by Mr. Yajnesh D Bengre of III BBA 'B'. The objective of the programme was to sensitize the students about child labour and the adverse effect of such practices in our society.

A student faculty program on "Digital Marketing" was organized by Marketing Department for the I B.Com. students on 6 September 2018 by Roshin Alex John and Vivek Mithra M of 3rd BBA 'B'. The objective of the programme was to provide online presence to the business through website and social media.

A student faculty program on "Guerilla and virtual marketing" was organized by Marketing Department for II BBA A students on 12th

September 2018 by Roshin Alex John and Vivek Mithra M of 3rd BBA 'B'. The objective of the programme was to use unconventional tactics to advertise on a small budget.

A student faculty program on "Self Motivation" was organized by Marketing Department for I BA(HRD) students on 18 September 2018 by Navya Shenoy and B H Raksha of III BBA 'A'. The objectives of the programme was create awareness about motivational factors.

A student faculty program on "Consumer response to billboard advertising" was organized by Marketing Department for I BBA B students on 22 September by Amar Raj of III BA (HRD). The objective of the programme was to create awareness among the students about the importance of billboard in order to create demand for various products.

A student faculty program on "Consumer rights and redressal forum" was organized by Marketing Department for the I Year BBA 'A' students by Nishal Kunder and Hamza Godil of III B.Com on 12 March 2019. The objective of the programme was to provide information on widely accepted basic consumer rights and redressal forums.

The Marketing department conducted a student faculty programme on "Modern branding offline and online" for II BA(HRD) by Ms. Chaithra and Ms. Vaishnavi of II BBA 'A' on 16 January 2019. The objectives of the programme was to make the students to acquaint the skill on modern branding concepts.

A student faculty programme was organized by Marketing Association on "How to face an interview" for I BBA A students by Ms Likhitha and Ms Nishvitha of III B.Com. on 29 July 2018. The objective was to inculcate leadership qualities among students.

Human Resource Development Association - RESOURCE HUB

Guest lecture on "Awareness on Scholarship" was organized by HR Department on 11 July 2018. Mr. Narayan Nayak, Rtd. Teacher, Siddakatte was the resource person.

Guest lecture on "Human Resource beyond classroom" was organized by HR Department for I BBA C, III BBA A & III BBA C students on 8 August 2018. Mr. Dhanraj, HR Executive, Brand Factory, Mangaluru was the resource person.

Guest lecture on "Impact of Media" was organized by HR Department for II BBA C students on 10 August 2018. Ms. V J Sandhya Shenoy, Anchor, Daiji World, 24x7 Channel, Mangaluru was the resource person.

Guest lecture on "Human Resource Accounting" was organized by HRD Dept. for III BBA B students on 18 September 2018. Mr. Lokesh Govind M., Area Manager - Business Development, Stock Holding Corporation of India Ltd., Mangaluru was the resource person.

Guest lecture on "Stress Management through Ayurveda" was organized by HR Department on 22 December 2018. Ms. Nihal Rao, SSI Champion, Karnataka Agencies, Mangaluru.

A student faculty programme was organized by HR Association on "Effect of social media on students and new technologies used in organisation" on 4 July 2018 for I BA(HRD) students by Mr. Nelson of III BCA. The objective was to enhance their communication and presentation skills.

A student faculty programme was organized by HR Association on "Journal Entries" for II BA (HRD) by Ms. Krithi Pal of III B.Com on 16 July 2018. This programme had dual objective of providing an opportunity for final year students to improve their presentation skills and at the same time motivating first year students to take up such programmes in future.

Economics Association

Guest lecture on "Economics of supply chain" was organized by Economics Department on 19 Jan. 2019. Ms. Deepika Suvarna, Senior Associate Head-BPHR, Infosys SEZ, Mangaluru was the Resource Person.

Student seminar was organized by Economics department on "Demonetization: Success & failures" by Prashobitha Prabhakar of II BBA 'B' on 17 September 2018. The seminar highlighted the impact of demonetization.

The Economics department organized a student faculty programme for the benefit of I BBA C students on the topic "Agriculture Entrepreneurship" by Shreeja of III B.Com on 16 Jan 2019. The objective of the programme was to make students aware of the importance of Agricultural Entrepreneurship.

Commerce Association - COMMERCIO

Guest lecture on "Insurance Industry and Realignment" was organized by Commerce Department for B.Com. students on 9 July 2018. Mr. Vijay Kumar Shetty, Branch Manager, LIC, Mangaluru was the resource person.

Guest lecture on "Entrepreneurship in E-Commerce" was organized by Commerce Department for III B.Com. students on 13 August 2018. Mrs. Swarnagowri M Joshi, Senior Audit Assistant, Mangaluru was the resource person.

Guest lecture on "Web Marketing" was organized by Commerce Department for III B.Com students on 1 September 2018. Mr. Rishith Karkera, Marketing Manager, 98.3 Radio Mirch, Mangaluru was the resource person.

Guest lecture on "Stress Management in organisation" was organized by Commerce Dept. for III BBA B students on 20 September 2018. Prof. Sushma V, Asst. Professor, Dept. of MBA, Sahyadri College, Adyar, Mangaluru was the resource person.

Guest lecture on "Investor awareness" was organized by Commerce Department for II B.Com students on 14 September 2018. Mr. Himanshu Srivastava Manager- Business Development, NSE, Mangaluru was the resource person.

A student faculty program on "Business Etiquette" was organized by Commerce Department for the II B.Com students on 27 August 2018 by Mr. Abhishek of III BBA. The objective of the programme was to improve knowledge on the ethical elements in the corporate world in various areas.

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

A student faculty program on "Working with superior" was organized by Commerce Department for I BA(HRD) students on 14 September by Ms. Prathiksha Baliga of II B.Com. The objective of the programme was to improve presentation skills of the students.

A student faculty program on "SEBI - Its functions and powers" was organized by Commerce Department for II B.Com. students on 18 September by Mr. Aneesh of III B.Com. The objective of the programme was to improve presentation skills of the students.

Student seminar was organized by commerce department on the topic managing corporate culture by Mr. Abhishek of III B.Com. for II B.Com students. The objective of the programme was to enrich the knowledge in adjusting with the corporate environment.

A student faculty program on "Branding" was organized by Commerce Department for II B.Com. students on 12 September by Mr. Aneesh of III B.Com. The objective of the programme was to develop knowledge in branding and its areas.

Student Faculty Programme was organized by commerce department on 7 and 8 January on the topic 'SEBI' and its importance in stock market operations by Mr. Adithya and 'RBI and its role' by Ms. Meghana Rao of 1st year B.Com.

Student Faculty Programme was organized by Commerce Department on 28 January on 'Life story of Successful Businessmen' to the students of 1st year B.Com. The objective of the programme was to improve communication skill and self-confidence.

The commerce association organised a student faculty programme on the topic 'causes of stress and stress signals' by Ms. Adline, Ms. Kajal and Mr. Atul of I BA(HRD) on 11 Jan. 2019. The objective of the programme was to understand the stress signals and the causes behind it and to effectively manage the stress using different methods.

The commerce association organised a student faculty programme on 'Entrepreneurship' by Mr. Mohammed Sahil and Mr. Mohammed Shamran of First BBA C on 30 Jan 2019. The objective of the programme was to make students understand the risks in starting up a new venture, the process of entrepreneurship and to encourage them to start up a new business venture.

A student faculty program on "How to overcome Cell phone addiction" was organized by Commerce Department for the I Year BBA B students by Ms. Shreeja and Ms. Keerthi of III BCOM on 14 March 2019.

A student faculty programme was organized by Commerce department

on "Treatment of goodwill according to accounting standard 26" on 2 July 2018 for II B.com students by Mr. Anil of III BCOM. The objective of the programme was to create awareness about the revised treatment of goodwill.

Student Seminar was organized by commerce department on the topic "Managing corporate culture" by Mr. Abhishek for B.Com students. The objective of the programme was to enrich the knowledge in adjusting with the corporate environment.

BCA Department - SCAN Association

Guest lecture on "Role of Intercollegiate fests in Student life" was organized by BCA Department for III BCA students on 31 July 2018. Mrs. Mangala, Ms. Ramya and Mr. Praneeth, Asst. Professors of Nitte NMAM Institute of Technology, Dept. of MCA, Karkala were the resource persons.

Guest lecture on "Data Science" was organized by BCA Department for I BCA students on 30 August 2018. Mr. Ruban, Head, Software Technology Dept., St. Aloysius College, Beeri, Mangaluru was the resource person.

Guest lecture on "Machine Learning - A branch of AI" was organized by BCA Department for III BCA A students on 7 August 2018. Mr. Durgadas Shetty, Systems Manager, Invenger Technologies, Mangaluru was the resource person.

Guest lecture on "Importance of Online Security & Make Money online" was organized by BCA Department for II BCA B students on 11 August 2018. Mr. Arun Godwin Valdar, Technical Team Manager, EIG Training Team, Diya Systems, Mangaluru was the resource person.

Guest lecture on "Cyber Security as a career" was organized by BCA Department for III BCA students on 1 Sept. 2018. Mr. Robin D'Souza, Cyber Sapiens, Marathahalli, Bengaluru was the resource person.

Guest lecture on "Biometrics : Trends and Challenges" was organized by BCA Department for II BCA students on 1 September 2018. Mr. Harivinod N., Assistant Professor, Dept. of Computer Science & Engineering, VCET, Puttur was the resource person.

Guest lecture on "Time Management" was organized by BCA Department for II BCA students on 12 September 2018. Dr. Kavitha,

Asst. Professor in Hindi, MAPS College, Mangaluru was the resource person.

Guest lecture on "Programming Language" was organized by BCA Department on 13 Feb. 2019. Mr. Riyaz Mohammed, Asst. Professor, AIMIT, St. Aloysius College, Mangaluru was the Resource Person.

Guest lecture on "Introduction to Artificial Intelligence and its Applications" was organized by BCA Department on 21 February 2019. Mr. Dileep M R, Asst. Professor, St. Aloysius College, Mangaluru was the Resource Person.

Guest lecture on "Importance of Yoga in our daily life" was organized by BCA Department on 4 February 2019. Mrs. Maithri D. Mahaveer, Freelance Yoga Trainer, Mangaluru was the Resource Person.

Guest lecture on "Python Programming Language" was organized by BCA Department to II BCA B students on 9 March 2019. Ms. Chaithra & Ms. Raksha, NIIT, Bejai, Mangaluru were the Resource Persons.

Open House Programme for BCA :An "Open House" programme was organized for BCA students on 20, 21, 23, 24 & 29 August 2018. The objective of this programme was one-to-one interaction with the parents with their wards; get the signature in the progress report card of first internal test and to discuss about their performance.

A student faculty program on "Role of Information Technology in Rural Development Sector" was organized by BCA Dept. for the I BCA B students on 30 June 2018 by Ms. Pooja of III BCA B. The objective of the programme was how Information Technology has impact on the life of Rural People and the development taken place in the rural sectors.

A student faculty program on "Importance of 'C'" was organized by BCA Department for the I BCA A students on 27 June 2018 by Mr. Nelson Jack Lobo of III BCA A. The objective of the programme was to gain knowledge about the importance of 'C' and structure of 'C' program.

A student faculty program on "Structure of 'C'" was organized by BCA Department for the I BCA A students on 29 June 2018 by Mr. Sujal of III BCA A. The objective of the programme was to gain knowledge about the structure of 'C' program and various sections of 'C'

A student faculty program on "Raspberry Pi" was organized by BCA

Department for the I BCA A students on 29 June 2018 by Mr. Sharath Rao, Noel George and Sukesh K. of II BCA 'A'. The objective of the programme was to let the students know the concept of Raspberry Pi which is a series of small single board computers developed in the United Kingdom by the Raspberry Pi foundation.

A student faculty program on "Introduction of Data Mining" was organized by BCA Department for the II BCA A students on 30 June 2018 by Ms. Payal Shetty of III BCA 'B'. The objective of the programme was to gain knowledge about data mining and its uses.

A student faculty program on "Business Startup" was organized by BCA Department for the II BCA A students on 30 June 2018 by Mr. Junaid of III BCA 'B'. The objective of the programme was to motivate students towards entrepreneurship as it can create employment for the future generations.

A student faculty program on "Digital Morphing" was organized by BCA Department for I BCA A students on 2 July 2018 by Ms. Lavanya Shetty of III BCA A. The objective of the programme was to understand the term morphing in animation.

A student faculty program on "Making of Motion Pictures" was organized by BCA Department for I BCA A students on 3 July 2018 by Ms. Thanaz Sheik of III BCA A. The objective of the programme was to understand visual effects in creating motion pictures.

A student faculty program on "Investment Planning" was organized by BCA Department for II BCA A students on 7 July 2018 by Ms. Shivangi of III BCA A. The objective of the programme was to advise the students on financial management.

A student faculty program on "Developing India" was organized by BCA Department for II BCA A students on 14 July 2018 by Ms. Pratheeksha Shetty of III BCA B. The objective of the programme was to advance the communication skills of the student faculty and to improve their confidence level.

A student faculty program on "Role of Social Media in our personal life" was organized by BCA Department for I BCA B students on 4 July 2018 by Mr. Joel D'Souza of III BCA A. The objective of the programme was how social media is affecting the life's of individuals, how to make use of it and balance it in our life's.

A student faculty program on "Computer Animations" was organized by BCA Department for II BCA students on 3 July 2018 by Ms. Sushmitha P. Bolar of III BCA A. The objective of the programme was to increase the employability of students to make students understand about the opportunities available in the field of animation.

A student faculty program on "Visual Effects in Motion Pictures" was organized by BCA Department for II BCA students on 3 July 2018 by Ms. Lawanya Shetty of III BCA A. The objective of the programme was to highlight various career prospects in animation.

A student faculty program on "Virtual Personal Assistant" was organized by BCA Department for I BCA students on 11 July 2018 by Ms. Prathiksha and Neha Arpitha of II BCA 'A'. The objective of the programme was to acquaint students with the concept of Virtual Personal Assistant and its advantages.

A student faculty program on "Interview Etiquette" was organized by BCA Department for I BCA students on 12 July 2018 by Ms. Prathiksha Rai of III BCA 'A'. The objective of the programme was to create awareness among the students on the steps for success in interviews.

A student faculty program on "Self-Improvement starts with Self-Reflection" was organized by BCA Department for I BCA B students on 24 July 2018 by Mr. Elvis Rego of II BCA 'B'. The objective of the programme was to make students to understand that how taking stock of their inner world would help them guide their decision.

A student faculty program on "Impact and causes of lies" was organized by BCA Department for I BCA B students on 24 July 2018 by Ms Vijitha and Ms. Aishwarya of III BCA 'A'. The objective of the programme was to promote honesty

A student faculty program on "Morphing in Animations" was organized by BCA Department for the II BCA students on 5 August 2018 by Ms. Thanaz of III BCA. The objective of the programme was to supplement knowledge on latest technologies used in animation.

A student faculty program on "Ethical Hacking" was organized by BCA Department for the I BCA students on 12 August 2018 by Mr. Avinash of II BCA. The objective of the programme was to provide various ideas on protection of network and reveal skill fullness on ethical hacking.

A student faculty program on "Artificial Intelligence" was organized by BCA Department for the II BCA students on 11 August 2018 by Mr. Veeraj of III BCA. The objective of the programme was to improve the confidence level and communication skills of the students.

A student faculty program on "Maintaining Healthy Life Style" was organized by BCA Department for the II BCA students on 18 August 2018 by Ms. Sanjana of III BCA. The objective of the programme was to improve the confidence level and communication skills of the students.

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

A student faculty program on "Digital Marketing" was organized by BCA Department for the II BCA students on 20 August 2018 by Ms. Roshin Alex John of III BBA. The objective of the programme was to develop students' knowledge and understanding of Digital Marketing and to learn how to take a systematic approach in developing Digital Marketing strategies and develop practical skills around implementing these new plans.

A student faculty program on "Internet of Things" was organized by BCA Department for the I BCA students on 29 August 2018 by Mr. Abdul Sahal & Mr. Mohammed Rehaan of II BCA. The objective of the programme was to create awareness on the concept of Internet of Things and its advantages among the students.

A student faculty program on "Virtual Reality" was organized by BCA Department for the II BCA students on 29 August 2018 by Ms. Krithi of III BCA. The objective of the programme was to create pedagogical activities for interpreting students and users of interpreting services (e.g. interpreting skills, awareness-raising activities)

A student faculty program on "Artificial Intelligence" was organized by BCA Department for the II BCA students on 7 August 2018 by Ms. Reshma of III BCA. The objective of the programme was to create an artificial brain with all that a natural human brain entails.

A student faculty program on "Use of Computer in Business" was organized by BCA Department for I BCA B students on 22 September

by Vivek Mithra M of 3rd BBA 'B'. The objective of the programme was making students understand how computer technology can be used in business sector.

A student faculty program on "Big Data" was organized by BCA Department for the II Year BCA 'A' students on 29 January 2019 by Ms. Sushmitha P Bolar of III BCA 'A'. The objective of the programme was to provide a platform for the dissemination of research, current practices, and future trends in the emerging discipline of big data analytics.

BCA Department conducted Student faculty programme on the topic "Google and its innovations" for II BBA 'A' students on 30 January 2019 by Ms. Payal Shetty of Final Year BCA 'B'.

A student faculty program on "IPV6" was organized by BCA Department for the II Year BCA 'B' students by Mr. Sagar and Mr. Akarsh of III BCA 'B' on 28 February 2019. The objective of the programme was to let the students know about IPV6.

Student Faculty Development Programme on "Li-Fi Technology" was organized by BCA Department for the II Year BCA 'A' students by Mr. Dhanush and Mr. Vishal of III BCA 'A' on 27 February 2019. The objective of the programme was to let the students know about the uses of "Li-Fi Technology".

Student Faculty Development Programme on 'Cloud Storage' was organized by BCA Department for I BCA 'B' students by Ms. Shetty Prathiksha and Gagana of III BCA 'B' on 21 February 2019. The objective of the programme was to let the students know about the uses of "Cloud Storage".

Student Faculty Development Programme on 'Python Programming' was organized by BCA Department for I BCA 'B' students by Ms. Swathi of III BCA 'B' on 14 February 2019. The objective of the programme was to let the students know about the uses of "Python Programming".

Student Faculty Development Programme on 'Basics of HTML Programming' was organized by BCA Department for II BCA 'B' students by Mr. Thanaz and Ms. Aishwarya of III BCA 'A' on 1st February, 2019. The objective of the programme was to let the students know about the concept of "HTML Programming".

Student Faculty Development Programme on 'Cyber Security' was organized by BCA Department for II BCA 'A' students by Ms. Varshitha of III BCA 'A' and Ms. Swathi of III BCA 'B' on 25 February 2019. The objective of the programme was to develop confidence and communication skills of the student.

Student Faculty Development Programme on 'Tips for facing interview' was organized by BCA Department for II BCA 'A' students by Ms. Lavanya Shetty of III BCA 'A' on 14 February 2019. The objective of the programme was to develop confidence and communication skills of the student.

A student faculty program on "Overcoming Barriers to Self-improvement" was organized by BCA Department for the II Year BCA 'B' students by Mr. Kazi Mohammed Suhaib of III BCA 'A' on 11 March 2019. The objective of the programme was to motivate the students and also to identify their hidden potentials.

A student faculty program on "Multimedia and its Applications" was organized by BCA Department for the II Year BCA 'B' students by Ms. Pragathi of III BCA 'B' and Prajna of III BCA 'A' on 12 March 2019. The objective of the programme was to develop communication and leadership skills.

A student faculty program on "Textual Display and Multimedia" was organized by BCA Department for the II Year BCA 'B' students by Ms. Anushree Shenoy of III BCA 'B' on 14 March 2019. The objective of the programme was to understand the importance of textual display in any multimedia content.

A student faculty program on "File Formats in Images" was organized by BCA Department for the II Year BCA 'B' students by Ms. Prathiksha Shetty of III BCA 'B' on 15 March 2019. The objective of the programme was to throw light upon the various formats of images.

A student faculty program on "Sound Effects in Media Files" was organized by BCA Department for the II Year BCA 'B' students by Ms. Adline D'Mello of III BCA 'A' on 18 March 2019. The objective of the programme was to familiarize students about the effects of sound in any multimedia file.

A student faculty program on "Musical Instrument Digital Interface" was organized by BCA Department for the II Year BCA 'B' students by

Mr. Veeraj Acharya of III BCA 'B' on 18 March 2019. The objective of the programme was to acquaint students about MIDI files.

Business Law Department

Guest lecture on "Career Development" was organized by Business Law Department for III BBA C & III B.Com. students on 7 August 2018. Mr. SeifSulthan Sayed, Founder HOPE Foundation, Mangaluru was the resource person.

Hindi Department -SPURAN

Hindi Day Celebrations : Hindi Department was organized on the occasion of Hindi divas on 20 September 2018. Mrs. T. R. Usharani, Hindi writer, Senior Manager, State bank of India, Mangaluru was a resource person for the program. She addressed the gathering regarding the importance of Hindi.

Guest lecture on "Shambookkeatmakatya" was organized by Hindi Department for I B.Com. students on 19 September 2018. Mrs. Shantala, HOD of Sanskrit Dept., Canara First Grade College, Mangaluru was the resource person.

Guest lecture on "Raksha Bhandan Natakki Kathavastuauruski Visheshathaye" was organized by Hindi Department on 29 Jan. 2019. Dr. Jayanthi Prasad Nautiyal, Director General, Global Institute of Banking, Financial Education & Research, Dehradun was the Resource Person.

Hindi Department organized a student faculty programme for I BCA on 14 July 2018 by Rakshitha of III B.Com on "Shivaji Ka Saccha Swaroop". The objective of the programme was to sensitize the students about women and the need to respect them.

Kannada Department - VIKASANA

Guest lecture on "SamsargaVashadim, Nisarga Gunamam, Pattu Vidavudu Kadu Ditam - Durga Simma" was organized by Kannada Department for I BCA students on 20 September 2018. Mr. Natesh Alva, Asst. Professor, Sri Ramakrishna College, Bunts Hostel, Mangaluru was the resource person.

Guest lecture on "Beary Basha Saahitya" was organized by Kannada

Department on 16 January 2019. Mrs. Jyothi, Writer, Neeleshwar was the Resource Person.

Guest lecture on "GST" was organized by Kannada Department to I BBA B students on 11 March 2019. Ms. Jennifer Mridula Alva, Asst. Professor, Dept. of Commerce, Ramakrishna College, Mangaluru was the Resource Person.

Inter Faculty Guest Lecture : The Kannada association organized an inter faculty guest lecture on the topic "Konkani Folk Literature" by Mr. Arun Francis Sequeira, Faculty, BCA Department on 9 & 10 October 2018 for II BA (HRD) and II B. Com respectively. The objective was to create awareness and knowledge regarding the regional language of Dakshina Kannada.

Kannada association conducted a student faculty programme to II BAHRD on the topic "Nombala" a Byari Kavana. The objective of this activity was to make the students knowledgeable about Byaribhaasha Saahithya.

Kannada association conducted a student faculty program to I BCA students by Ms. Anvitha on the topic Devanooru Mahadevaravara "Dattha". The objective of this activity was to provide knowledge to the students.

A student faculty programme was organized by Kannada Department on "Naagaradhane - Varavo? Shapavo ?" on 30 July 2018 for I BCOM students by Ms. Ankitha of II BCOM.

English Department - CROWN OF WISDOM

Guest lecture on "Pronunciation and Word Fashion" was organized by English Department for II B.Com. & I BBA C students on 20 August 2018. Ms. Syrha Goveas, Professor, University of Bahrain, Bahrain was the resource person.

Guest lecture on "Article writing skills for newspapers" was organized by English Dept. for I BCA A & B students on 19 September 2018. Mr. Harish Rai, Senior Reporter, Vijayavani, Mangaluru was the resource person.

Guest lecture on "Personality Development" was organized by English Department on 16 February 2019. Ms. Swathi S Rao, Entrepreneur, Mangaluru was the Resource Person.

A student faculty program on "How to Prepare for Job Interviews" was organized by English Department for the I BBA 'C' and I BCA 'A' students on 11 August 2018 by Mr. Abhishek of III BBA. The objective of the programme was to make the students aware of how they should face the interviews in a positive manner.

A student faculty program on "Child Labour" was organized by English Department for the I BCA B students on 29 August 2018 by Ms. Gauthami of III B.Com. The objective of the programme was to sensitize the students about child labour and the adverse effect of such practices in our society.

A student faculty program on "Intolerance in Religions" was organized by English Department for the I BBA 'C' students on 29 June 2018 by Ms. Kriti Pal of III B.Com. The objective of the programme was to develop a feeling of oneness and respect for each other.

A student faculty program on "Intolerance in Politics" was organized by English Department for the I BCA 'B' students on 29 June 2018 by Ms. Kriti Pal of III B.Com. The objective of the programme was to make students aware about how politics is breaking & playing in the lives of common people with the intention to secure their vote banks.

A student faculty program on "Women's Safety" was organized by English Department for I BBA C students on 12 Sept. by Prashobitha of II BBA 'B'. The objective of the programme was to sensitize the students of various issues related to women and their safety.

A student faculty program on "Women Empowerment: Winds of Change" was organized by English Department for I BBA 'C' students on 18 September by Pooja of II BBA 'B'. The objective of the programme was to make understand the importance of the change brought in today's society.

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:

- ▶ Guest lecture on "Value Education" was organized by BBA Dept. for III BBA 'C' and III BBA 'B' students on 12 Feb. 2019. Sri Sanandana Das, Secretary, ISKON was the resource person.

- ▶ BCA Department organized a Guest Lecture on "Self Growth" on 16 July 2018 for III BCA 'B'. The resource person was Dr. Kavyashree K.B, Asst. Professor & HOD, Dept of Clinical Psychology, St. Agnes Center for PG Studies and Research, Mangaluru.

- ▶ BCA Dept. organized a Guest Lecture on "Enhancing Healthy Personality" on 28 July 2018 for I BCA 'B'. The resource person was Dr. Suphala Kotian, Faculty, A. J. Institute of Hospital Management, Mangaluru.

- ▶ Guest lecture on "Life Excellence - Value Based" was organized by Business Law Department for III BBA 'A' & I BBA 'B' students on 7 August 2018. Mr. Ranjan, Ramakrishna Mission, Mangaluru was the resource person.

- ▶ Guest lecture on "Peace through Mind Control" was organized by BBA Department organized for III BBA 'C' and III BBA 'B' students on 12 February 2019. Mr. Prashanth Pai, Faculty from Art of Living was the resource person.

- ▶ Guest lecture on "Value Based Education" was organized by HR Dept. on 17 Jan. 2019. Mrs. Harini Shetty, Projector Coordinator, Urban Research Centre, 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.

Inauguration of Rovers & Rangers : The inauguration of Rower & Rangers was held on 30 June 2018. Mr. Kushalappa Gowda N, Yoga Therapist, Mangaluru was the chief guest for the programme. Dr. Jyothi, Mrs. Shashikala K.G. & Mr. Akshith Kumar co-ordinated the programme.

Inauguration and orientation :The Commerce association organized inauguration and orientation programme on 6 July 2018. Mr. Vijay Kumar Shetty, Branch Manager of Life Insurance Corporation, Mangalore was the inaugurator.

Inauguration of SCAN Association : The SCAN association was inaugurated on 5 July. Ms. SushmithaKini, Customer Service Technical Support, COGNIZANT, Bengaluru, also an alumna inaugurated the association.

Inaugural of Career Guidance and Placement Cell : Career Guidance and Placement Cell was inaugurated on 7 July 2018. Mr. Shivaprasad Bhat, UX Automation in Envestnet, Yodlee, Bengaluru was the chief guest for the occasion.

NSS Orientation Programme : The NSS unit organized an orientation program for the first year students on 6 July 2018. The objective of the program was to enlighten the students about the objectives, motto and activities of NSS. Prof. Nanda Kishore was the chief guest.

Inauguration of NSS Unit : The activities of NSS for the current academic year were inaugurated on 13 July 2018. Dr. Kishore Kumar Sheni, Principal of Ramakrishna PU College, was the inaugurator.

Inauguration of Business law Association : Inauguration of Business law Association was held on 10 July 2018. Mr. K. Premanath an eminent Advocate, Mangalore was the chief guest.

Inauguration of Marketing Association : The inauguration of Marketing Association was held on 5 July 2018. Ms. Manisha Ballal, alumni of SDMCBM was the guest.

Library Orientation Programme : Library Orientation programme was conducted for first year students from 23 to 28 July 2018. The purpose was to give an introduction about Library's resources, services, rules and regulation which will help the students to make use of the library effectively.

Youth Red Cross Inauguration : The inaugural of youth Red Cross Association was organised on 26 July 2018. The guests of honour was Dr. Madhusudan Upadya, Anesthesiologist, KMC hospital and Mr. Santosh Peter, Advocate and Legal consultant, Mangaluru.

Fine Arts Association Inauguration : The Fine Arts association was inaugurated on 4 July 2018. Ms. Shabari Y Ganiga, International level glow art artist and Singer, Mangaluru, and also an alumnus of the college was the chief guest.

Inauguration of Consumer Club : The consumer club "Samvradhi" was inaugurated on 18 July 2018 by Mr. M. J. Salian, President, District Consumer Federation, Mangaluru.

Economics Association Inauguration : The Inauguration of Economics

association was held on 12 July 2018. Ms. Sushmitha Achar, CEO of Ornate creations, Chennai was the chief guest.

Inauguration of EDP Association : The inauguration of EDP department was held on 8 July 2018. Mr. Sandesh Shenoy, Proprietor, Sandesh trading company, Bunder, Mangaluru and Hysum Damudi, Entrepreneur, Hysum Steels Ltd., Mangaluru were the guests of honour.

Inauguration of Finance Association : The inauguration of Finance Association was organized on 3 July 2018. It was inaugurated by Mr. Daniel Marsh, Chartered Accountant, Mangaluru.

Inauguration of English Association : The English Association was inaugurated by Prof. Maria C. Dcosta, Director, Uxcel, (An institute for excellence) Mangaluru on 10 July 2018.

Inauguration of Human Resource Hub : The inauguration of HRD association was held on 14 July 2018. Ms. Dhamini Jogi , HR Coordinator, Convergys India, Bangalore, also an alumna was the guest.

Professional Course Orientation : Commerce department organized a professional course orientation programme for first year students by Mr. Santhosh, Chartered Accountant on 28 June 2018. 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 and the subjects.

IQAC programmes :

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

Brain storming for Action Plan by SQAC

A brain storming session was held on 30 June 2018. The staff coordinators and secretaries of all associations were present on the occasion. The session was carried to decide the theme, motto, and objectives of association. Planning of association activities for the academic year 2018-19 was also undertaken.

Faculty Development Programme : Faculty Development Programme on "The Active Learning Classroom : Strategies for Educators" was

organized by IQAC on 22 June 2018. The resource person was Mr. Sridhara Acharya, Associate Professor, Srinivas College of Business Studies, Pandeshwar, Mangalore. The objective of the programme was to discuss about student centric learning activities and promote their engagement in the classroom.

Faculty Development Programme : Faculty Development Programme on "Server File Management" was organized by BCA Department on 22 June 2018. The resource person was Mrs. Divya Uchil, Dean & Asst. Professor, BCA Department. The objective of the programme was to train the faculties to manage the soft copies of the documents required for NAAC 2022 using networks.

FDP on "Animation of Curricular and Co-Curricular Activities and Sharing of Best Practices" : BCA Department along with IQAC organized Faculty Development Programme on "Animation of Curricular and Co-Curricular Activities and Sharing of Best Practices" for the benefit of the faculty members on 19 July 2018. The resource person was Prof. Clement D'Souza, Vice Principal and Associate Professor, St. Joseph Autonomous College, Bangalore. The objective of the programme was enlightening the faculties about preparation of the NAAC. The program was coordinated by Mrs. Divya Uchil.

FDP on "21 Century Learning Design- A Brief Introduction" : The English Department organized Faculty Development Programme on "21 Century Learning Design - A Brief Introduction" for the benefit of the faculty members on 21 July 2018. The resource person was Ms. Syrha Goveas, Professor, University of Bahrain. The objective of the programme was to create an awareness about learning designs.

FDP on "Network speed through Data Compression" was organized by BCA Department on 5 February 2019. The resource person was Mrs. Divya Uchil, Dean & Asst. Professor, BCA Department. The objective of the programme was to teach the faculties practically to compress data and send it over the internet.

Orientation Programme : On Saturday, the 23 June 2018, Student orientation programme was organized to induct first year students. Principal Prof. Aruna P Kamath created an awareness about institutional vision, mission and objectives.

Academic Audit : Academic Audit was held on 17 October 2018 to verify the important records and documents maintained by the faculties. All the faculties submitted documents/report to the IQAC members. Later the documents were kept in an orderly manner, and members of the committee submitted the report to IQAC which was presented in the meeting.

Skill enhancement programmes :

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

Name of the Association	Activities Conducted
Marketing Association 'VENTA'	Paper Presentation Audio visual promo Brand Wars Group Discussion Book Review Group Discussion Video Review
Finance Association ' FONDUS'	Money Talk Quiz Multiple Choice Questions (MCQ) Group Discussion Paper Presentation Debate Financial Analyst Meet the CFO Turn Coat
HR Association 'RESOURCE HUB'	First Impression Just A Minute Debate Group Discussion

HR Association 'RESOURCE HUB'	<ul style="list-style-type: none"> Book Review Quiz Reproach HR Case Study Paper Presentation Let's Hire Mock Interview 		<ul style="list-style-type: none"> Meet the CEO Treasure Hunt Allegation Product Launch
Scan Association	<ul style="list-style-type: none"> Guess the Part Memory Test Captcha Cracker Turn Coat (Toggle Toggle) IT Debate Color Spray IT Collage Quick Hands IT Advertisement Paper Presentation Web Designing Coding & Debugging IT Quiz 	Economics Department	<ul style="list-style-type: none"> Quest for knowledge Knock out and Drag out (Debate) Turn coat Group Discussion Photo montage Book Review
Commerce Department	<ul style="list-style-type: none"> Book Review Video Review Quiz Business Quiz Argument Stock Marketing Group Discussion Pick and Speak Debate Student Seminar Student presentation Commerce Exhibition Flipside Paper Presentation Flipside Pick and Speak 	Business Law Department	<ul style="list-style-type: none"> Project Model Exhibition Pick & Speak Group Discussion Book Review
		English Department	<ul style="list-style-type: none"> Poster Writing Slogan Writing Essay Writing Debate Pictionary Competition Group Discussion Book Review Group Discussion Word Puzzle Wrong People At Wrong Job /Wrong Situation Story Writing Elocution Poem Recitation Pick and Speak Article Writing Best Toast Master Article Writing Brain Teaser Laughter Challenge Creative Writing Logo Designing

Kannada Department	Essay Writing Pictionary Powerpoint Presentation Paper Presentation Light Music(Bhavageethe) Debate Story Telling Poem Recitation Literary Quiz Old Kannada Film song Poster Making Book Review
Hindi Department	Slogan writing Shayari Essay Writing Story Narration Story Writing Elocution
Fine Arts Association	Clay Modeling Face Painting Pencil Sketching Signing Mehendi Rangoli Street Play Dance Competition Interclass Variety Entertainment Competition Nail Art
EDP Cell	Quiz Essay Writing Paper Presentation Pick and Speak
Sports Association	Sports Day Kabaddi Cricket

Rovers & Rangers Association	Essay Elocution
NSS	Essay & Poster Making
Library Department	Essay Competition

Field visit & Industrial Exposures :

Factory Visits : In the month of August 2018, our college students visited different factories to get an exposure.

- ✍ On 30 August 2018, students visited different factories to get practical exposure.
- First year students visited Canara Workshop, Maroli;
- Second year students visited to Karnataka Milk Federation (KMF) Kulshekar & Gurusharan Industries, Baikampady
- Final year students visited to Manjunath Food and Products, Mulki.
- ✍ On 4 August 2018 Finance department of SDM college organized an industrial visit to "Mangala Cashew Industries" Padavinangady, Mangaluru.
- On 4 August 2018, III BBA C students visited MCF, Mangaluru.
- On 11 August 2018, members of Commerce Department organized an industrial visit to NYM Chips Factory, Mangaluru.
- On 18 August 2018, members of Economics Department organized an industrial visit to Cassia Tile Factory, Jeppu, Mangaluru for II BBA B.

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

Programmes in association with other organisations :

Disaster Management Training : National Disaster Response Force, Indian Red Cross society in association with Disaster Management Authority DK district organised a disaster management session on 20th July 2018 with an aim to train the students to equip themselves at the time of any disaster happening around them. Members of the NDRF Vijayawada, team Inspector Bihari Singh and H C Mallikarjun,

Officer of DDMA Mr. Vijay, Staff coordinators of Red Cross Unit Mr Prassanna Kumar, members of District Red Cross society and IRCS, Inspector Bihari Singh were present in the training programme.

Annual review meeting of Consumer Education Certificate Course for Course Directors: Annual review meeting of Consumer Education Certificate Course for Course Directors was held on in SDM College of Business Management Mangalore on 19 Sept. 2018. President & Members of D.K. District Federation of Consumer Organization were present on the occasion. Course Directors from 9 colleges participated in the meeting. Principal Aruna P. Kamath presided over the meeting.

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

- ▶ Conducted an extension activity for auto drivers in M.G Road to create Awareness on Paytm Transactions.
- ▶ Deputed 10 student council members to attend the Leadership Development Programme at Sahyadri college, Adyar on 6 September 2018.
- ▶ Students attended inauguration of India post payment bank in Municipal town hall, Mangaluru as a part of extension activity on 1 September 2018.
- ▶ Conducted an extension activity for public regarding India Post Payment bank on 29 September 2018.
- ▶ The members of the Finance Department attended an awareness programme on "SME Funding- Role of capital Markets" at Kanara Chamber of Commerce and Industry Mangalore jointly organized by National Stock Exchange and National Securities Depository Ltd., Bengaluru on 12 October 2018.
- ▶ Conducted an extension activity on 5 January 2019 at Marakada Govt School, Kavoor, Mangaluru
- ▶ Organized an extension activity in Garodi Steels, Garodi on 9 February 2019.

- ▶ Organized an industrial visit with 8 students to Digantha Mudrana, Yeyaadi, Mangaluru on 9 February 2019.
- ▶ Organized an industrial visit with 8 students to Ace Food Pvt Ltd, Yeyaadi, Mangaluru on 9 February 2019.

Marketing Association - Venta

- ▶ Conducted an extension activity at Fish market, Opp. State Bank, Mangaluru.

Human Resource Development Association - Resource Hub

- ▶ Conducted an extension activity for Government Primary school, Mannagudda, Mangaluru.
- ▶ Conducted an extension activity for Canara Girls Pry School, Dongerkery, Mangaluru.
- ▶ Conducted an extension activity for Government Primary school, Mannagudda, Mangaluru on 25 August 2018.
- ▶ Organised an extension activity at Shree Ramakrishna Vidyarthi for Working Woman on 7 October 2018.
- ▶ Conducted an extension activity at Guru Darshan PG for students on 9 Oct. 2018 regarding ESI, PF and issues of collective labour law.
- ▶ Conducted an extension activity at Mangalore City Kitchen for Workers on 12 Oct. 2018 about labour law and employment contract.
- ▶ Visited the Lassi Shop, Ballalbh on 12 October 2018.
- ▶ Conducted an extension activity in government Urdu Higher Primary School Kudroli Mangalore on 9 February 2019.
- ▶ Conducted an extension activity at Somayaji Construction, Near Tata motors, Mangaluru on 23 March 2019.
- ▶ Conducted a field study at The Yafcoresins, Near Yafco Wood Industries, Durgipalla, Manjeshwar on 6 March 2019.
- ▶ Visited Kedium Ply & Boards, Devipura, Talapady on 31 Aug. 2018.
- ▶ Visited Joy Soft Drink, Mangala food and Beverages Industry, Bikampady, Mangaluru on 29 September 2018
- ▶ Conducted extension activity in Mangala Jyothi Integrated school, Vamajoor, Mangaluru on 9 February 2019.

Economics Association

- ▶ Visited Bhaginisamaja Orphanage, Mangaluru on 8 September 2018. On the occasion of world literacy day a talk was also delivered by the students on "Importance of higher Education" The members of the association donated books and stationary items to the orphanage children. Mrs Shashikala K.G coordinated the programme.

Commerce Association - Commercio

- ▶ Conducted an extension activity for the employees in Hindu and created awareness on the benefits of joining employee welfare schemes on 20 August 2018.
- ▶ Attended a programme on Company Secretary organized by the Institute of Company Secretaries of India on 3 July 2018 at SDM Conference Hall, Mangaluru.
- ▶ Attended two days National Conference on "Swadhyaya" on 6th & 7 July 2018 at TMA Pai Convention Centre, Mangaluru.
- ▶ Visited Samsung Electronics, Mangaluru on 8 September 2018 to to sensitize the employees about the impact of using social media in work place and its effect on work efficiency.
- ▶ Conducted an extension activity on 20 January 2019 at Ishwarananda Ballika Ashrama, Mangaluru.
- ▶ Conducted an Extension activity at Dr. Giridhar Rao- Sanjivi Bhai Vriddhasharama, Kodialbail, Mangaluru.
- ▶ Conducted an Extension activity at Forum Mall, Mangaluru on 22 January 2019.
- ▶ Organized an extension activity at Ashok Nagar higher primary school, Ashok nagar, Mangaluru on 9 Feb 2019.
- ▶ Organized an extension activity at DKZP Government Higher Primary School, Mannagudda, Mangaluru on 9 Feb 2019.
- ▶ Conducted an extension activity at Urva Market, Mangaluru on 22 March 2019.

SCAN Association

- ▶ Conducted an extension activity for the high school students of Canara High School, Mangaluru

- ▶ Conducted an extension activity at D.K.Z.P Higher Primary School, Kodikal, Mangaluru.
- ▶ Attended the Software Exhibition organized by MCA Dept., Sridevi Institute of Technology, Kenjar Mangalore on 29 August 2018.
- ▶ Mr. Nelson Jack Lobo & Ms. Payal Shetty of III BCA participated in One week GIAN(Global Initiative of Academic Networks) course on "Digital Payments: Technology for Cashless Society" from 23 to -27 July 2018 organized by Dept. of Studies & Research in Computer Science, Mangalore University, Mangalagangothri.
- ▶ Conducted an extension activity at G.L.P.S Primary School, Kankanady, Mangaluru on 10 January 2019.
- ▶ Conducted an extension activity at Govt. Higher Primary School, Balmatta, Mangaluru on 18 January 2019.
- ▶ Conducted an extension activity at St. Ursula Kannada Higher Primary School, Rosario, Mangaluru on 19 January 2019.
- ▶ Conducted an extension activity at Besant High School, Mangaluru on 25 January 2019.
- ▶ Conducted an extension activity at St. Agnes Special School, Bendore, Mangaluru on 30 January 2019.
- ▶ Conducted an extension activity at Mulakad Govt. School, Akashabhavana, Mangaluru on 16 January 2019.
- ▶ Conducted an extension activity at Indira Gandhi Memorial High School English Medium, Derebail-Konchady, Mangaluru on 29 January 2019.
- ▶ Visited M. Vaman Nayak Sons, Winding Wall and grandfather clock Manufacturers and Exporters, Mangaluru on 11 Feb. 2019.
- ▶ Organized "Passport drive programme" in association with the Passport Seva Kendra, Kodialbail, Mangaluru on 19 February 2019.
- ▶ Conducted extension activity at Maple Digital Show Room, Mangaluru on 27 Feb. 2019.
- ▶ Conducted extension activity at Lamina Suspension Products Mangaluru on 1 Feb. 2019.
- ▶ Conducted extension activity at Govt Higher Primary School, Bejai, Kapikad school, Mangaluru on 6 Feb. 2019
- ▶ Conducted an extension activity at D K Zilla Panchayath Higher Primary School, Bolar, Mangaluru on 5 Feb. 2019.

- ▶ Visited Railway Mail Service, Govt. of India, Central Railway Station, Mangaluru on 18 February 2019.
- ▶ Visited KIOCL, Panambur, Mangaluru on 5 February 2019.
- ▶ Organized an extension activity at D.K.Z.P Higher Primary School, Sandspit, Bengre, Mangaluru on 9 February 2019.
- ▶ Conducted an extension activity at Sarojini Madhusudan Kushe High School, Attavar, Mangalore on 12 February 2019.
- ▶ Conducted an extension activity at Shree Vyasa Maharshi Vidya Peetha, Mulki on 19 February 2019.
- ▶ Conducted an extension activity at Government Higher Primary School, Kapikad, Mangaluru on 2 March 2019.
- ▶ Visited Modern Industrial Corporation, Long Lane, Urwa Market, Mangaluru on 11 March 2019.
- ▶ Conducted an extension activity in Gandhi Nagar school, Mangaluru on 9 March 2019.

Business Law Department

- ▶ Conducted an extension activity for Restaurants in Bharath Ball & Bejai, Mangaluru to create awareness about the 18-21 license required for smooth functioning of food industry business.
- ▶ Conducted an extension activity on 27 August 2018 for the high school students of Canara High School, Dongerakery, Mangaluru.

Language Department

Kannada Department :

- ▶ Conducted an extension activity at Ladyhill Kannada Higher Primary School, Mangaluru
- ▶ Conducted an extension activity Kapikad Government School, Kapikad, Mangaluru.
- ▶ Attended a talk on 'Excellence through work culture' by Shri Subramanian. G, IRS and 'Daivaaradhane and Scientific Reasoning' by Dr. Saigeetha, HOD, Dept. of Humanities organised by Amritha Vidyalayam, Bloor, Mangaluru in association with Amrithanandamayi Matt, Bloor on 12 July 2018.
- ▶ Organized extension activity at Mogaveera Primary school, Ullala on 9 February 2019.

- ▶ Visited St. Mary's higher primary school, Falnir, Mangaluru on 9 February 2019.
- ▶ Conducted an extension activity at Little Hearts Kindergarten School, Ullal, Mangaluru on 9 March 2019.

English Department :

- ▶ Conducted an extension activity at Samvedana- A Home for Aids Children, Mangaluru on 8 August 2018.
- ▶ Conducted an extension activity at Lalithakala Arts, Mangaluru on 8 August 2018.
- ▶ Conducted an extension activity on Dry/Wet Waste in West Wind Apartment, Balmatta and in Bantwal to the local people on 6 August 2018.
- ▶ Conducted an extension activity on women helpline scheme in Abode Apartment on 11 August 2018.
- ▶ Conducted an extension activity about Sukanya Samridhi account in Urva Marigudi to the local people residing there in apartments and independent homes on 12 August 2018.
- ▶ Conducted an extension activity about Mahila-E-Haat Scheme in Fathima Apartments, Falnir and Kottara, Dwarakanagar, Mangaluru on 19 August 2018.
- ▶ Visited Saint Antony Old Age home in Valencia to create an awareness among the students and to sensitize them about social work along with the predicaments and problems of the aged people on 22 September 2018.
- ▶ Visited Sri Anagha Oil Refineries Baikampady, Mangaluru on 22 September 2018.
- ▶ Organized an extension activity on Stress Mangement at Dr. Nitte Shankara Adyanthaya Memorial Pre-University College, Mangaluru on 8 September 2018.
- ▶ Visited Sharada Vidyalaya on 16 January 2019.
- ▶ Visited Dakshina Kannada Zilla Panchyat. Higher Primary School, Bikarnakatte, Mangaluru on 19 January 2019.
- ▶ Conducted an Extension activity at Padua English Higher Primary School, Mangaluru on 23 January 2019.

- Conducted an extension activity at Dakshina Kannada ZillaPanchyat. Higher Primary School, Mannagudda, Mangaluru on 18 Jan. 2019.

Hindi Department :

- Conducted an extension activity for Dakshina Kannada Higher primary school, Kavoor, Mangaluru
- Conducted Extension activity at Prism Johnson Limited, Baikampady, Mangaluru, on 9 February 2019.

Fest Forum :

- Management Training** :Fest forum of the college conducted a training programme for the first year students from 28 June to 4 July 2018. The Training focused on development of skill and enhancement of abilities which are used and adhered in the management fests conducted by various colleges. Mrs. Veena D Kotian co-ordinated the programme.
- Fest Forum IT Training** :A training programme was organized for I BCA on 2 and 6 July, 2018 by Fest Forum. The team members briefed about various events such as Coding, Web Designing, IT Quiz, IT Debate, Allegation, Group Discussion, Treasure Hunt, IT advertisement, Photography, Paper Presentation & Stress Interview.

Placement & Career Guidance Cell :

- Organized a guest lecture on "Awareness on Higher education in Abroad" on 27 July 2018 for the final year BCOM and BA(HRD) students. The resource person was Mr. Imran, Planet Education, Mangaluru
- Organized a guest lecture on the topic "Campus to Corporate" on 6 September 2018 for the final year students. The resource person was Prof. Surjyabrat Buragohain, Associate Dean at IBS Business School, Bengaluru.
- Organized a Guest lecture on "Awareness on Aviation Course" for second and final students of BBA, BCA and BA(HRD) on 28 February 2019. Mr. Mohan, Managing director, Dell-Bee Aviation Academy, Mangaluru was the Resource Person.
- Organised a guest lecture on "Challenges faced in the Current

Business Scenario" for second and final students of BBA, BCA and BA(HRD) on 13 February 2019. Mr. Mohan Managing director, Dell -Bee Aviation Academy, Mangaluru was the Resource Person.

- Workshop for creating awareness on answering aptitude test : Career Guidance and Placement Cell organized a workshop on 18 September 2018 for the II BBM, BCA and BCOM students to create awareness about aptitude tests and to facilitate the students to improve competency skills. The trial aptitude test was conducted by Mr. Ganesh Hebbar, Director, TIME Institute, Mangaluru.
- Career Guidance Programme : Commerce department organized a programme on career guidance on 17 January 2019 to second year B.Com students. Ms. Prisca Furtado, Correspondent of IMA B School, department of ACCA & CMA was the resource person.
- Career Guidance and Placement cell conducted an extension activity for the students of Canara High School, Urwa, Mangaluru.

NSS Unit

Awarded Best NSS Unit in Mangalore University (2016-2017)

Awarded Best NSS Officer in Mangalore University (2016-2017)

Guest lecture on "Social Medias & Youth" was organized by NSS Unit for NSS students on 17 September 2018. Mr. Shrivathsa, Volunteer, Yuva Brigade, Mangaluru was the resource person.

Guest lecture on "Janapada Kammata - Rangabhinaya" was organized by NSS Unit to NSS Volunteers on 28 March 2019. Mr. Sheena Nadoli, Lecturer, Govt. Pre-University College, Punjalkatte was the Resource Person.

Soft Skill Training Programme : The NSS unit organised a soft skill development programme on 17 July 2018 for I and II year students. The main objective was to develop leadership qualities and confidence among the volunteers. Mr. Jaykishan Bhat, Principal of Western Institute of Technology was the resource person.

National Youth day Celebrations : The NSS Unit conducted 'National Youth Day' and the release of 'Vivek Band' on 17 of January, 2019. Dr. Ananth Prabhu G, Director of Vikas Edu Solutions and a Professor in Sahyadri Educational Institutions was the resource person.

Blood Donation Camp : The NSS unit organized Blood donation camp in association with Wenloc Hospital, Mangaluru on 30 July 2018 in the college auditorium. The objective of the programme was to spread awareness about Blood donation among the students. Dr. Sharath Kumar Rao, Medical officer, Blood bank, Wenlock Mangaluru inaugurated the programme. 85 students voluntarily donated Blood. NSS officers Mrs. Renuthakshi and Dr. Shalini coordinated the programme.

NSS Swachatha programme : The NSS units organized Swachatha programme on 4 August 2018 at Government Higher Primary School, Gandhi Nagara, Mangaluru. There were about 70 NSS volunteers who took part in this programme. NSS Officer Dr. Shalini N. co-ordinated the programme.

NSS first one day camp : NSS one day camp was held on 19 August 2018 at Bejai Museum, Mangaluru. There were about 100 NSS volunteers who participated in the camp. All the NSS volunteers involved themselves in Shramadhana and the premises around the museum were cleaned. In the conservation of ecosystem, few plants were planted. NSS Program officers Mrs. Renuthakshi and Dr. Shalini guided the volunteers throughout the camp.

NSS Swaccha Gelathi Programme : NSS Unit of our college had organized SwacchaGelathi Programme which was based on personal hygiene at Digambara Jain Higher Primary School Moodbidre on 25 August 2018. NSS volunteers Anwika and Shrasti from 2nd BBA 'B' conducted it.

NSS campus cleaning : College campus cleaning was organised by NSS Unit on 24 August 2018. There were about 50 volunteers who participated in the programme. The college premises were cleaned. Mrs. Renuthakshi and Dr. Shalini guided the volunteers and final year's coordinated the programme.

Vanamahotsava programme : The NSS units organized Vanamahotsava programme on 4 August 2018 at Government Higher Primary School, Mannagudda. There were about 80 NSS volunteers who took part in this programme. NSS Officer Mrs. Renuthakshi co-ordinated the programme.

NSS One Day Camp : One day camp was held on 16 September 2018

in one of our adopted village at Tumbe Gram Panchayat. An awareness to promote 'Swaccha Tumbe' campaign was held to know the problems faced by villagers. Camp was successfully conducted under the guidance of Tumbe Gram Panchayat and NSS program officers Mrs. Renuthakshi and Dr. Shalini.

Swaccha Gelati program : Swaccha Gelati program was held on 1 September 2018 at Hazrat Seyyid Madani English Medium Higher Primary School by NSS volunteers. Awareness regarding personal hygiene and healthy diet was given.

Oral Dental Checkup : Red Cross association organised oral dental checkup for students in association with KMC dental hospital , Mangaluru from 17 to 19 September 2018 at college. 167 students were benefited from this programme. Mr. Sumesh, Mr. Prassanna, Mrs. Kavya staff co-ordinators organised the programme.

Street Play : To commemorate the Celebration of 150th Birth Anniversary of Mahathma Gandhiji, NSS students performed a Street Play on 2 October 2018 to create awareness about Swachh Bharath. It was held at 2 venues, Government Higher Primary School, Mallikatte and Kadri Market Junction. Corporator Mr. Ashok Kumar D K and Corporation Health Inspector were present on the occasion.

NSS Annual Special Camp : It was held at Government Higher Primary School, Kairabettu, Kalya, KarkalaTq for a period of 7 days from 22 to 28 Dec. 2018. 125 volunteers participated in the camp. Inaugural function of the annual special camp took place on 22 Dec, 2018. Mrs. Malini J Shetty, President, Taluk Panchayat, KarkalaTq inaugurated and shared her experiences. Smt. Aruna P. Kamath, Principal presided over the function. Dignitaries from various fields were also present and wished success to all the campers.

On 9 February 2019, the members of NSS Unit visited Ramakrishna School, Bunts Hostel for conducting extension activity.

Rovers & Rangers Association:

Awareness on Traffic Management and Road Safety : An Awareness programme on Traffic Management and Road Safety was organized by Rovers and Rangers Association for the members of the Student Council on 7 July 2018 to create an awareness among the students

about road safety. Mrs. Uma Prashanth, Deputy Commissioner of police; Mr. Manjunath Shetty, Asst. Commissioner of Police; Dr. Arjun Shetty, MS Neurosurgeon; Police Inspectors Mr. Amanulla & Mr. Kumaraswamy addressed the students. Dr. Jyothi coordinated the programme.

Yoga Training programme : Rovers & Rangers organized Yoga Training programme from 3 July 2018 to 7 July 2018 at college auditorium. The resource person was Ms. Savitha, Yoga Therapist, Bharathiya Vidhyabhavana, Pandeshwar and also the Yoga instructor at St. Agnes School, Mangaluru. The objective of the camp was to enhance concentration and to maintain physical and mental health. Dr. Jyothi, Mrs. Shashikala K.G. and Mr. Akshith coordinated the programme.

Guest lecture on "Women & Human Rights" was organized by Rovers & Rangers for I BBA A & I BBA C students on 10 Aug. 2018. Mr. Ashwani Kumar Rai M., Advocate & Notary Public, BC Road, Bantwal was the resource person.

Guest lecture on "Anti-Drug Awareness Programme" was organized by Rovers & Rangers for I BA(HRD) students on 21 August 2018. Mrs. Lydia Lobo, Administrator, Link Integrated Rehabilitation Centre, Mangaluru was the resource person.

Guest lecture on "Animal Welfare" : Guest lecture on "Animal Welfare" was organized by Rovers & Rangers Association to I BCOM students on 18 March 2019. Ms. Meghna Adhikar, Volunteer, Animal Welfare Fiapo Organisation was the Resource Person.

Awareness Programme for Voters : Rovers & Rangers Association organized Election awareness programme on the 18 March 2019. The Speakers were Mr. Balakrishna Gowda, Town Planning officer Mangalore city corporation; Mr. Dilip S Gadyal, Assistant Town planning officer Mangalore city corporation; Mr. Devraj, Assistant executive engineer; Mr. Madhu N Manohar, Environmental engineer.

One Day Medical Camp :The Rovers and Rangers association organized one day medical camp on 1 October 2018 at Someshwar Temple, Ullal in collaboration with KMC Hospital, Attavara. The objective was to provide free medical checkup to residence of the area. Nearly 120 people took part in the medical camp. The programme outreached the senior citizens and financially backward community.

Tree plantation programme : Rovers and rangers association conducted tree plantation programme on 23 March 2019 at Bhagini Samaja, Mangaluru.

Industrial Visit to Mangala Cashew Factory : Rovers and Rangers Association organised Industrial visit with 14 students to Mangala cashew factory, Padavinangady, Mangaluru on 16 February 2019.

Red Cross Unit

First Aid Training Programme :The first aid training programme was organised by Red Cross Association. Dr. Madhusudan Upadya, Anesthesiologist, KMC hospital was the Resource person.

Fine Arts Association

Street Play : On the occasion of 150th birthday of Mahatma Gandhi, Fine arts association organized street play on the theme "Gandhian principles in day today life" on 26 Feb 2019.

- ▶ Fine Arts Association students conducted an extension at Saanidhya Residential School & Training Centre for the Mentally Challenged, Shakthinagar, Mangaluru

Women Cell

- ▶ Guest lecture on "Breast Diseases" was organized by Women's Cell to Female students on 9 March 2019. Dr. Venkatesh Sanjeeva, Consultant Surgeon, Mangaluru was the Resource Person.
- ▶ Self defence training programme: The women cell organized Self Defence training programme for the female students on 26th June 2018 in the college auditorium. A martial art expert, Mr. Karthik S Kateel was the trainer. He demonstrated various self defence techniques to the students and encouraged them in bringing self-awareness. Principal, Prof. Aruna P. Kamath were present on the occasion. Dr. Shalini M co-ordinated the programme.

EDP Cell

- ▶ Workshop on Intellectual Property Rights :EDP department organized a workshop on "Intellectual Property Rights" on 11 March 2019. The objective was to create awareness among the budding entrepreneurs about Intellectual Property Rights and its

implications. It was inaugurated by Mr. Raja Varma Ballal, Proprietor of BMS Hotel, Mangalore. Mr. Prasad Shet, Managing Partner, S. L. Shet Diamond House lady hill, Mangalore, also alumni of the college, was the guest of honour. The inaugural session was followed by two technical session on topics, "patents rights" by Mr. Vinayak Kamath, advocate and trademark attorney, Mangaluru and "copy rights" by Mr. Sharath Kumar, territory manager, Fenesta windows. Principal, Prof. Aruna P. Kamath presided over the function. Mrs. Supritha R K, Mr. Sumesh Matada and Mrs. Rashmi coordinated the programme

- ▶ Guest lecture on "Motivation to Entrepreneurs" was organized by EDP Cell for III BBA A students on 21 August 2018. Mrs. Shilpa, Entrepreneur, Hallimane Rotis, Mangaluru was the resource person.
- ▶ The EDP cell organized a student faculty programme on the topic "Entrepreneurial Skills and Competencies" to I Year BBA 'B' by Vivek Mitra of III BBM 'B' on 25 September 2018. The objective was to inculcate effective presentation skills and communication skills among the students.
- ▶ A student faculty programme was organized by EDP Cell on "Role of Entrepreneur" for I BBA C by Ms Sneha and Mr. Roshin Alex of III BBA B. students on 29 July 2018. The objective was to improve the communication skills among the students
- ▶ A student faculty programme was organized by EDP Cell on "Entrepreneurial Traits" for I BBA C students by Ms Sneha and Mr. Yajnesh of III BBA B. on 11 July 2018.
- ▶ EDP cell students conducted an extension at Ganapathi High School, Hampankatta, Mangaluru.
- ▶ The students of EDP cell attended the seminar on "Agripreneurs" organized by Justice K S Hegde Institute of Management, Nitte on 18 August 2018.
- ▶ The student of EDP cell attended a seminar on MMA on 29 August 2018 organised by Mangalore Management Association.
- ▶ The students of EDP cell participated in an Entrepreneurship and Skill Development Program on 'Udhyog Aur Vikas 2018' organised by GSB Seva Sangh, Mangaluru on 8 July 2018

- ▶ EDP association members as a part of extension activity visited Pawan marbles, Hosabettu, Surathkal on 29 September 2018.

Human Rights Cell

- ▶ Guest lecture on "Protecting rights, Saving Lives" was organized by Human Rights Cell for II BBA B students on 30 July 2018. Ms. Meghana Ballal, Advocate, Mangalore District Court, Mangaluru was the resource person.
- ▶ Human Rights Cell students conducted an extension activity for Canara Girls High school, Mangaluru on 10 August 2018.

Consumer Club

- ▶ College received the Third Best College Consumer Club Award for District level annual performance appraisal of the consumer club for the year 2018-19 from Dist. Consumer Federation(R) Mangaluru.
- ▶ A student faculty programme was organized by Consumer Club on "Consumer Protection" for I BA(HRD) students by Ms Sneha and Mr. Yajnesh of III BBA B on 14 July 2018. The objective was acquainting the students with the knowledge of various consumer rights and protection.
- ▶ Following students secured First prize in Project on the topic "Consumer's Perception on unfair trade practices with reference to Dakshina Kannada District" organized by District Consumer Federation®, Mangaluru.

Anil P N	III BBM	Anish Chandrashekar	III BBA
Kirthi C Shetty	III B.Com	Sneha Mendon	III BBA
Ajay Baliga	III B.Com	Sagar N	III BA(HRD)
Sowjanya	III B.Com	Shreyas K	III BA(HRD)
Prithvi	III B.Com	Maithili	III BBA

- ▶ Consumer Club students attended a World Consumer Day Celebration programme organized by District Consumer Federation, Mangalore on 15 March 2019.

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.

Sports Association :

Mangalore University Intercollegiate Football tournament : The college organized Mangalore University Intercollegiate Mangalore Zone and Inter-Zonal Football tournament Vamana & Sadananda Memorial Trophy from 3 to 6 October 2018. 36 colleges of Mangalore zone and 4 teams of inter zonal participated in the tournament. The tournament was inaugurated by Ln. Kishore D. Shetty, Proprietor Leeds Group and Mr. P. B. Harish Rai, Senior Reporter, Vijayavani Daily, Mangaluru was the guest of honour on 3 October 2018 at Nehru Maidan, Dr. Kishore Kumar C. K., Vice Chancellor I/C and Director of Physical Education, Mangalore University was the chief guest and Mr. Sadashiv Rao B.V., Coffee Planter and alumni of SDMCBM was the guest of honor. The prizes were distributed by Shivanam A., Physical Education Director, NITK Surathkal and also the donor of "B. Sadanand and Vamana Memorial Rolling Trophy".

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

Students' Council Programmes :

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

N Vaishali D Kudva,	III BBA 'C'	Student Co-ordinator
Rakshitha	III B.Com.	Student Co-ordinator
Rashmi Ramesh Achari	III BBA 'C'	Student Co-ordinator

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 skill enhancement activities and fests organised by the college viz. Genesis, Synergy & Sygma.

Inauguration of Student Council

The Students' Council Inauguration for the year 2018-19 was held on 21 July 2018 in the college Auditorium. The programme was inaugurated by Mr. Mahesh Padav Shenoy, Partner, Padav Trading Corporation Mangaluru. Mr Prajwal, ASM (State Head) Loreal India Chennai and also on alumini of SDMCBM was 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 Smitha M and Mrs Shashikala Shetty. Ms. Chrismita Mary D'Costa, Students' Council President; Ms. N Vaishali D Kudva, Ms. Rakshita and Ms. Rashmi Ramesh Achari were present on the dais.

Leadership Training Programme

IQAC & Students' council organized a half day training programme for members of student council on 10 July 2018 by Mr. Joselyn T Lobo, Associate Professor, School of Social Work, Roshni Nilaya, Mangaluru.

"Genesis 2018" University Level Management Fest : College organised University Level Management Fest - Genesis 2018 on 28 August, 2018. The theme for Genesis 2017 was 'Imperium'. It was inaugurated by Mr. Dhiraj D'costa, Managing Director, Pricelis. Com. Mr. Dishanth Ullal, Account Executive, Ad Syndicate services Pvt.Ltd., Manipal Group, New Delhi. (Alumnus of SDMCBM) was the guest of honour. In the Valedictory function, Mr. Ravish Bhat Pedamale, Proprietor of M/S Ravi Process, Mangaluru was the guest of honour. Mrs. Shwetha Y. and Mr. Gururaj G. co-ordinated the programme.

Inspire 2018: INSPIRE 2018 is an interclass fest organised on 28 August, 2018 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. Preethika, Software



Analyst, DELL India, Bengaluru and alumna of SDMCBM. Mrs. Shashiprabha co-ordinated the programme.

Teacher's Day Celebrations

On 5 September, 2018, Teacher's Day was celebrated in the Conference Hall. Dr. Leela Upadaya, Academic advisor, Sharada Group of Institutions, Mangaluru was the Chief Guest on the occasion. Principal Prof. Aruna P Kamath, SDM MBA Director Dr. Seema Shenoy, Staff Co-ordinators Mrs. Smitha M. & Mrs. Shashikala Shetty were present on the dias.

"Synergy 2019" - A National Level Management Fest

Synergy 2019, two days National Level Management Fest exclusively for undergraduate management students was held on 23 & 24 January 2019 in the college auditorium. It was inaugurated by Mr Prakash Garodi, Proprietor Garodi Services, Mangaluru Mr. Shailesh, Co-Proprietor, NVP Nileshwar, Kasargod 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. Gayathri K. & Mrs. Supreetha were the staff co-ordinators of the fest. The theme of Synergy 2019 was "The Triumph Arena" - harder the conflict, more glorious the triumph. The various events held were Best manager, Marketing, Finance, Public Relations, Human Resources, Entrepreneurship, Quiz and Research and Development.

The valedictory programme was held on 24 January at 4.30 pm. The chief guest was Mr. Manel Srikanth Nayak, Associate in Institutional Equities Division, Morgan Stanley, Bengaluru and also alumni of the college. The overall winners were St. Aloysius College, Mangaluru and Canara College, Mangaluru were the runners-up.

"Sygma 2019" - State Level IT Fest :

Sygma 2019, a State Level IT Fest for computer science students was held on 24 January 2019 in the college auditorium. Sygma 2019 was inaugurated by Mr. Krishna Puthran, Senior System Analyst, Toshiba Software India Pvt. Ltd., Bengaluru. Ms. Shalini Pai, Software Engineer, IoT based solutions Bosch Engineering and Business solutions, Bengaluru also an Alumni of SDMCBM was the guest of honour. Mrs. Aruna P. Kamath, Principal of the college presided over the function.

Mrs. Shashiprabha & Mrs. Divya Uchil were the staff co-ordinators of the fest.

The theme of Sygma 2019 was "Digital Trident". Sygma 2019 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 2019

College organized "Vivekotsava 2019" an inter-collegiate fest on the occasion of 156th birth centenary of Swami Vivekananda on 31 January 2019. Mr. Adarsh Gokhale, Regional Secretary, Samskara Bharathi and Mr. Shashidhara Acharya, HR Manager, A.J. Hospital, Mangaluru, an alumni of the college were the Chief Guests. The inaugural ceremony was followed by various competitions for the students of various colleges in and around Mangaluru.

In the Valedictory ceremony Mr. Shravan Shetty, Sr. Agency Manager, Max Life Insurance Ltd., Mangaluru, an alumni of the College was the Chief Guest. SDM College, Ujire won Overalls and Vivekananda College, Puttur won Runnersup.

College Annual Day Celebrations

College annual day celebrations was held on 1 March 2019 at 4.30 p.m. in the college premises. Mrs. Vathika Pai, Proprietor, Vathika International Travels, Mangaluru and Mr. Dhanraj Varadhram, Vice President-Marketing, Puravankara Ltd. (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 1 March 2019 at 9.00 a.m. in the College Auditorium. Dr.Latha K., Principal, Niranjana Swamy First Grade College, Sunkadakatte, Bajpe and Mr. Hardhik P. Chauhan, Asst. Professor, Canara First Grade College,

Mangaluru(Alumna 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

YASHA - An Interface with Industries and Students :YASHA - An Interface with Industries and Students was organized on 2 July 2018 at the college conference hall for all the final year students. The programme was inaugurated by Mr. Ameet K. Katyal, CEO, Infinique, Bangalore. He enlightened the students on skills and attributes to be possessed by the graduates to meet corporate dynamics to grab the job offers in future. Padmashree Alva , Business Head for recruitment and staffing at Infinique, explained the ways and means of getting expertise of corporate skills. The objective of the programme was to create awareness on job requirements in corporate sector among the students and make them job ready. Mrs. Divya Uchil and Mrs. Smitha M. coordinated the programme.

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. Awareness programmes on Overseas education was conducted.

A student faculty program on "Stress Management" was organized by Counselling Cell for the I BCA B students on 29 June 2018 by Ms. Kriti Pal of III BCOM. The objective of the programme was to make students aware about the value of life and how stress can have an adverse impact on their lives.

POOL DRIVE :

- Final year BCA students of our college attended the All India online test by Tata Consultancy Services on 5/1/2019. Out of 15 students 4 students were qualified for the second round HR interview at Bangalore on 1 Feb. 2019. 3 students were selected in this process.

- In the All India Online Test conducted by Tata Consultancy Services on 6 Feb. 2019, 10 BCA students answered the online test and 3 students got selected.
- Career guidance and placement cell organized on-campus placement by Goan Institute International Consociation of Education [GICE] on 16 Feb. 2019 for the post of 'Skill Development Faculty Trainer'. In the interview and test conducted in our organization, 9 BBA and BCOM students have been short-listed.
- One BCA student got selected in off-campus placement held at Alva's Institute of Engineering and Technology on 9 February 2019, Sunrise Biztech for the post of Recruitment Trainee.
- Career guidance and Placement cell organized campus placement for the final year students by Perform Media, Mangalore on 15 March 2019. 13 students were shortlisted and 16 students were selected on II Preference.

Observation of Important Days

Observation of Sthavana Dina

"Sthavana Dina" to commemorate the Founder's Day was observed on 18 August 2018. 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. Mr. Jagadeesh Shetty, Ghazal Singer and President of Karavali Sangeetha Kalaavidara Okkoota (D.K & Udupi), Ms. Keerthana Sujir, Employee at MRPL, Mangaluru and Ms. Sanjana, Faculty were the judges.

Independence Day Celebrations

72nd Independence Day was celebrated in the college premises on 15 August 2018. The chief guest Mr. T. Naveenchandra, Flying Officer, Indian Airforce hoisted the flag. Interclass March Past Competition was organized.

World Entrepreneurship Day

World Entrepreneurship Day was observed by EDP Cell on 21 August 2018 with the objective of encouraging students to take up

entrepreneurship. Mrs. Aruna P. Kamath, Principal presided over the programme. Mrs. Supriya R.K and Mr. Sumesh Matada of EDP cell organized the programme.

Human Rights Day Celebrations

Karnataka state human rights commission, District Administration, Human Rights Non-Government organization in association SDM college of Business management celebrated Human Rights Day on 10 December 2018 at conference hall. Dr. B.R. Ravikanth Gowda, District Police Commissioner, Mangalore inaugurated the function, Mr. Kumar, Additional Deputy Commissioner; Mr. K Balakrishna Rai, Human Rights Activist and thinker were present on the occasion. Smt. Aruna P. Kamath, Principal presided over the function. The programme was coordinated by Mrs. Kavitha Prabhu, Mrs. Shashikala K.G. and Mrs. Madhumathi J.Raja.

Observation of Computer Literacy day

In the observation of Computer Literacy day as an interdisciplinary approach the association organized a programme on "Google: Not Just a Search Engine" for II BBA 'A' & 'B' on 31 Jan. 2019. The objective of this programme was to provide awareness on digital literacy.

Interaction with Parents

PTA Annual General Body Meeting :The PTA annual general meeting was held on 11 September 2018 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 merit certificates. 31 students of BBM, 68 students of BCA, 49 students of B.Com.and 12 BA(HRD) students who secured distinction in the Mangalore University examinations conducted during the April/May 2018 were awarded Merit Certificate. The distinction holders gave their feedback. 2 staff members were also felicitated for their achievements during the academic year 2017-18. The election of new office bearers was conducted by the Principal. Mr. Gunapal M was elected as the President and Mr. Jayaram Karandoor as Joint Secretary. Parents also gave their valuable suggestions and feedback. Principal Mrs. Aruna P. Kamath welcomed the gathering.

COLLEGE LIBRARY

The College Library has a collection of over 24,218 valuable volumes of books on different disciplines values of which is Rs. 40,10,539/-. 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 and International Journals, Periodicals and 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 8.00 p.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.

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. Deeksha V.**

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 which is secured by **Ms. Deeksha V.**
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. Sushmitha P. Bolar**
12. Prize instituted by Mr. Ravindra Shet in the name of "S.L. Shet Jewellers, Mangalore" to the highest scorer in all six semesters of BA(HRD) is secured by **Ms. Samantha Virginia D'Souza**
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 & academic excellence shared between

BBM	-	Roshin John Alex
BCA	-	Nelson Jack Lobo
BA(HRD)	-	Pranit Kotian
B.Com.	-	Sanjana Rao

Results : College bagged following ranks during April/May 2018 University Examinations.

Sl. No.	Course	Name of the Student	Rank
1.	BA(HRD)	Samantha Virginia D'Souza	I Rank
2.	BBM	Sandra Merin Ronald	II Rank
3.		Nidhi Bhandarkar	X Rank
4.	BCA	Nishmitha K M	II Rank

University Examination Results : The University Examinations results of Final year students held in April/May 2018

Course	Distinction	First Class	Second Class	Pass Class
BBM	31	48	48	03
BCA	68	19	--	--
BA(HRD)	11	11	05	--
B.Com	49	11	09	--

STAFF EMPOWERMENT

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 PhD degrees on part time basis.

MRS. ARUNA P. KAMATH

- ▶ Attended RUSA Phase-2 meeting at Government Science College, Bangalore on 15 June 2018.
- ▶ Attended IQAC Conference on "NAAC New Guidelines" at SDM College PGCenterUjire on 4 August 2018.
- ▶ Was Chief Guest for One Day Faculty Development Programme on 'Universal Human Values and Ethics in Teaching Profession' organized by MBA Dept., Sahyadri College of Engineering & Management, Adyar on 7 Sept. 2018
- ▶ Attended Academic Council Meeting held at Senate Hall, Mangalore University, Mangalagangothri on 29 September 2018.
- ▶ Attended the workshop on the introduction of Choice Based Credit System at Undergraduate programme held at Mangalore University, Mangalagangothri on 15 September 2018.
- ▶ Delivered a Guest Lecture on "One year of GST : A reality check" at Welcom Group Graduate School of Hotel Administration, Manipal on 14 Oct. 2018.
- ▶ Was nominated as the Core Committee member for Academic and Administrative Audit of SDM College, Ujire on 3 October 2018.
- ▶ Attended BoS meeting on 5 October 2018 at Mangalore University, Mangalagangothri.
- ▶ Attended Syndicate Member Meeting at Mangalore University, Mangalagangothri on 22 December 2018
- ▶ Was invited as the Chief Guest for the Valedictory Programme of One Week Personality Development Programme organised by Konkani Language and Cultural Foundation, Mangaluru on 15 December 2018.
- ▶ Was the Resource person for Women Empowerment Programme organised by Konkani Language and Cultural Foundation, Mangaluru on 15 December 2018.
- ▶ Attended Aided College Principals' Meeting at Mangalore University, Mangalagangothri on 12 January 2019.
- ▶ Attended BOAE Meeting at Mangalore University, Mangalagangothri on 31 January 2019.

- ▶ Was invited as a Chief guest for the cultural programme "Zenkara" organized by Raga Taranga on 17 February 2019.
- ▶ Attended Meeting of the Academic Council held at Mangalore University on 1 Feb. 2019.
- ▶ Attended Syndicate Meeting at Mangalore University on 13 Feb. 2019.
- ▶ Attended Board of Studies Meeting at St. Agnes College, Mangaluru on 14 Feb. 2019.
- ▶ Attended Rural Banking and Management Chair review meeting at Vice Chancellor Chamber, Mangalore University on 18 Feb. 2019.
- ▶ Participated as Chair Person for Research Paper Presentation in the National Conference "Management NXT" held at SDM PG Centre for Management Studies and Research, Mangaluru on 22 March 2019.
- ▶ Attended Meeting of the Academic Council held at Mangalore University on 19 March 2019.
- ▶ Attended Syndicate Meeting at Mangalore University on 27 March 2019.
- ▶ Attended Meeting of the Academic Council held at Mangalore University on 12 April 2019.
- ▶ Attended Syndicate Meeting at Mangalore University on 12 April 2019.

DR. MURALIDHAR RAO K. S.

- ▶ Attended BOE - BBA meeting on 13, 14, and 15 of March 2019 at Sri Devi College, Mangalore.
- ▶ Attended BOE - BBA (Correspondence Course) meeting on 28 and 29 of March 2019 at Sri Devi College, Mangalore.
- ▶ Chaired session of the Research Paper Presentation in the National Conference on Management Nxt held at SDM College of Business Management PG Center for Management Studies and Research, Mangalore on 22 March 2019.
- ▶ Invited as Chief Guest in Investor Awareness Programme organized by Mangalore Chapter of the Institute of Cost Accountant of India on 22 December 2018 at SDM College of Business Management conference Hall, Mangalore.
- ▶ Invited as Chief Guest in Investor Awareness Programme organized by Mangalore Chapter of the Institute of Cost Accountant of India on 29 Dec. 2018 at SDM College of Business Management conference Hall, Mangalore.

DEPARTMENT OF FINANCIAL MANAGEMENT

MRS. SMITHA M.

- Presented a paper on the topic "Role of RUDSETI in promoting Women Entrepreneurship" at International conference on "Intellectual Property Rights, Entrepreneurship and Leadership Skills" organized by Milagres College, Mangaluru on 31 July 2018
- Attended IQAC Conference on "NAAC New Guidelines" at SDM College PG CenterUjire on 4 August 2018.
- Participated and won prizes in Teachers Talent Competition 2018 organized by Rotary Seaside, Mangalore on 25 August 2018 at Lourdes Central School, Bejai, Mangalore.
- Attended BBM/BBA BOE Meeting at Sri Devi College Mangaluru on 17th, 18 & 19 September 2018
- Was the Moderator in the International Conference on "Intellectual Property and Entrepreneurship" at St. Agnes College on 4 January 2019.
- Attended and presented a paper on "A Study on Challenges Faced by Women Entrepreneurs in India " at one day national seminar on "Social Entrepreneurship And Sustainable Development" organized by Kukke Shri Subrahmanyeshwara College, Subrahmanya on 22 January 2019.
- Attended and presented a paper on "A study on customer perception towards green banking", at two days International Conference on 'Contemporary Innovations in Industry and Commerce' organized by the department of Post Graduate Studies and Research in Commerce, Mangalore University held on 22 and 23 February 2019.
- Attended and presented a paper on the topic "Customers' Perception On E-Payment" at one day national Conference on "Management NXT" organized by SDM College of Business Management and PG Centre , Mangalore on 22 March 2019

MRS. GAYATHRI K.

- Attended and presented a paper on the topic "Role of RUDSETI in promoting Women Entrepreneurship" at International conference on "Intellectual Property Rights, Entrepreneurship and Leadership Skills" organized by Milagres College , Mangaluru on 31 July 2018
- Participated and won prizes in Teachers Talent Competition 2018 organized by Rotary Seaside, Mangalore on 25 August 2018 at Lourdes Central School, Bejai, Mangalore.

- Attended 5 days GIAN programme on "Global Sourcing Strategies and Applications" organized by Commerce Department, Mangalore University held at Mangalore University, Mangalagangothri from 11 to 15 February 2019.
- Attended and presented a joint paper on "A study on customer perception towards green banking", at two days International Conference on 'Contemporary Innovations in Industry and Commerce' organized by the department of Post Graduate Studies and Research in Commerce, Mangalore University held on 22 and 23 February 2019.
- Attended and presented a paper on "A study on Customer Awareness towards E-payment System", at National Conference on 'Management NXT' held at SDM PG Centre for Management Studies & Research, Mangalore on 22 March 2019.

MS. SOWMYA HEGDE

- Published a paper on the topic "Role of compensation on employee performance in an Educational Institution" in Sahyadri Journal of Management with ISSN No. 2456-9151.
- Attended Faculty development programme on the topic "Financial derivatives" on 3 August 2018, organized by MITE Moodbidri.
- Participated and won prizes in Teachers Talent Competition 2018 organized by Rotary Seaside, Mangalore on 25 August 2018 at Lourdes Central School, Bejai, Mangalore.
- Attended a one day Faculty Development Program on "Derivatives Decoded" on 3 August 2018 at MITE, Moodabidri in association with MUCTA(R)
- Attended one day state level seminar on "A Discourse on Gandhian thoughts" on 2 October 2018 organized by SDM Law College, Mangaluru.
- Judged Mock Press event of SCINTILLATE a one day National Level Management fest on 5 Oct 2018 organized by SDM Law College, Mangaluru.
- Attended and presented a paper on the topic "A study on Programmes to Improve Employability Skills and Entrepreneurial Potentials among Undergraduate Students" at a two days National Level Seminar on "Rejuvenation of Undergraduate Education in India" organized by Centre for Educational and Social Studies Bengaluru in collaboration with NAAC, AIU and KSHCEC on 9 and 10 August 2018.
- Contested in "IDEA CONCLAVE" organized by CESS Bengaluru on 10th August 2018.

- ▶ Attended and presented a paper on the topic "Impact of compensation on Employee performance in an Educational Institution" at a two days National seminar on "Corporate Social responsibility: Challenges and New initiatives" on 14 and 15 September 2018.
- ▶ Judged the elocution competition organized by SKDRDP Mangaluru Taluk and Akhila Karnataka JanajagruthiVedhike, Mangaluru at SDMCBM, Managluru, for High school students on 27th September 2018.
- ▶ Presented a paper on "Digital Revolution in India's payment system" in one day National Conference on "Multi-Disciplinary Research" organized by Smt. I.S. Yadwad Government First Grade College, Ramdurg on 09 February 2019.
- ▶ Attended and presented a paper on "Digitalization in Banking : Customer Experience On Banking Services" at two days International Conference on 'Contemporary Innovations in Industry and Commerce' organized by the department of Post Graduate Studies and Research in Commerce, Mangalore University held on 22 and 23 February 2019.
- ▶ Attended and presented paper on "Talent Management and its impact on Employee Performance and Retention in Health Care Industries: A study in Mangalore Region" at one day National Conference on 'Management Nxt' organised by the SDM Post Graduate Centre Mangalore on 22 March 2019.

MR. GURURAJ G.

- ▶ Attended and presented a paper on "A study on adventure tourism in coastal Karnataka: opportunities and challenges" in the one day national conference on "Tourism and hospitality industry in India" held at Moti mahal college of hotel management, Mangalore on 2 February 2019.
- ▶ Attended and presented a paper titled "The Perception of People towards Coastal Water Transport Tourism: A Shot in a arm for Economic and Infrastructural Development with special reference to MangaluruCity" at two days International Conference on 'Contemporary Innovations in Industry and Commerce' organized by the Dept. of Post Graduate Studies and Research in Commerce, Mangalore University held on 22 & 23 February 2019.

MR. PRAVEEN D.

- ▶ Attended and presented a paper on "A study on adventure tourism in coastal Karnataka: opportunities and challenges", at one day national conference on "Tourism and Hospitality Industry in India" held at Moti Mahal College of Hotel Management, Mangalore on 2 February 2019.

- ▶ Attended a Workshop on " Art of Student Counselling for College Teachers" organised by Mangala Alumni Association, Mangalore University, Mangalagangothri on 8 September 2018 at MAPS college, Mangaluru.
- ▶ Attended a work shop on "Competition Act" organized by Mangalore Management Association held at Canara School, Mangalore.
- ▶ Attended and presented a paper on the topic "awareness level of students towards practice of management 3.0-with reference to Mangalore city" in one day national level conference on "Management Next" organized by SDM Post Graduate Centre for Management Studies and Research, Mangalore on 22 March 2019.

DEPARTMENT OF MARKETING MANAGEMENT

MRS. KAVITHA PRABHU

- ▶ Attended and presented a joint paper on the topic "Resilience in the Round-Building Resilience for the Future" at two days International Conference on "Business Resilience in Turbulent Global Markets" organized by St. Agnes Centre for Post Graduates Studies and Research on 24 & 25 Sept. 2018.
- ▶ Attended One day national Seminar(UGC FUNDED) on "Social Entrepreneurship and Sustainable Development " held at Kukke Shri Subramanya Collge, Subramanya on 22 January and Presented Paper on the Topic "Youth Entrepreneurship- Opportunities and Challenges in India "
- ▶ Attended One day Conclave On "Rejuvenating Vision to transform Indian Management Eucation in the Global Context" held at Canara College, -Mangalore on 25 February and Presented Paper on the Topic "Educating future managers in modern era "
- ▶ Attended Two Day International Conference on "Contemporary innovations in Industry and Commerce (CIIC-2019) " held at Mangalore University ,Mangalagangothri on 22 and 23 Februry 2019 th and Presented Paper on the Topic "Students Perception towards ethics and CSR-A study with reference to Managaluru city "
- ▶ Attended and presented a paper on the topic "Customers' Perception on Promotional Strategies of the Banks for The Bancassurance Products" at one day National Conference on "Management NXT" organized by SDM College of Business Management and PG Centre , Mangalore on 22 March 2019.

MRS. SHWETHA Y.

- ▶ Attended a one day Faculty Development Program on "Derivatives Decoded" on 3 August 2018 at MITE, Moodabidri in association with MUCTA(R.)
- ▶ Attended an awareness programme on "SME Funding- Role of Capital Markets" Jointly organized by Kanara Chamber of Commerce and Industry Mangalore, National stock Exchange and National Securities Depository Ltd, Bengaluru on 12 October 2018.
- ▶ Attended and presented a paper on the topic "Role of colleges in promoting entrepreneurship skills among the students with reference to Mangalore city " in the two days International Conference on "Intellectual Property Rights and Entrepreneurship" organised by St. Agnes College, Mangaluru on 4 and 5 January 2019 and the paper won Best Paper Award.
- ▶ Published a paper in The Board of Journal of Emerging Technologies and Innovative Research (ISSN:2349-5162) paper entitled "Role of colleges in promoting entrepreneurship skills among the Undergraduate students" with ISSN UGC Approved & 5.87 Impact Factor Published in Volume 6 Issue 1 January-2019.
- ▶ Attended and presented a paper on "A Comparative Study on Work-Life Balance among Working Women in Metro and Non Metro Cities" at National Conference on 'Management NXT' organized by the SDM P.G Centre for Management Studies and Research, Mangalore held on 22 March 2019.
- ▶ Presented a paper on the topic "A Study on Students Perception Towards Branchless Banking with Special Reference to E-Banking in Mangaluru" in one day national conference on "Innovative Banking in digital Era" held at Poonaprajna College and Post Graduate Centre, Udupi on 10 April 2019

MRS. DEEPASHREE SHENOY

- ▶ Attended and presented a paper on "A Study on Teacher's Perception on Job Satisfaction with Reference to Educational Institutions Mangalore" at national level conference organized by SDM college business management and research center Mangalore held on 22 March 2019.
- ▶ Attended and presented a paper on "A study on Customer Perception towards E-payment System" at two days International Conference on 'Contemporary Innovations in Industry and Commerce' organized by the department of Post Graduate Studies and Research in Commerce, Mangalore University held on 22 and 23 February 2019.

MRS. RASHMI T.

- ▶ Attended an entrepreneurship and Skill Development Programme "Udyog aur Vikas 2018", organised by GowdSaraswath Brahman SevaSangh , at C V Nayak Hall in Mangaluru on 8 July 2018.
- ▶ Presented a paper on "Managing transformation in Auto Industry through Electric Scooters." in one day national seminar on "Social Entrepreneurship and sustainable development" held at Kukke Shri Subramanyeshwara College, kadaba, on 22 January 2019.
- ▶ Presented a paper on "A study on impact of work-life balance among women teaching faculty in undergraduate educational institutions with special reference to Mangalore city, D.K district." in a national level seminar on Emerging Trends in Commerce and Management" on 11 February 2019 held at MMK & SDM Mahila Vidyalaya, Krishnamurthypuram, Mysuru, Karnataka.

Attended and presented a paper on "Recruiting and Retaining Millennial" at national conference on 'Management NXT' held at SDM Post Graduate Centre for Management Studies and Research, Mangalore on 22 March 2019.

Presented a paper on "Impact of GST on packed food products" at two days International Conference on 'Contemporary Innovations in Industry and Commerce' organized by the Dept. of Post Graduate Studies and Research in Commerce, Mangalore University held on 22 & 23 February 2019.

MR. AKSHITH KUMAR K.

- ▶ Attended a 'Faculty Knowledge Sharing Program' organized by ICFAI Group in association with IBS Business School, Bangalore on 4 August 2018 at Hotel Deepa Comforts Mangalore.
- ▶ Attended a talk on "Competition Law and Policy in India" organized by ERC at Canara School, Mangaluru on 27th July 2018.
- ▶ Participated and won prizes in Teachers Talent Competition 2018 organized by Rotary Seaside, Mangalore on 25 August 2018 at Lourdes Central School, Bejai, Mangalore.
- ▶ Attended the programme on "Brand Mangalore" organized by D.K journalists association and Mangalore City Police at Mangalore Commissioners office on 26 November 2018.
- ▶ Attended and presented a paper on ENTREPRENEURSHIP- A Ladder to success or failure. A study with reference to under graduate students

mentality with regard to entrepreneurship in Mangaluru city. A national conference organized by Besant women's college Mangaluru on 31 October 2018.

- ▶ Attended Faculty Development Programme on Teaching Methodology organised by SDMIMD, Mysuru on 6 & 7 December 2018.
- ▶ Attended a workshop on "NAAC accreditation: New Methodology" organized by Milagres College in collaboration with Association of First Grade College Principals Mangalore University and BarettoStany Education trust on 2 February 2019.
- ▶ Attended and presented a paper on "A study on Growth of tourism Entrepreneurship with respect to DakshinaKannada" at a national conference organised by Moti Mahal College of Hotel Management, Mangaluru on 2 February 2019.
- ▶ Attended and presented a paper titled "The Perception of People towards Coastal Water Transport Tourism: A Shot in a arm for Economic and Infrastructural Development with special reference to Mangaluru City" at two days International Conference on 'Contemporary Innovations in Industry and Commerce' organized by the Dept. of Post Graduate Studies and Research in Commerce, Mangalore University held on 22 and 23 Feb. 2019
- ▶ Attended and presented a paper on "The role of Social media and Content Marketing in Online Marketing Strategy' at National Conference on "Management NXT" organised by SDM PG Centre for Management Studies and Research, Mangaluru on 22 March 2019.

DEPARTMENT OF HUMAN RESOURCE MANAGEMENT

MRS. ANASUYA

- ▶ Attended and presented a joint paper on "A study on Parent's Cognizance concerning impact of Digital devices on Children" in one day National Conference on "India in the Web of Digitalisation" organised by St. Aloysius College, Mangalore on 16 January 2019.
- ▶ Attended and presented a joint paper on "Next Generation Innovations in Agriculture :The role of technology in sustainable economic development" at the International conference on "Contemporary Innovations in Industry & Commerce" organized by the Dept. of Post Graduate Studies and Research in Commerce, Mangalore University held on 22 and 23 February 2019.
- ◻ Attended and presented a paper on "A study to understand the awareness of bitcoins among the youth" in one day National Conference on

"Management Nxt" organised by Shri DharmasthalaManjutheswara college of business Management Post Graduate Centre for Management Studies and Research , Mangalore on 22 March 2019.

MRS. PREETHIKA DHARMAPAL

- ▶ Attended and presented a paper on "Entrepreneurship Challenges and Opportunities in India" at one day national seminar on "Social Entrepreneurship And Sustainable Development" organized by Kukke Shri Subrahmanyeshwara College, Subrahmanya on 22 January 2019.
- ▶ Attended and presented a paper on "Digitalization in Banking : Customer Experience On Banking Services" at two days International Conference on 'Contemporary Innovations in Industry and Commerce' organized by the department of Post Graduate Studies and Research in Commerce, Mangalore University held on 22 and 23 February 2019.
- ▶ An article was published in New Academia: An International Journal Of English Language Literature And Literary Theory on the topic "English Language Teaching And Technology" with online ISSN 2347-2073, UGC Journal No 44829. (Special Issue Feb 2019).

MS. PARINITA SALIAN

- ▶ Attended and presented a paper on "A study on Customer Perception towards E-payment system" at two days International Conference on 'Contemporary Innovations in Industry and Commerce' organized by the department of Post Graduate Studies and Research in Commerce, Mangalore University held on 22 and 23 February 2019.
- ▶ Attended and presented paper on " A Study on Consumers Awareness towards E-Payment system" at the National Conference on MANAGEMENT NXT held at SDM PG Centre for Management Studies and Research, Mangalore on 22 March 2019

DEPARTMENT OF COMMERCE

MRS. MANJU H.

- ▶ Presented a paper on "Design for a secured way of transaction to prevent fraud through Steganography and Visual Cryptography" at International Conference on "Intellectual Property Rights, Entrepreneurship and Leadership Skills" organized by MilagresCollege ,Mangaluru on 31 July 2018

- ▶ Appointed as a member of BOS, BA(HRD), Mangalore University
- ▶ Elected as the treasurer of Forum of Business Management Teachers.
- ▶ Published a research paper on "Financial inclusion and integration through mobile payments and transfer in Indian Banking system" in UGC Sponsored National conference on digital India by Canara college Mangaluru.(ISBN No :978-81-927561-7-2).
- ▶ Attended Departmental Advisory Meeting in St. Joseph Engineering College, Mangaluru on 29 September 2018
- ▶ Attended FOBMAT Executive committee meeting on 29 September 2018 at Sri Devi College Mangaluru.
- ▶ Attended BOS BA (HRD) meeting at SDM College on 11 January 2019.
- ▶ Attended BOAE(BA(HRD)) Meeting at Mangalore University, Mangalagangothri on 31 January 2019.
- ▶ Attended and presented a paper on "Rural women entrepreneurship in India opportunities and challenges. " at one day national seminar on "Social Entrepreneurship And Sustainable Development" organized by Kukke Shri Subrahmanyeshwara College, Subrahmanya on 22 January 2019.
- ▶ Appointed as chairperson of BA(HRD) Degee examinations on 18 February 2019.
- ▶ Attended and presented a paper n effectiveness of training and development in banking sector with special reference to Canara Bank Mangaluru city" at two days International Conference on 'Contemporary Innovations in Industry & Commerce' organized by the Dept. of Post Graduate Studies and Research in Commerce, Mangalore University held on 22 and 23 February 2019.
- ▶ Attended and presented a paper on " Employee retention strategies in retail sector with special reference to Big Bazaar" at one day national seminar on "Management NXT" organized by SDM PG Center Mangalore on 22 March 2019.
- ▶ Published an article in New Academia: An International Journal of English Language Literature and Literary Theory on the topic "Innovative Teaching and Learning Methodologies for Higher Education" with ISSN 2347-2073, UGC Journal No 44829. (Special Issue Feb 2019).

MR. THILAK RAJ

- ▶ Attended and presented a paper on "Green banking services offered by Public and Private sector banks - A comparative study with special reference to Mangalore city" in the 7th International Conference on "Emerging Trends

in Finance, Accounting and Banking" on 7 and 8 September 2018, at SDMIMD, Mysuru.

- ▶ Invited as Resource person to deliver lecture on "Impact and Importance of Ganeshotsava Celebration in the present Society" at Pashchim Rehab Center, Someshwara, organized by SBV, Someshwara on 12 September 2018.
- ▶ Attended BOE Meeting of BA (HRD) at SDM College of Business Management, Mangaluru on 14 September 2018.
- ▶ Participated in the State level Workshop on "Student Centric Approaches to Teaching-Learning, on 22 September 2018 at CHRIST University, Bengaluru.
- ▶ Attended and presented a paper on "A study on Challenges faced by Women Entrepreneurs in India" in the National Conference on "Social Entrepreneurship and Sustainable Development" on 22 January 2019, at Kukke Shri Subrahmanyeshwara College, Subramanya.
- ▶ Attended and presented a paper on "Financing Agriculture by Cooperatives - Repayment behaviour of Beneficiaries with special reference to Rural Dakshina Kannada" in the 2nd International Conference on "Building Uniqueness of Agriculture Sector for Sustainable Development" on 5 February 2019, at Kristu Jayanthi College, Bengaluru.
- ▶ Participated in "Prajna 2019" - An Orientation programme for College Faculty on the theme "Education for Inner Transformation" on 14 February at Swami Vivekananda Auditorium, Ramakrishna Math, Mangaluru.
- ▶ Invited as a judge for Finance event during Spinout 209 - National level Management fest at St Aloysius College, Mangaluru.
- ▶ Attended and presented a paper on "A study on Customer perception towards Green banking" in the International Conference on "Contemporary Innovations in Industry and Commerce" on 22 and 23 February 2019, at Mangalore University, Konaje.
- ▶ Attended BOE Meeting of BA (HRD) at SDM College of Business Management, Mangaluru on 12 March 2019.
- ▶ Attended and presented a paper on " A study on role of Mobile banking as a tool of Financial Inclusion" in the National Conference on "Management NXT" on 22 March 2019 at SDM PG Centre for Management Studies & Research, Mangalore.
- ▶ Attended and presented a paper on "A study on Customers Awareness and Satisfaction towards E-banking facilities provided by Banks in Digital Era" in the National Conference on "Innovative Banking in Digital Era" on 10 April 2019, at PPC, Udupi.

MRS. VEENA D KOTIAN

- ▶ Attended one day workshop on the topic 'Credit Based Choice System' on 14 July 2018 organised by Mangalore University Commerce Teachers Association(MUCTA) in association with Paduva College of Commerce and Management, Mangalore.
- ▶ Participated and won prizes in Teachers Talent Competition 2018 organized by Rotary Seaside, Mangalore on 25 August 2018 at Lourdes Central School, Bejai, Mangalore.
- ▶ Attended and presented a paper on the topic "Role of colleges in promoting entrepreneurship skills among the students with reference to Mangalore city " in the two days International Conference on "Intellectual Property Rights and Entrepreneurship" organised by St.Agnes College, Mangaluru on 4 and 5 January 2019 and the paper won Best Paper Award.
- ▶ Published a paper in The Board of Journal of Emerging Technologies and Innovative Research (ISSN:2349-5162) paper entitled "Role of colleges in promoting entrepreneurship skills among the Undergraduate students" with ISSN UGC Approved & 5.87 Impact Factor Published in Volume 6, Issue 1 January-2019.
- ▶ Attended and presented a paper on "A Comparative Study on Work-Life Balance among Working Women in Metro and Non Metro Cities" at National Conference on 'Management NXT' organized by the SDM P.G Centre for Management Studies and Research, Mangalore held on 22 March 2019.
- ▶ Presented a paper on the topic "A Study on Students Perception Towards Branchless Banking with Special Reference to E-Banking in Mangaluru" in one day national conference on "Innovative Banking in digital Era" held at Poonaprajna College and Post Graduate Centre, Udupi on 10 April 2019

MR. SUMESHMATADA

- ▶ Attended and presented a paper on "A study on Growth of tourism Entrepreneurship with respect to Dakshina Kannada" at a national conference organised by Moti Mahal College of Hotel Management, Mangaluru on 2nd February 2019.
- ▶ Presented a paper on "A study on impact of work-life balance among women teaching faculty in undergraduate educational institutions with special reference to Mangalore city, D.K district." in a national level seminar on Emerging Trends in Commerce and Management" on 11 February 2019 held at MMK & SDM Mahila Vidyalaya, Krishnamurthypuram, Mysuru, Karnataka.

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

DEPARTMENT OF ECONOMICS

MRS. SHASHIKALA K. G.

- ▶ Elected as a member of Forum of Business Management Teachers.
- ▶ Attended FOBMAT Executive committee meeting on 29 September 2018 at Sri Devi College Mangaluru.
- ▶ Attended and presented a paper on "Rural women entrepreneurship in India opportunities and challenges." at one day national seminar on "Social Entrepreneurship And Sustainable Development" organized by Kukke Shri Subrahmanyeshwara College, Subrahmanya on 22 January 2019.
- ▶ Attended and presented a paper title "Study on effectiveness of training and development in banking sector with special reference to Canara Bank Mangaluru City" at two days International Conference on 'Contemporary Innovations in Industry and Commerce' organized by the department of Post Graduate Studies and Research in Commerce, Mangalore University held on 22 and 23 February 2019.
- ▶ Published a research paper on "Financial inclusion and integration through mobile payments and transfer in Indian Banking system" in UGC Sponsored National conference on digital India by Canara college Mangaluru. (ISBN No :978-81-927561-7-2).
- ▶ Attended and presented a paper on " Employee retention strategies in retail sector with special reference to Big Bazaar" at one day national seminar on "Management NXT" organized by SDM PG Center Mangalore on 22 March 2019.
- ▶ Published an article in New Academia: An International Journal of English Language Literature and Literary Theory on the topic "Innovative Teaching and Learning Methodologies for Higher Education" with ISSN 2347-2073, UGC Journal No 44829. (Special Issue Feb 2019).
- ▶ Presented a paper on the topic "entrepreneur's perception on 4g implementation, at a National conference organised by SDM P.G Centre Mangalore on 22 March 2019.

- ▶ Presented a paper on the topic "managing the performance of the employees in the global era, at a International conference organized by Mangalore university on 22 and 23 February 2019.
- ▶ Presented a paper on the topic "Impact of GST on packaged food products, at a International conference organized by Mangalore University on 22 and 23 February 2019.

MR. PRASANNA KUMAR T.

- ▶ Presented a paper on the topic "Problems and future prospects of rural marketing, at a national conference organized by Srinivasa College of Business management Mangalore on 23 November 2018.
- ▶ Participated as a resource person in leadership training programme on 1st and 2 December 2018 organised by SDM College, Ujire.
- ▶ Presented a paper on the topic "Entrepreneurs Perception on Home Made Food Products at a National Conference organized by Kukke Shri Subrahmanyeshwara College on 22 January 2019.
- ▶ Presented a paper on the topic "Social Entrepreneurship and Sustainable Development at a National conference organized by Kukke Shri Subrahmanyeshwara College on 22 January 2019.
- ▶ Participated as a resource person in Disaster Management Programme on 1 and 2 December 2018 organized by Youth Red Cross, Dhakshina Kannada.
- ▶ Was a resource person in SHG'S Micro Insurance Training Programme on 20 February 2019 December organized by SHGC, Neerkaje.
- ▶ Participated as a delegate in First Aid Training Programme 2 March 2019 organized by KMC, Mangalore.

DEPARTMENT OF BUSINESS LAW

MRS. SUPRITHA

- ▶ Presented a paper on "A study on issues and challenges of ICT in student learning and evaluation with reference to university affiliated colleges in Mangalore city." in a sixth international conference on "Preparing for the future: learning and teaching management" held at NITTE, Justice K. S. Hegde Institute of Management, Karnataka on 29 and 30 December 2018.
- ▶ Attended and presented a paper on "Students' Perception towards Ethics and CSR - A study with reference to Mangaluru City" at two days International Conference on 'Contemporary Innovations in Industry and Commerce'

organized by the department of Post Graduate Studies and Research in Commerce, Mangalore University held on 22 and 23 February 2019.

- ▶ Attended BOS meeting of BA (HRD) at SDM College on 11 January 2019.
- ▶ Attended and presented a paper on "A study on Managerial skill of servant leadership in organisation" at one-day National Conference on "Management NXT" held at SDM P.G. Centre for management studies and Research Mangalore on 22 March 2019.

MS. SANJANA

- ▶ Attended a seminar on " Introduction to Air Services and Air Cargo" organised by Kanara Chamber of Commerce and Industry, Mangaluru on 25 August 2018 at their Meeting Hall.
- ▶ Attended a Workshop on " Art of Student Counselling for College Teachers" organised by Mangala Alumni Association, Mangalore University, Mangalagangothri on 8 September 2018 at MAPS college, Mangaluru.
- ▶ Attended and presented a paper on "ENTREPRENEURSHIP - A ladder to success or failure. A study with reference to under graduate students mentality with regard to entrepreneurship in Mangaluru city" at National Conference on "Youth Entrepreneurship in Current Competitive Arena" organised by Besant Women's College, Mangaluru on 31 October 2018.
- ▶ Attended a Faculty Development Programme on "Idea Generation and Innovation" organized by NITK - STEP, NITK, Surathkal, from 29 October 2018 to 2 November 2018.
- ▶ Attended and presented a paper on "Social Entrepreneurship: An initiative for sustainable economic development and environment protection" at National Seminar on "Social Entrepreneurship and Sustainable Development" organised by Kukke Shri Subrahmanyeshwara College, Kadaba on 22 January 2019.
- ▶ Attended a workshop on "NAAC accreditation: New Methodology" organized by Milagres College in collaboration with Association of First Grade College Principals Mangalore University and Baretto Stany Education Trust on 2 February 2019.
- ▶ Attended and presented a paper titled "The Perception of People towards Coastal Water Transport Tourism: A Shot in the arm for Economic and Infrastructural Development with special reference to Mangaluru City" at two days International Conference on 'Contemporary Innovations in Industry & Commerce' organized by the dept. of Post Graduate Studies and Research in Commerce, Mangalore University held on 22 and 23 February 2019.

- ▶ Attended and presented a paper on "The role of Social media and Content Marketing in Online Marketing Strategy' at National Conference on "Management NXT" organised by SDM PG Centre for Management Studies and Research, Mangaluru on 22 March 2019.

DEPARTMENT OF COMPUTER APPLICATION

MRS. DIVYA UCHIL

- ▶ Was the resource person for the FDP programme on "Server File Management" conducted by the Computer Application Department on 22 June 2018 at SDM college of Business Management, Mangaluru.
- ▶ Attended and presented a paper on "Design for a secured way of transaction to prevent fraud through Steganography and Visual Cryptography" at International Conference on "Intellectual Property Rights, Entrepreneurship and Leadership Skills" organized by Milagres College, Mangaluru on 31 July 2018
- ▶ Attended and presented a paper on "Smart Agriculture using the techniques of Internet of Things" in one day National Conference on "India in the Web of Digitalisation" organised by St. Aloysius College, Mangalore on 16 January 2019.
- ▶ Was the resource person for the FDP programme on "Enhancing Network speed by Compressing Data" conducted by the Department of Business Administration on 5 February 2019 at SDM College of Business Management, Mangaluru.
- ▶ Appointed as a Board of Examiners in Computer Application at Mangalore University and attended the BOE meeting on March 11-13, 2019 at Govindadasa College, Surathkal.
- ▶ Attended and presented a joint paper on "Next Generation Innovations in Agriculture :The role of technology in sustainable economic development" at the International conference on "Contemporary Innovations in Industry & Commerce" organized by the Dept. of Post Graduate Studies and Research in Commerce, Mangalore University held on 22 and 23 February 2019.
- ▶ Attended and presented a paper on "System Design for medical care using visible light communication", in one day National Conference on "Management NXT" organised by SDM Collège of Business Management Post Graduate Centre for Management Studies and Research, Mangaluru on 22 March 2019.
- ▶ Resource person for the "Certificate Course in Computer Application" offered

for BBA students on 10 April 2019 at Government First Grade College, Haleyangady, Mangalore

MR. ARUN F. SEQUEIRA

- ▶ Attended RUSA Phase-2 meeting at Government Science College, Bangalore on 15 June 2018.
- ▶ Attended IQAC Conference on "NAAC New Guidelines" at SDM College PG CenterUjire on 4 August 2018.
- ▶ Appointed as a Board of Examiners in Computer Science at St. Agnes College (Autonomous), Mangaluru and attended the BOE meeting on 29 August 2018.
- ▶ Appointed as Board of Studies in PGDCA in Aloysius Institute of Management and Information Technology (Autonomous), Beeri Campus, Mangalore and attended the BOS meeting on 4 October 2018.
- ▶ Attended and presented a joint paper on "A study on Parent's Cognizance concerning impact of Digital devices on Children" in one day National Conference on "India in the Web of Digitalisation" organised by St. Aloysius College, Mangalore on 16 January 2019.
- ▶ Appointed as a Board of Examiners in Computer Science at St. Agnes College (Autonomous), Mangaluru and attended the BOE meeting on 15 February 2019.
- ▶ Broadcasted a talk in Konkani language on the topic "Need for scientific temperament" on 28 Feb. 2019 at 9.16 PM on All India Radio, Mangaluru.
- ▶ Attended and presented a joint paper on "Next Generation Innovations in Agriculture: The role of technology in sustainable economic development" at the International conference on "Contemporary Innovations in Industry & Commerce" organized by the Dept. of Post Graduate Studies and Research in Commerce, Mangalore University held on 22 and 23 February 2019.
- ▶ Attended and presented a joint paper on "A Study to Understand the Awareness about Bitcoins among the Youth " in one day National Conference on "Management Nxt" organised by St. Aloysius College, Mangalore on 22 March 2019.
- ▶ Broadcasted a talk in Konkani language on the topic "Need for scientific temperament" on 28 Feb. 2019 at 9.16 PM on All India Radio, Mangaluru.
- ▶ Appointed as Board of Studies in Department of Bachelor of Administration in St. Aloysius College (Autonomous), Mangalore and attended the meeting BOS on 11-04-2019.

- ▶ Resource person for the "Certificate Course in Computer Application" offered for BBA students on 12 April 2019 at Government First Grade College, Haleyangady, Mangalore

MRS. SHASHIKALA SHETTY

- ▶ Attended IQAC Conference on "NAAC New Guidelines" at SDM College PGCenterUjire on 4 August 2018.
- ▶ Attended and presented a joint paper on the topic "Resilience in the Round-Building Resilience for the Future" at two days International Conference on "Business Resilience in Turbulent Global Markets" organized by St. Agnes Centre for Post Graduates Studies and Research on 24 and 25 Sept. 2018.
- ▶ Attended and presented a paper on "An Empirical Study on Travellers attitude towards Purchase of Online Tickets" at two days International Conference on 'Contemporary Innovations in Industry and Commerce' organized by the department of Post Graduate Studies and Research in Commerce, Mangalore University held on 22 and 23 February 2019.
- ▶ Attended and presented paper titled "Role of Social Media : Bringing an Evolutionary Change in E-Business" at National Conference "Management NXT" held at SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangaluru on 22 March 2019.
- ▶ Judge for the screening of College Day Cultural Programme held on 27 March 2019 at SDM College and Centre for Post Graduate Studies and Research in Law Mangalore.

MRS. SOWMYA JYOTHI

- ▶ Attended a one week GIAN (Global Initiative of Academic Networks) course on "Digital Payments: Technology for Cashless Society" from 23 to 27 July 2018 organized by Department of Studies & Research in Computer Science, Mangalore University, Mangalagangothri, Karnataka.
- ▶ Attended and presented a paper on "An Empirical Study on Travellers attitude towards Purchase of Online Tickets" at two days International Conference on 'Contemporary Innovations in Industry and Commerce' organized by the department of Post Graduate Studies and Research in Commerce, Mangalore University held on 22 and 23 February 2019.
- ▶ Attended and presented a paper on "Perception of undergraduate students towards adoption of Cloud Computing in education- A Survey" at National Conference on 'Management Nxt' organized by the SDM P.G Centre for Management Studies and Research, Mangalore held on 22 March 2019.

MRS. DEEPA D. HEGDE

- ▶ Published a research article on the topic "A Paradigm Shift from Offline to Online Banking-A Conceptual Study" in Pertinent Probes - Research Articles in June 2018.
- ▶ Participated and won prizes in Teachers Talent Competition 2018 organized by Rotary Seaside, Mangalore on 25 August 2018 at Lourdes Central School, Bejai, Mangalore.
- ▶ Attended the BCA BOE meeting from 6 to 8 September 2018 held at Vivekananda College, Puttur.
- ▶ Presented a paper on "Role of Social Media Marketing on Brand Building" at one day National Conference on "Multi-Disciplinary Research" held at Smt. I.S. Yadwad Govt. First Grade College, Ramdurg on 09 February 2019.
- ▶ Attended and presented a paper on "An Empirical Study on Travellers attitude towards Purchase of Online Tickets" at two days International Conference on 'Contemporary Innovations in Industry and Commerce' organized by the department of Post Graduate Studies and Research in Commerce, Mangalore University held on 22 and 23 February 2019.
- ▶ Attended and presented a paper on "Customer loyalty in e-retailing with special reference to apparel e-commerce websites" at National Conference on 'Management Nxt' organized by the SDM P.G Centre for Management Studies and Research, Mangalore held on 22 March 2019.

MRS. SHASHIPRABHA

- ▶ Published a research article on the topic "A Paradigm Shift from Offline to Online Banking-A Conceptual Study" in Pertinent Probes - Research Articles in June 2018.
- ▶ Participated and won prizes in Teachers Talent Competition 2018 organized by Rotary Seaside, Mangalore on 25 August 2018 at Lourdes Central School, Bejai, Mangalore.
- ▶ Presented a paper on "Teaching with Innovation- A study on Impact of Innovation in Teaching" at one day National Conference on "Multi-Disciplinary Research" held at Smt. I.S. Yadwad Government First Grade College, Ramdurg on 9 February 2019.
- ▶ Attended and presented a paper on "Students' Perception towards Ethics and CSR - A study with reference to Mangaluru City" at two days International Conference on 'Contemporary Innovations in Industry and Commerce'

organized by the department of Post Graduate Studies and Research in Commerce, Mangalore University held on 22 and 23 February 2019.

- ▶ Attended and presented a paper on the title "An Empirical Study on Success of Customer Relation Management with Fifth Generation Innovation-The Customers' Perspective" at the National Conference on MANAGEMENT NXT held at SDM P.G. Centre for Management Studies and Research, Mangalore on 22 March 2019.

MRS. RESHMI B.R.

- ▶ Presented a paper on "Role of Social Media Marketing on Brand Building" at one day National Conference on "Multi-Disciplinary Research" held at Smt. I.S. Yadwad Government First Grade College, Ramdurg on 9 Feb. 2019.
- ▶ Attended and presented a paper on "Digitalization in Banking : Customer Experience On Banking Services" at two days International Conference on 'Contemporary Innovations in Industry and Commerce' organized by the department of Post Graduate Studies and Research in Commerce, Mangalore University held on 22 and 23 February 2019.
- ▶ Attended and presented a paper on "Managing people for organization success-Employee retention challenges in private life insurance sector" at National Conference on 'Management NXT' organized by the SDM P.G Centre for Management Studies and Research, Mangalore held on 22 March 2019.

MRS. BHAT S SNEHA GANESH

- ▶ Attended Faculty Development Programme on 'Universal Human Values Ethics in Teaching Profession' organized by MBA Dept, Sahyadri College of Engineering & Management, Adyar on 7 September 2018.
- ▶ Was the MC for a unique campaign, "Controlling sea erosion through mass chanting of Vishnu Sahasranamasthokra and prevent Tsunami" was organized by SavayavaKrishikaGrahakaBalaga, Mangaluru at Balambatt Hall on 14 Oct. 2018 at 4 pm, under the divine leadership of Dr. S.N. Padiyar.
- ▶ Was the MC for two days of Krishi Mela and Agri.Expo, during 10 -11 November, 2018, at ICAR-CPCRI regional Centre, Kidu, Dakshina Kannada dist, Karnataka. Organized by ICAR-Indian Institute of Horticultural Research.
- ▶ Was the Resource Person for the awareness program, in association with Spoorthi Mahila Mandali, Padavinangadi and Shri Ramakrishna Mission, Mangaluru under the campaign of Swatcha Bharath, Pranava Charitable Trust, Yeyyadi, Mangaluru organized on the general topic "Maneyallisaavayava Krishi" on 19 January 2019 at Padavinangadi.

- ▶ Was the MC for the workshop on the topic "Growing vegetable plants using Pro-Tray method" was organized in Mangalore university campus, Hamankatta on 20 January 2019, in association with Savayava Krishika Grahaka Balaga and Botany Department of Mangalore University.
- ▶ Attended and presented a paper on "Factors influencing the adoption of cloud computing-A survey on E-Learning" at one-day National Conference on "Management NXT" held at SDM P.G. Centre for management studies and Research Mangalore on 22 March 2019.

DEPARTMENT OF ENGLISH

MRS. MADHUMATHI J. RAJA

- ▶ Attended one day Workshop on "Choice based credit system" organised by University College, Mangaluru on 18 January 2019.
- ▶ Presented a paper titled "Youth Entrepreneurship Opportunities and Challenges in India" at one day National seminar on Social Entrepreneurship and Sustainable Development at Kukke Sri Subramanyeshwara college on 22 January 2019.
- ▶ Attended and presented a paper on "Thoughts on Post independent India and Introduction to Gandhi" in one day National seminar on "Revisiting Mahatma Gandhi's Thoughts in the Post Independent India" at Kukke Shree Subrahmanyeshwara college on 12 February 2019.
- ▶ Presented a paper on "Language Teachers as Agents of Social Change" with ISBN Publication at one day International Conference on "Emerging Trends in English and Foreign Language teaching at VIT University Chennai on 5 February 2019.
- ▶ Attended and presented a joint paper on "Educating future managers in Modern Era" in one day Conclave on "Rejuvenating vision to transform Indian Management Education in the Global Context" organized by Canara College, Mangaluru on 25 February 2019.
- ▶ Attended and presented a paper title "Study on effectiveness of training and development in banking sector with special reference to Canara Bank Mangaluru city" at two days International Conference on 'Contemporary Innovations in Industry and Commerce' organized by the department of Post Graduate Studies and Research in Commerce, Mangalore University held on 22 and 23 February 2019.
- ▶ Attended and presented paper on the topic "Role of Social Media bringing out revolutionary change in E-Business" at National Conference on "Management NXT" held at SDM PG Centre on 22 March 2019.

MRS. KAVYA U.

- ▶ Attended a workshop on "Heart Smart workshop for Teachers" organized by KMC Hospital, Mangaluru on 29 September 2018.
- ▶ Presented a paper titled "Youth Entrepreneurship Opportunities and Challenges in India" at one day National seminar on Social Entrepreneurship and Sustainable Development at Kukke Sri Subramanyeshwara college on 22 January 2019.
- ▶ Attended and presented a paper title "Corporate Social Responsibility in Indian Banking Sector: A Critical Analysis" at two day international conference on Contemporary Innovations in Industry and Commerce" at Mangalore University on 22 and 23 February 2019.
- ▶ Attended and presented a paper title "Relevance of Gandhian Principles in the Present Generation" in one day National seminar on "Revisiting Mahatma Gandhi's Thoughts in the Post Independent India" at Kukke Shree Subrahmanyeshwara college on 12 February 2019.
- ▶ Presented a paper on "English Language Teaching and Technology" with ISBN Publication at one day International Conference on "Emerging Trends in English and Foreign Language teaching" at VIT University Chennai on 5 February 2019.

DEPARTMENT OF KANNADA

MRS. JEEVITHA

- ▶ Appointed as a member of Kannada Association "VIKASA", Mangalore University for the academic year 2018 -2019.
- ▶ Invited as a judge for the event Art on Floor (Rangoli) competition at A.J. Hospital and Research Centre, Mangaluru on 7 July 2018.
- ▶ Participated and won prizes in Teachers Talent Competition 2018 organized by Rotary Seaside, Mangalore on 25 August 2018 at Lourdes Central School, Bejai, Mangalore.
- ▶ Attended Kannada BOE meeting on 28 September 2018 held at University College, Mangaluru.
- ▶ Invited as judge by Shri Dharmasthala Manjunatheshwara Law College and Centre for Post Graduate Studies and Research in Law to judge the event Bhajan, organized on the occasion of Sharadha Mahothsav on 10 October 2018.
- ▶ Invited as judge by SDM College of Business Management and Post Graduate Centre for Management Studies and Research to judge the event

Patriotic song competition conducted on the occasion of 150th birth centenary celebration of Mahathma Gandhiji on 31 October 2018.

- ▶ Attended state level seminar on "Parisara : VarthamanadaThallanagalu" organized by St. Agnes College, Mangaluru on 4 February 2019.
- ▶ Presented paper on the topic "Impact of Social Media on Language" in one day National Conference on "Multi-Disciplinary Research" organized by Smt. I.S. Yadwad Government First Grade College, Ramdurg on 09 February 2019.
- ▶ Presented paper in the National Level Seminar on "Gandhi and Untouchability" in one day National seminar on "Revisiting Mahatma Gandhi's Thoughts in the Post Independent India" at Kukke Shree Subrahmanyeshwara college on 12 February 2019.
- ▶ Attended and presented a paper on a topic "A Study on Role of Mobile Banking as a Tool of Financial Inclusion" at the National Conference on Management NXT held at SDM PG Center for Management Studies and Research Mangalore on 22 March 2019.
- ▶ Presented paper on the Topic 21st Century a New thought - 'Environment and Global Warming' organized by Gurgoan Educational Society (Regd), Bhibani, Hariyana an International conference on Multi Disciplinary on 24 March 2019.

MRS. RENUTHAKSHI

- ▶ Attended and presented a paper on 'Yakshgana Rangadha Pramuka Hasya Pathradarigalu' at a one day National Level Seminar on 'Yakshaganadali Hasya' organized by Dr. Dayananda Pai & Shri P. Sathish Pai Yakshagan Adyayana Kendra and Kannada Department, Davala College Moodbidri on 19 January 2019.
- ▶ Presented paper on 'Paddanagalalli Prakrithiya Amshavagi Vyakthavaguva Panjurli Daiva at a one day State Level Seminar on "TULU ARADHANA PADDATHIGALU" organised by Kannada Department in colobaration with Karnataka Tulu Academy and Tulu Samskrithi Adhyayana Kendra, Mangaluru University on 15 February 2019.
- ▶ Presented a paper on 'Role of English Language in Media' at a one day National Level Conference on Multidisciplinary research organized by Smt. I. S. Yadwad Governmnet First Grade College, Ramdurga Belagavi on 09 February 2019.
- ▶ Presented a paper on 'Environment and global warming' at a one day international conference on 21st century & new thought organized by Gugan Ram educational and social welfare society (Regd) on 24 March 2019.

DEPARTMENT OF HINDI

DR. JYOTHI

- Participated and won prizes in Teachers Talent Competition 2018 organized by Rotary Seaside, Mangalore on 25 August 2018 at Lourdes Central School, Bejai, Mangalore.
- Attended and presented a paper on "Adhunik Sahitye Purush Samvedanaa" at a one day National Level Conference on "Gender Sensibility in Modern Literature" organized by Hindi Department, Milagres College, Kalyanpur on 11 September 2018.
- Attended one day Training Programme for Rovers & Rangers Coordinators at Bharath Scouts & Guides Bhavan, Lalbhagh, Mangalore on 18 Febr. 2019
- Attended a one day training program organized by Dakshina Kannada district SWEEP club at Dakshina Kannada Jilla Panchayath, Kottara Mangalore on 15 March 2019.
- Attended and presented a paper on "Samakaaleen Hindi Sahitye me StriSamvedana" at two days National level Conference on "Samakaaleen Hindi SahityeSaamajikSandarbh" organized by Hindi Department, University College, Hamapankatta, Mangaluru on 22 & 23 March 2019.
- Presented a paper on "Ikkisvee Sadeeke Hindi Upanyaso me PurushVimarshEkNayiShuruvath" at International Conference organized by Gagan Ram Educational & Social Welfare Society,(Regd), Bhivaani (Haryana) on 24 March 2019.

DR. SHALINI DEVADIGA

- Attended Hindi, BOE meeting from 5 to 7 September 2018 held at University College, Mangaluru.
- Attended a workshop on "Heart Smart workshop for Teachers" organized by KMC Hospital, Mangaluru on 29 September 2018.
- Was the Resource person and guest for Hindi Day Celebrations organised by Hindi Department, Paduva College, Mangaluru on 21 December 2018
- Published a paper on the topic "Actress meinchitriithnaarivimarsh" in "prem chandhekmulyankan"with ISBN No.978-93-88434-29-4.
- Attended and presented a paper on "Naari our Hindi cinema " at one day National seminar on "Hindi sahitya our cinema " organized by St.Agnes College (Autonomous) on 24 November 2018. And was published in the journal "Hindi sahitya our cinema" with ISBN No 978-81-930869-7-1

- Presented a paper on "Gandhi and Hinduism" at one day national seminar on "Revisiting Mahatma Gandhi's Thoughts in the post -Independent India" organized by Kukkey Shri Subramanya College on 22 February 2019.
- Presented a paper on "The role of English language in Media" at one day National seminar on "Multi Disciplinaryresearch"organized by Smt. I.S. Yadwad Government First Grade College, Ramdurg on 9 February 2019.
- Attended and presented a paper on "Samakaleen Hindi Sahitya keVividhayaam" at two days national conference on "Samakaleen Hindi Sahitya ka Samajik Sandarbh" organized by University College, Mangaluru on 22 and 23 March 2019.
- Presented a paper on "AadhivasiVimarsh " at one day National Seminar on "Ikkisvi Sadhi Nava Vimarsh " organized by Tantiya Vishwa Vidyalay Shree Ganga Nagar, Rajasthan on 24 March 2019.

SPORTS DEPARTMENT

MR. BHARATH KUMAR JAIN

- Escorted students to MUIC Cricket Tournament held at NITK, Surathkal on 16 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 to 12 January 2018.
- Attended MUIC Volleyball Tournament as University Observer on 29 Jan. 2018.
- Participated in Mangalore University Physical Director's Meeting on 12 July 2017.
- Appointed as Official in MUIC Mangalore Zone Men Volleyball Tournament organized by MotiMahal College, Mangaluru on 15 & 16 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 & 28 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, Kavoor, Mangaluru on 17 March 2018.

STUDENTS ACHIEVEMENT

👤 **Mr. Aditya of II BCA from NSS Unit represented Karnataka State in Republic Day Parade held at New Delhi on 26 January 2019.**

The college has won 6 Overall Championships, 8 Overall Runners up trophies in the various fest participated. The details are as follows :

Management IT& Cultural Fests:

- ▶ Students won Overall Championship in MUIC Aquatic Competition by securing 8 gold, 9 silver and 4 bronze with 123 points held at Mangala Swimming Pool on 30 August 2018 organised by Govt. First Grade College, Carstreet, Mangaluru.
- ▶ Students won Overall Championship trophy in national level inter collegiate fest RENDEZVOUS 2k18 organised by Sarosh Institute of Hotel Administration on 10 August 2018.
- ▶ Won Overall Championship Trophy in National Fest "SEMESTA" organized by St. Agnes College, Mangaluru on 10 January 2019.
- ▶ Won Overall Championship Trophy in IT Fest "TECHNO TARANG-19" organised by Vivekananda College, Puttur on 29 January 2019.
- ▶ Won Overall Championship Trophy in National Level Intercollegiate Management Fest "YUGAO-19" organized by Besant Evening College, Mangaluru on 19 & 20 February 2019.
- ▶ Won Overall Championship Trophy in State Level Intercollegiate Fest "IGNITE & ENIGMA 2K19" organized by Sri Ramakrishna College, Bunts Hostel, Mangaluru on 27 February 2019.
- ▶ Won Overall Runners Up trophy in National level intercollegiate fest "FACULA 2K18" organised by St. Philomina College Puttur on 5 September 2018. Abhishek Kotecha of III BBA 'C' won II Place in Best Manager and Adline D' Souza of I BA (HRD) won I Place in Human Resource.
- ▶ Students won Overall Runners Up in Variety Competition "SAMBRAM 2018" organized by Ganeshotsava Samithi, Bokkapatna, Mangaluru on 14 September 2018.
- ▶ Won Overall Runners Up in Intercollegiate Music Competition organized by St. Aloysius Collge, Mangaluru on 11 September 2018.
- ▶ Won Overall Runners up Trophy in National level IT Fest "COMPOSITE 2K19" organised by St. Aloysius College, Mangaluru on 7 & 8 February 2019.
- ▶ Won Overall Runners up Trophy in Intercollegiate Management Fest "VERVE-19" organised by Paduva College, Mangaluru on 13th February 2019.
- ▶ Won Overall Runners up Trophy in Intercollegiate Management Fest "LAKSHYA-19" organised by Govindadasa College, Surathkal on 22 February 2019.
- ▶ Won Overall Runners up Trophy in Tournament organized by Ministry of Youth Affairs and Sports and Nehru Yuva Kendra, Mangaluru at University college Mangaluru on 10 March 2019.
- ▶ Our college Physique team won third overall championship by securing 1 gold and 1 bronze medal at Mangalore University Intercollegiate Weight Lifting competition held from 1 to 3 October 2018 organized by St. Mary's College, Shirva.
- ▶ Participated and won I prize in group dance in a State Level Cultural fest 'SWARA THANDAV' organized by Department of Commerce Manipal, on 13 February 2019.
- ▶ III BCA students participated in the IT Fest Tech-KNO'18 organized by Department of MCA in association with Arkieva, Asia Pacific Mangalore, held at NMAM Institute of Technology, Nitte on 17 August 2018 and won first prize, Rs. Ten thousand cash in QUIZ by Mr. A. Manoj Churya and Mr. Sharan Prakash of III BCA 'A'.
- ▶ Students attended a two days National Conference on "Swadhyaya" on 6 and 7 July 2018 at TMA Pai Convention Centre.
- ▶ Annapoorna and team of III B. Com participated and won first prize with cash award of Rs. 10000 in the business model making competition organized by Shree Devi Institute of Technology, Kenjar, Mangalore on 29 August 2018.
- ▶ Mr. Joel D'Souza of III BCA 'A' and Mr. K. G. Vishal of III BCA 'B' participated in the state level "Two days hands on workshop on Python" organized by Department of Computer Science in association with Computer Society of India (AIMIT Branch) held at Vivekananda College, Puttur on 24 and 25 August 2018.
- ▶ Students attended National Conference on "AGRIPRENEURSHIP SUMMIT-2018" organized by NMAM Institute of Technology, Nitte on 18 August 2018.
- ▶ Students attended variety competition RANGOSTAVA organized by Poorna

Prajna College, Udupi in association with Mangalore University on 30 and 31 August 2018.

- ▶ Students attended a seminar on "Research Skills for Youth" at Besant College, Mangalore on 15 September 2018.
- ▶ Vivek Mithra M. of III BBA 'B' attended a seminar on "MMA Talk" organized by Mangalore Management Association at SDM PG Centre on 29 Aug. 2018.
- ▶ Students participated in national level inter collegiate fest SCINTILLATE-2018 organised by SDM LAW College, Mangalore on 5 October 2018 and won I place in Street Smart
- ▶ Students participated in national level inter collegiate fest ABHIGYAAN-2018 organised by SDM IMD, Mysore on 5 and 6 October 2018 and I Place in Business Quiz and Systems; II Place in Human Resource.
- ▶ Students participated in national level inter collegiate fest ETTIN -2018 organized by Justice K.S. Hegde Institute of Management, NITTE on 13 October 2018 and won I Place in Crisis Management & II Place in Communication.
- ▶ Students participated in national level inter collegiate fest BIZWAVES -2018 organised by NITK, Surathkal from 11 to 14 October 2018 and won I Place in Operation Head and Analytics.
- ▶ Students participated in a National Level Intercollegiate Science and IT Fest "SCIENTICA-2019", organized by BCA & BSc Department of Canara College, Mangaluru, held on 17 & 18 January 2019 and won I Place in Ice Breaker and II Place in Web Designing.
- ▶ Students participated in State Level Fest VENTURA-19 organized by SDM College, Ujire on 12 Jan. 2019 and won I Place in Quiz and Human Resource.
- ▶ Students participated in the fest ENTHUSIA -19 organized by St. Aloysius evening College, Mangalore on 16 February 2019 and won I Place in Jam and Mock Press.
- ▶ Participated in the National level fest LAKSHYA 2K19 organized by NITTE, Karkala, Mangalore on 4 and 5 February 2019 and won I Place in Business Quiz and II Place in Mock Press.
- ▶ Mr. Nelson Jack Lobo attended One week GIAN(Global Initiative of Academic Networks) course on "Digital Payments: Technology for Cashless Society" from 23 to 27 July 2018 organized by Dept. of Studies & Research in Computer Science, Mangalore University, Mangalagangothri, Karnataka.

- ▶ Ms. Payal Shetty attended One week GIAN(Global Initiative of Academic Networks) course on "Digital Payments: Technology for Cashless Society" from 23 to 27 July 2018 organized by Department of Studies & Research in Computer Science, Mangalore University, Mangalagangothri, Karnataka.
- ▶ Ms. Anviksha I BBA 'C' participated and won I prize in solo singing in university level Music competition organized by University College, Mangaluru on 9 February 2019.
- ▶ Rakshitha and Ananya of III B.Com won I place in Inter collegiate Paper Presentation competition on the topic "Role of Skill Enhancement Activities in Competency Building" held at Alvas College, Moodbidri on 26 Feb. 2019.

NSS

- ▶ Chitra Rao of II BBA 'A' and Bhargavi Shetty of II BBA 'C' participated in 'Swaccha Gelathi Programme' held at D. J. Higher Primary School Moodbidri on 28 August 2018.
- ▶ Adithya of II BCA 'B' and Chitra Rao of II BBA 'A' attended the leadership camp and Prithvi Raj of III B.Com and Akarsh of III BCA 'B' attended the selection camp held on 17 July to 23 July 2018 at Mangalore University.
- ▶ Diksha Shetty of II BBA 'C' Anvika of II BBA 'B', , Megha Prabhu of II BCA 'A', Chitra Rao of II BBA 'A', Shrinaha of II B.Com, Bhargavi Shetty of II BBA 'C', conducted awareness programme on personal hygiene at various high schools of Dakshina Kannada District.
- ▶ Rahul Vasista Rao of II BBA 'A', attended the state level 'Youth Festival' held at Karnataka University, Dharwad from 12 to 16 October 2018.
- ▶ NSS volunteers participated in a fest 'Srujana' at Canara College Mangalore on 16 January 2019, and won I Place in Treasure Hunt and Face Painting.
- ▶ Suraksha of I B.Com and Thejas of I BBA 'A' attended a workshop on "Nataka Rangabhumi" held on 24 February 2019 at Agnes College, Mangalore.
- ▶ Nireeksha Shetty of I B.Com, Prajwal, Fencita of I BCA 'B' and Kavya of I BBA 'C' attended a seminar Maha Ile - Mahile at MJM College Udupi, on 2 March 2019.

Sports and Games Association

- ▶ Prajna J. Shetty of III BCA 'A' won Gold Medal in 40th International Open Karate Championship 2019 held at Anna Stadium, Ooty, Tamilnadu organized by Japan Shotokan Karate Association, India on 9 & 10 Feb. 2019

- ▶ Prajna J. Shetty of III BCA 'A' won Black Belt in 40th International Open Karate Championship 2019 held at Anna Stadium, Ooty, Tamilnadu organized by Japan Shotokan Karate Association, India on 9 & 10 Feb. 2019
- ▶ Prajna J. Shetty of III BCA 'A' won Bronze Medal in under 50 kgs Black Belt Female Individual in 40th International Open Karate Championship 2019 held at Anna Stadium, Ooty, Tamilnadu organized by Japan Shotokan Karate Association, India on 9 and 10 February 2019.
- ▶ College Chess team participated in the Monsoon Chess competition held at Vivekananda Arts, Science & Commerce College, Puttur from 26 to 28 July 2018.
- ▶ Inter class Foot Ball competition was conducted at Nehru Maidan on 7 & 14 July 2018.
- ▶ Interclass Chess competition for men and women was conducted from 4 to 6 July 2018.
- ▶ Interclass singles and doubles Carom competition for men and women was conducted from 24 to 28 July 2018.
- ▶ College Foot Ball team participated in Independence Cup Foot Ball Tournament held at Nehru Maidan on 10 & 11 August 2018.
- ▶ College Table Tennis Team participated in the Mangalore University Intercollegiate Table Tennis Tournament held at Mahatma Gandhi Memorial College, Udupi on 13 & 14 August 2018.
- ▶ Shuttle Badminton men and women team of our college participated in the Mangalore University Intercollegiate Badminton Tournament organized by Canara College, Mangalore from 27 to 29 August 2018 at Srinivas Mallya Indoor Stadium.
- ▶ Interclass Table Tennis competition and selection trails for college table tennis team were conducted from 6 to 10 August 2018.
- ▶ Interclass Shuttle Badminton team for Men and Women selection trails was conducted on 23 and 24 August 2018.
- ▶ Interclass Kabaddi competition was conducted on 11 and 12 October 2018.
- ▶ Meghana Amin of I BBA 'B' won second rank in State Level Shuttle Badminton in the month of August 2018 at Bangalore.
- ▶ Meghana Amin of I BBA 'B' represented State in the National Badminton Championship held at Salem, Tamil Nadu from 4 to 6 September 2018.

- ▶ College Wrestling team participated in the Mangalore University Intercollegiate Wrestling Competition held at Gokarnatheshwara College, Mangalore on 19 & 20 September 2018.
- ▶ Mr. Mohammad Nabeel of I BBA 'A' won the award " Mr. Mangalore University" in Best Physique Competition held from 1 to 3 October 2018 organized by St. Mary's College, Shirva.
- ▶ College Foot Ball team participated in the Mangalore University Intercollegiate Foot Ball competition held at Nehru Maidan & Mangalore University Campus grounds organized by the college from 3 to 6 October 2018. The team qualified for quarterfinals in the tournament.
- ▶ College Athletic team won 4 Silver and 1 Bronze medal in the Mangalore University Intercollegiate Athletic Championship held at Alvas College, Moodabidri from 8 to 10 October 2018.

Conclusion :

A glimpse of the activities presented before you showcases the efforts made to promote balanced personality of the eager learners with focus of training head, heart, hand and habits. We hope that, the training imparted here, helps the students to navigate through the storms of life and remain steadfast to achieve their goals.

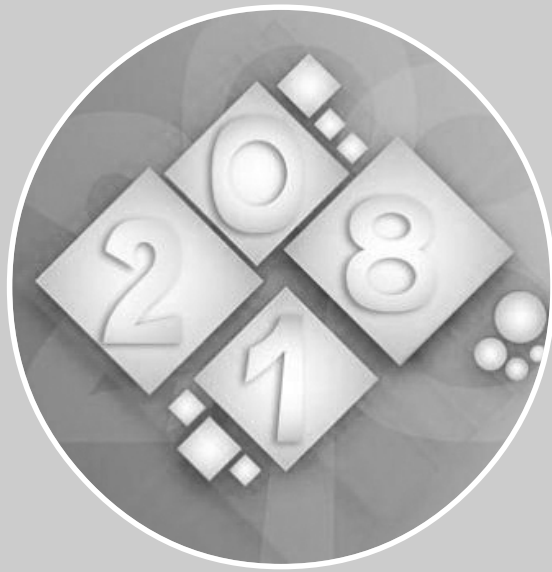
While expressing our gratitude to Lord Manjunatha Swamy, I acknowledge the constant and generous support of our benevolent management, the joint director of collegiate education, Mangalore University, co-operation from PTA, my colleagues & students which has enabled us to have a smooth sailing year.

I would like to conclude by quoting Mr. Robin S Sharma who said, "Leadership is not about a title or designation. It is about impact, influence and inspiration. Impact involves getting results, influence is about spreading the passion you have for your work and you have to inspire team mates"

Accordingly, inspirational leadership of our Honourable President Dr. D. Veerendra Heggade has motivated us to perform better and spread the same passion among all our team mates by raising our ability to the height of the aspirations of our Management.







*Major
Highlights of
The Year*

MAJOR HIGHLIGHTS OF THE YEAR

Workshop on Intellectual Property Rights

EDP department organized a workshop on Intellectual Property Rights on 11 March 2019. The objective was to create awareness among the budding entrepreneurs about Intellectual Property Rights and its implications. It was inaugurated by Mr. Raja Varma Ballal, Proprietor of BMS Hotel, Mangaluru. Mr. Prasad Shet, S. L. Shet Diamond House lady hill, Mangalore, also alumni of the college, was the guest of honour. Mr. Raja Varma, in his inaugural address pointed out how to overcome issues and challenges in business. Mr. Prasad Shet stressed on the need for developing a passion of following the needs and become successful entrepreneurs in future. Identifying business opportunities in crucial to budding entrepreneurs he added. Principal, Prof. Aruna P. Kamath, in her presidential address pointed out need for awareness of intellectual property rights among the budding entrepreneurs.

The inaugural session was followed by two technical session on topics, "patents rights" by Mr. Vinayak Kamath , advocate and trademark attorney, Mangaluru and "copy rights" by Mr. Sharath Kumar, Territory Manager, Fenesta Windows. Large number of students from various colleges took part in the workshop. The workshop was successful in giving motivation to the young entrepreneurs to venture into the exciting field of entrepreneurship. Mrs. Supritha R K, Mr. Sumesh Matada and Mrs. Rashmi. Assistant Professors coordinated the programme.

Human Rights Day Celebration

The College in association with Karnataka State Human Rights Commission, District Administration, Human Rights non-government organization celebrated Human Rights day on 10 December 2018 at conference hall. District Police Commissioner, Mangalore, Dr. B.R. Ravikanthe Gowda was the inaugurator of the function , Additional Deputy Commissioner, Mr. Kumar, Human Rights Activist and thinker K. Balakrishna Rai were present on the occasion. The programme began with the administering of oath by Dr. B.R. Ravikanthe Gowda on

safeguarding human rights. Inaugurating the human rights day programme, Dr. B. R. Ravikanthe Gowda said human right is the responsibility of all the citizens for the betterment of our society. He also highlighted that it is the responsibility of every citizen that they do not violate others human rights along with protecting their own rights. Mr. Kumar, Additional Deputy Commissioner said that every individual's right starts from their birth. He also added that parents should also inculcate human values and humanity in their children. Human rights activist and thinker K. Balakrishna Rai opined that the role of teachers and parents plays a vital role in safeguarding the human rights. The programme was coordinated by Mrs. Kavitha Prabhu, Shashikala K.G. and Madhumathi J. Raja.

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

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

Mangalore University Intercollegiate Football tournament

The college organized Mangalore University Intercollegiate Mangalore zone and inter zonal Football tournament Vamana & Sadananda

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

GENESIS 2018

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

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

personalities. Mrs. Aruna P. Kamath, in her presidential address said that students should look for what is good in them which will help them to build their careers. Fest like Genesis provides a platform to motivate and build confidence among the students.

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

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

INSPIRE 2018

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

Prathiksha Shetty compeered the programme. Mrs. Shashiprabha coordinated the programme.

SYNERGY 2019

Synergy 2019, a two day national level management fest for undergraduate management students was organized on 23rd and 24th January 2019. Mr. Prakash Garodi, Proprietor Garodi Services, Mangaluru and Mr. Shailesh, Co-Proprietor, NVP Nileshwar, Kasargod also an alumni of the college inaugurated the program by lighting the lamp. Mr. Prakash Garodi motivated the students to get into entrepreneurship. He also added that youths should indulge themselves in Charity and work towards the betterment of the society. Chief Guest Mr. Shailesh said that students should keep themselves updated in their field of study and pointed out that fests like Synergy is a learning experience for the overall development of an individual. Principal Prof. Aruna P. Kamath in her presidential remarks addressed the budding professionals and Entrepreneurs to go beyond the curriculum framework in order to achieve success. She added that the vision of the college was to create a mass of young generation who can create a job market for others. Coordinators Mrs. Gayathri K., Mrs. Supritha A. and the student coordinators, Mr. Abhishek Kotecha and Mr. Pranith Kotian were present on the dias. Rakshita welcomed the gathering, Prashobitha and Mahima introduced the guests, Pranith Kotian gave an introduction to Synergy, Prajna proposed the vote of thanks and Rashmi compeered the programme.

Synergy 2019 chose the theme "The Triumph Arena" - harder the conflict, more glorious the triumph. A two day battle is produced to conquer the spirit of ultimate victory. Large number of colleges took part in the two days fest which included events such as Best manager, Marketing, Finance, Public Relations, Human Resources, Entrepreneurship, Quiz and Research and Development.

SYGMA 2019

Sygma 2019, a one day state level IT fest for BCA and B.Sc. Computer Science was inaugurated by Mr. Krishna Puthran, Senior System Analyst, Toshiba Software India Pvt. Ltd., Bengaluru on 24 January 2019 at 9.15 a. m in the college auditorium. Ms. Shalini Pai, Software Engineer, IoT

Based Solutions Bosch Engineering and Business Solutions, Bengaluru also an alumna was the distinguished chief guest. In his inaugural address, Mr. Krishna Puthran said that fests like Sygma will create skilled individuals for the industry. Applying obtained knowledge into technicality will ultimately enhance ones performance at workplace, thus increasing employability. Chief guest Ms. Shalini Pai encouraged the students with the slogan "Act like a champion, Be a champion" and added that it is important to build a team with members from different domain as it will add to collaboration of ideas. She said that fests are miniature versions of corporate sectors wherein students are into lot of research. This experience will ultimately add on to their work environment. Principal Prof. Aruna P. Kamath in her presidential remarks addressed the students about the importance of technocrats working in coordination with the members of other fields of expertise. She urged the participants to take the experiences of fests as a platform to learn various skills as the objective of the fest is to provide a platform for multi-various skills. The Staff coordinators Mrs. Shashiprabha, Mrs. Divya Uchil and the student coordinator Mr. Sharath Rao were present on the dias. Shivangi welcomed the gathering, Pooja and Joel introduced the guests, Sharath Rao gave an introduction to Sygma, Junaid proposed the vote of thanks and Kazi Mohammed Suhaib compeered the programme

Valedictory Ceremony of the Fest

The Valedictory ceremony of Sygma and Synergy was held on 24 January 2019 in the college auditorium. Mr. Manel Srikanth Nayak, Associate in Institutional Equities Division, Morgan Stanley, Bengaluru and also an alumnus of the college was the chief guest for the ceremony. In his address Mr. Manel Srikanth Nayak said that fests like Synergy and Sygma creates a platform for skill building and enhances the knowledge of the students. He also added that subscribing to be better is the core objective of fests. KLE Belgaum, emerged as the overall champions and Christu Jayanthi, Bangalore won the runners up trophy in Synergy 2019. St. Aloysius College, Mangalore and Canara College, Mangalore were the Overall Champions and Runners Up respectively. Students actively took part in the various events conducted in the respective fests.

Manisha welcomed the gathering, Sangeetha introduced the guest and student coordinator Abhishek Kotecha gave a brief report on synergy. Ms. Purna proposed vote of thanks. The programme was compeered by Sanjana.

YASHA-An Interface with Industries and Students

YASHA-An Interface with Industries and Students was organized on 2 July 2018 in the college conference hall for all the final year students. The programme was inaugurated by Mr. Ameet K. Katyal, CEO, Infinique, Bangalore. The objective of the programme was to create an awareness on job requirements in corporate sector among the students and make them job ready.

The inaugurator highlighted the new corporate expectations from fresh graduates. He enlightened the students on skills and attributes to be possessed by the graduates to meet corporate dynamics in order to grab the job offers. Explaining the importance of holistic personality, he said that right attributes enhance growth at workplace. He motivated the students to stand apart in the competitive corporate atmosphere by developing right practices. He also guided students on writing eye catching resume by focusing on their strengths. Padmashree Alva, Business Head for recruitment and staffing at Infinique, explained the ways and means of getting expertise of corporate skills. She quoted few cases to make students understand and analyze the reality in the corporate world. The programme was very informative and interactive. Mrs. Divya Uchil and Mrs. Smitha M. coordinated the programme.

VIVEKOTSAVA - 2019

Rovers and Rangers and Student Council of the college jointly organised "VIVEKOTSAVA - 2019" one day University level fest on 31st January 2017. The programme was inaugurated by Mr. Adarsh Gokule, Regional Secretary, Sanskar Bharathe. Mr. Shashidhar Acharya, HR Manager, A.J Hospital and also the alumni was the guest of honour. In his inaugural address Mr. Adharsh Gokule, stated that ideologies of Swami Vivekananda must be inculcated in one's life. He added that youngsters must involve themselves towards upliftment of society. He also congratulated the organizers for conducting a fest like Vivekotsava which

will help the students to connect themselves to Vivekananda's thoughts and develop healthy personality. Guest of honour, Mr. Shashidhar Acharya opined that nation's success lies in the hands of youth. He motivated the students to be responsible towards nation. The inaugural ceremony was followed by various competitions for the students from different colleges in and around Mangalore. Books on principles of Swami Vivekananda were exhibited in the library.

The valedictory and prize distribution ceremony was held in the college conference hall. Mr. Shravan S. Shetty, Senior Agency Manager, Max life Insurance Ltd and alumni of the college, was the chief guest for the valedictory ceremony. He motivated the students through his words of inspiration. SDM College Ujire emerged as overall winners and Vivekananda College, Puttur won runners up. Mrs. Smitha M. and Dr. Jyothi coordinated the programme.

Annual Review Meeting

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

Staff Sports Meet

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

IQAC PROGRAMMES

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

The office bearers of the student council, Rashmi Ramesh Achari, N. Vaishali Kudva, Rakshitha, Sharath Rao and Pranith Kotian along with the principal, Prof. Aruna P. Kamath, the staff coordinator of student council Mrs. Smitha M. visited Shri Kshethra Dharmasthala on 18 July 2018. The visit was intended to seek the blessings of reverend President Dr. D. Veerendra Heggade for the activities planned for academic year 2018-19. He expressed his happiness for well planned and presented plan of action for the year. He guided the students on importance of practical knowledge to be successful in achieving their goals. Later, 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 into the vision of the management and encouraged them to work towards achieving it.

Student Orientation Programme

Orientation programme for the new entrants of the institution was held on Saturday 23 June 2018 at 9:30 AM in the college Auditorium. The objective of the programme was to make students aware of the curricular, co-curricular and extracurricular aspects with the rules and regulations of the college. Principal, Prof. Aruna P. Kamath, welcomed and addressed the students on various aspects of graduation course, highlighting the significance of entrepreneurial skills, she said that being part of management institution students must possess taste for entrepreneurship and must develop entrepreneurial outlook in all the streams. She asked students to have SWOT analysis of oneself. Focusing on the relevance of value system, she encouraged each one to develop positive thinking and self-discipline. She also cited few anecdotes to describe the importance of hard work and dedication. Followed by this the faculties introduced themselves, the staff coordinators of various associations gave a detailed presentation of the skill enhancement activities. In addition to this a brief insight into the various fests organized by the college like Genesis, Synergy and Sygma were given by the respective staff coordinators. Mr. Hysum Damudi, Ms. Nishmitha, Ms.

Samantha Virginia D'Souza and Ms. Deepa, Alumni's of the college shared their experiences and memories associated with the college and motivated the students. Mrs. Manju delivered the vote of thanks, Madhumathi J. Raja compeered the programme. The programme was coordinated by Mrs. Smitha M. and Mrs. Shashikala Shetty.

Brain storming for Action Plan by SQAC

A brain storming session for yearly plan of action was held on 25 June 2018. The staff coordinators and student secretaries of the respective associations were present to decide the theme, motto, objectives and activities of each association. The members proposed different skill-based activities, events and extension activities to be held by the respective associations. At end of the session staff coordinators finalized and drafted the activities for the academic year 2018-2019.

Leadership Training Programme

IQAC and Student council organized a half day training programme for members of the student council on 10 July 2018 in the college auditorium. The objective of this programme was to acquaint the students with knowledge on leadership qualities, as council members have the responsibility to assume leadership roles. Mr. Joselyn T. Lobo, Associate Professor, School of Social Work, Roshni Nilaya, Mangaluru conducted a fruitful and lively session for the students. Highlighting the significance of time management, he enlisted the qualities of a successful leader. He conducted group activities which were followed by presentation by the member of each group. The session was interesting and interactive. The session made students gain knowledge on the qualities to deal with people and situations as a leader. The programme was compeered by Rashmi Ramesh Achari. Prashobitha evoked God's blessing. Mrs. Smitha M. and Mrs. Shashikala Shetty coordinated the programme.

FACULTY DEVELOPMENT PROGRAMME

The Active Learning Classroom: Strategies for Educators

A faculty development programme was organized by IQAC on the topic "The Active Learning Classroom: Strategies for Educators" on 22 June

2018. Mr. Sridhara Acharya, Associate Professor, Srinivas College of Business Studies, Pandeshwar, Mangalore was resource person. The resource person gave a brief insight into the modern education system and the need for active learning environment. He also added that a teacher should be more like a facilitator to the students. Mrs. Madhumathi J. Raja, welcomed and introduced the resource person. Mrs. Shashikala Shetty delivered the vote of thanks. The programme was coordinated by Mrs. Shashikala Shetty.

Server File Management

A faculty development programme was organized by department of Computer Application on the topic "Server File Management" on 22 June 2018. Mrs. Divya Uchil, Dean, Dept. of Computer Application, was the resource person. The objective of the program was to train the faculties to store the documents supporting NAAC 2022. Server ID and password was provided to the faculties through which everyone was given hands on experience to store their documents in their respective folders in a systematic manner for the upcoming NAAC accreditation.

Animation of Curricular and Co-Curricular Activities and Sharing of Best Practices

The BCA Department organized a faculty development programme on "Animation of Curricular and Co-Curricular Activities and Sharing of Best Practices" on 19 July 2018 in the conference hall. Prof. Clement D'Souza, Vice Principal and Associate Professor, St. Joseph Autonomous College, Bangalore was the resource person.

Prof. Clement addressing the faculties opined that benchmarking the institution by comparing with other standard performing institution and studying their practice makes the institution grow in all respects. He suggested that localizing the best practice according to requirement and resources will lead to better output from the students. He imparted new ideas to strategize our curricular aspects that could be implemented in our syllabus in order to make it a top class institution. The resource person through his vast experience gave suggestions for the upcoming 4th cycle of NAAC Reaccreditation. The sharing of his entire college

programme with faculties enlightened the faculties for the preparation for the upcoming NAAC Cycle. The program was coordinated by Mrs. Divya Uchil.

21 Century Learning Design- A Brief Introduction

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

Awareness Programme on Group Mediclaim Policy

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

Choice Based Credit System

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

the University Grants Commission has come up with the Choice Based Credit System.

Enhancing Network Speed through Data Compression

The Department of Business Management organised a FDP program on "Enhancing Network Speed through Data Compression" on 5th February 2019. The resource person was Mrs. Divya Uchil, Asst. Professor, Department of Computer Application. The objective of the program was to teach the faculties practically to compress data and send it over the internet.

Mrs. Divya opined that at any given time, the ability of the internet to transfer data is fixed. Many files also can be combined into one compressed document, making sending easier, provided that the combined file size is not huge. The Microsoft office picture manager has the facility of compressing data. The faculties learnt to compress many of the scanned photos and scanned word documents using WinRAR archiver. The program was coordinated by Mrs. Smitha M., Department of Business Management.

VALUE EDUCATION PROGRAMMES

Value Education on Enhancing Healthy Personality

The BCA department organized a guest lecture on the topic "Enhancing Healthy Personality" on 28 July 2018 for I BCA 'B'. The resource person was Dr. Suphala Kotian, Faculty, A.J Institute of Hospital Management, Mangalore. She stressed on improving self-confidence inculcating values and ethics which helps to face the challenges of life. She also spoke about family values, food habits, peer influence, dressing habits and socialization. Prathiksha Prabhu welcomed and introduced the resource person. Sonali Shetty proposed vote of thanks. Mrs. Deepa D. Hegde coordinated the programme.

Value Education Programme on Self Growth

A value education programme was conducted for III BCA 'B' students on 16 July 2018 by Dr. Kavyashree K. B, Asst. Professor & HOD, Dept of clinical psychology, St. Agnes Center for PG Studies and Research, Mangalore on the topic "Self Growth". The objective was to find out

the distances of what we are now and what is our goal. The session highlighted the concept on the theory of personality, by Carl Rogers. Followed by an activity in which the students were told to write about themselves in terms on their carrier, relationship, personal qualities and body image. She explained about self actualization tendency to develop in a positive way. She concluded the talk by narrating a story explaining the adaptability and their goal in future. Soujanya of III BCA B introduced the resource person, Rakesh of III BCA 'B' delivered the vote of thanks, Arpitha of III BCA 'B' compeered the program. The programme was coordinated by Mrs. Reshmi B R.

Value Education on Personality Development

The Commerce department organized a value education program for II year students on 5 July 2018 by Nama Nisht Das from ISKON at Conference hall on the topic "Personality Development". The objective of the programme was to improve and develop good qualities and values among the students. He highlighted the importance of three quotients like emotional, intelligent and spiritual. He stressed the way of leading happy & simple life. The programme was coordinated by Mrs. Manju H.

Enhancing Healthy Personality

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Transforming from Negative Attitude to Positive Attitude

A value education programme was conducted for I BCA 'A' on 27th August 2018 by Mrs. Seema Prabhu, Asst. Professor, Canara First Grade College, Mangalore. The objective was to to highlight the importance of values in our life. By quoting few example resource person encouraged the students to inculcate positive attitude. The programme was coordinated by Mrs. Shashikala Shetty.

Value Based Education

HR department organized a Guest Lecture on "Value Based Education" on 17 January 2019. Mrs. Harini Shetty, Projector Coordinator, Urban Research Centre, Mangalore was the resource person. The objective of this programme was to make students aware about value based education system. The guest speaker spoke about the need of introducing value based education in the present society. The programme was coordinated by Mrs. Anasuya.

Peace through Mind Control

A value education programme on the topic " Peace through Mind Control" was organized for III BBA 'C' and III BBA 'B' on 12 February 2019 . Mr. Prashanth Pai , Faculty from Art of Living was the resource person. The objective was to enhance mental, physical and emotional well being of the students. Highlighting the relevance of peace for quality life, he explained the role of meditation handling mind and emotions. He also conducted survey to know and understand the emotional stability of the students. The session was interesting with relevant exercises. Mrs. Smitha M. coordinated the programme.

Values in Life

A value education programme was held on 14 Febraury 2019 for I BBA 'A' , 'B' and II BBA 'A' in the college conference hall. Sri Sanandana Das, Secretary, ISKON was the resource person. The objective of the programme was to throw light upon the values that guide everyday livelihood. He enlightened the students on values of life, which are conductive to one's physical, social and mental health. He opined that the values of culture and that of science are to be integrated proportionately in such a way that culture will act as a catalyst to sharpen the scientific temperament of nation's youth. The session was very interesting and interactive. Mrs. Smitha M. coordinated the programme.

Academic Audit

Academic Audits were held on 17 October 2018 and 13 April 2019 to verify 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

Self-defense Training Programme

The Women Cell organized a training programme on 26 June 2018 in the college auditorium. A Martial Art Expert, Mr. Kathrik S. Kateel was the trainer. He demonstrated various self-defense techniques which can be the tools of self-defense. He added that taking precautionary measures is the best way to avoid problems. Principal, Prof. Aruna P. Kamath was present on the occasion. The programme was coordinated by Dr. Shalin.

How to Face the Interview

The Women's Cell conducted a seminar on "How to Face the Interview" on 12 September 2018 in the conference hall. The objective was to acquaint students with preparations for interview. Mr. Vaibhav from Hindustan Unilever was the resource person. A video on tips to face the interview with confidence and body gestures was shown to the students. Dr. Shalini M coordinated the programme.

Health Issues Related to Breast Cancer

A guest lecture was organized on 9 March 2019 by the Women's Cell on the topic "Health Issues Related to Breast Cancer" on occasion of women's day. The objective was to create awareness among students about breast cancer, other health related issues and treatment available for those. Dr. Venkatesh Sanjeeva, Consultant Surgeon, Gastro-intestinal and Breast Cancer Specialist was the resource person. The resource person in his address spoke about the causes of breast cancer, symptoms and the treatment that can cure breast cancer. He also said some of the easy way to know the symptoms of breast cancer and measures preventive it. Dr. Shalini. M coordinated the programme.

Human Rights Cell

Staff Coordinators : **Mrs Shashikala K.G**
Mrs. Madhumathi J. Raja

Protecting Rights, Saving lives

The Human Rights Cell organized a guest lecture on the topic "Protecting Rights, Saving lives" on 8 August 2018 for II BBA B. Ms. Meghana Ballal, Advocate, Mangalore District Court was the resource person. The objective of the programme was to make the students aware about their rights. The resource person highlighted that human rights are instruments in specifying the rights of the child, to protect them from violence and abuse. The programme was coordinated by Mrs. Shashikala K. G.

Women and Human Rights

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

Awareness on Children's Rights and Responsibilities

The Human Rights Cell organized an extension activity on 10 August 2018, at Canara Girls High School, Mangalore. The objective of the programme was to create awareness on the rights and responsibilities of the children towards society. The programme was coordinated by Mrs. Shashikala K.G.

Human Rights day Celebration

The College in association with Karnataka State Human Rights Commission, District Administration, Human Rights non-government organization celebrated Human Rights day on 10 December 2018 at conference hall. District Police Commissioner, Mangalore, Dr. B.R. Ravikanthe Gowda was the inaugurator of the function , Additional Deputy Commissioner, Mr. Kumar, Humun Rights Activist and thinker K. Balakrishna Rai were present on the occasion. The programme began with the administering of oath by Dr. B.R. Ravikanthe Gowda on safeguarding human rights. Inaugurating the human rights day programme, Dr. B. R. Ravikanthe Gowda said human right is the responsibility of all the citizens for the betterment of our society. He also highlighted that it is the responsibility of every citizen that they do not violate others human rights along with protecting their own rights. Mr. Kumar, Additional Deputy Commissioner said that every individual's right starts from their birth. He also added that parents should also inculcate human values and humanity in their children. Human rights activist and thinker K. Balakrishna Rai opined that the role of teachers and parents plays a vital role in safeguarding the human rights. The programme was coordinated by Mrs. Kavitha Prabhu, Shashikala K.G. and Madhumathi J. Raja.









STUDENT COUNCIL

Motto / Vision : **Working together Works**

Theme : **Refining the talents**

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 the 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. Smitha M**
Mrs. Shashikala Shetty

Student Coordinators : **Ms. Rashmi Ramesh Achari III BBA 'C'**
Ms. N. Vaishali Kudva III BBA 'C'
Ms. Rakshitha III B.Com

Student Secretaries :

III BBM 'A'	Darshan N. S. & Saideepa
III BBM 'B'	Yajnesh Bengre & Nidhi Gambir
III BBM 'C'	Supreeth & Nishmitha
III BCOM	Venkatesh & Rakshitha
III BCA 'A'	Sagar & Sushmitha
III BCA 'B'	K. G. Vishal & Arpitha Shetty
III BA(HRD)	Mranal Shetty & Greshma
II BBM 'A'	Amog Alva & Chitra Rao K. P.
II BBM 'B'	Prithvi Bangera & Shreya Rai
II BBM 'C'	Gaurav Kumar & Deepali

II B.COM
II BCA 'A'
II BCA 'B'
II BA(HRD)
I BBM 'A'
I BBM 'B'
I BBM 'C'
I B.COM
I BCA 'A'
I BCA 'B'
I BA(HRD)

Jeethesh & Sushmitha
Sharan Rai & Prathiksha
Pratheesh Putran & Tashmitha P N
Sujan Shetty & Anuksha
Arjun Mada & Aishwarya
Chinmayee Rao & Ashwin Pai
Chandan Shetty & Dhanyashree
Abishek & A S Meghana Rao
Atul S.K. & Rashmi
Jatin & Prathiksha
Srajan Rai & Purvi

ACTIVITIES

Student Orientation Programme

Orientation programme for the new entrants of the institution was held on Saturday 23 June 2018 at 9:30 AM in the college Auditorium. The objective of the programme was to make students aware of the curricular, co-curricular and extracurricular aspects with the rules and regulations of the college. Principal, Prof. Aruna P. Kamath, welcomed and addressed the students on various aspects of graduation course, highlighting the significance of entrepreneurial skills, she said that being part of management institution students must possess taste for entrepreneurship and must develop entrepreneurial outlook in all the streams. She asked students to have SWOT analysis of oneself. Focusing on the relevance of value system, she encouraged each one to develop positive thinking and self-discipline. She also cited few anecdotes to describe the importance of hard work and dedication. Followed by this the faculties introduced themselves, the staff coordinators of various associations gave a detailed presentation of the skill enhancement

activities. In addition to this a brief insight into the various fests organized by the college like Genesis, Synergy and Sygma were given by the respective staff coordinators. Mr. Hysum Damudi, Ms. Nishmitha, Ms. Samantha Virginia D'Souza and Ms. Deepa, Alumni's of the college shared their experiences and memories associated with the college and motivated the students. Mrs. Manju delivered the vote of thanks, Madhumathi J. Raja compeered the programme. The programme was coordinated by Mrs. Smitha M. and Mrs. Shashikala Shetty.

Progenitor- Orientation by Students

After the formal orientation programme, the final year and second year students of the college organized an orientation programme for the first year students. Nelson Jack, Rashmi Acharya and Aditya Raj briefed about the college and events by displaying the video. 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 organized for the undergraduate students which has attracted premier institutions across the country; Sygma, a State level IT fest organized for the undergraduate students. Sanjana and Roshin coordinated the session. The programme was coordinated by Mrs. Smitha M. and Mrs. Shashikala Shetty.

Brain storming for Action Plan by SQAC

A brain storming session for yearly plan of action was held on 25 June 2018. The staff coordinators and student secretaries of the respective associations were present to decide the theme, motto, objectives and activities of each association. The members proposed different skill-based activities, events and extension activities to be held by the respective associations. At end of the session staff coordinators finalized and drafted the activities for the academic year 2018-19.

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

The office bearers of the student council, Rashmi Ramesh Achari, N. Vaishali Kudva, Rakshitha, Sharath Rao and Pranith Kotian along with

the principal, Prof. Aruna P. Kamath, the staff coordinator of student council Mrs. Smitha M. visited Shri Kshethra Dharmasthala on 18 July 2018. The visit was intended to seek the blessings of reverend President Dr. D. Veerendra Heggade for the activities planned for academic year 2018-19. He expressed his happiness for well planned and presented plan of action for the year. He guided the students on importance of practical knowledge to be successful in achieving their goals. Later, 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 into the vision of the management and encouraged them to work towards achieving it.

Student Council Inauguration

The Student Council for the academic year 2018-2019 was inaugurated on 21 July 2018 in the college auditorium. The inaugurator, Mr. Mahesh Padav Shenoy, Partner, Padav Trading Corporation, Mangaluru, Chief Guest Mr. Prajwal, ASM (State Head), Loreal India, Chennai and also an alumnus, Principal Prof. Arun P. Kamath, staff advisors of the student council Mrs. Smitha M. and Mrs. Shashikala Shetty, student coordinators Ms. N. Vaishali D. Kudva, Ms. Rakshita and Ms. Rashmi Ramesh Achari were also present. The inaugurator handed over the badges to the office bearers and the oath to the staff coordinator of student council Mrs. Smitha, who led the oath taking ceremony. The inaugurator stressed on peer learning and added that risk and reward are the two faces of the same coin wherein students should learn to accept failure and success to develop a strong personality. He added that students should focus on learning new methods to reach their goal. The inaugurator quoted examples of various great personalities, books and movies which inspired the students.

The chief guest Mr. Prajwal said that adapting to the changes leads towards success. He also opined that the alumni's of the college successfully face the challenges of the corporate world because of the hands on experiences they get from various skill enhancement activities organized by the college. The chief guest concluded his speech by motivating the students to be determined and enthusiastic which will eventually make them successful.

Principal Prof. Aruna P. Kamath in her presidential remarks urged the students to identify and enhance their core competencies and multidimensional skills through various skill enhancement activities organized by the associations which are the need of the day in the corporate world. She added that the Vision and Mission of the college builds the entrepreneur skills among the students. She concluded her presidential remarks with an anecdote about a ship which sinks not because of the water outside but because of the water that gets in. Hence it is necessary to develop self-confidence which will make one strong.

Ms. Rakshita welcomed the gathering, Ms. Vaishali D. Kudva and Ms. Rashmi Ramesh Achari introduced the guests, Ms. Prathiksha delivered the vote of thanks. The program was compeered by Roshin Alex John.

PTA Annual Meeting

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

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

OBSERVATION OF IMPORTANT DAYS

Independence Day Celebrations

The 72nd Independence Day was celebrated on 15 August 2018 with great enthusiasm and respect. Mr. J. Naveen Chandra, Honorary Flying

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

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

Teacher's Day Celebration

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

In her address, Dr. Leela Upadyaya said that teacher must focus on upgrading the moral profile of the student. Highlighting the distractions

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

COLLEGE DAY CELEBRATIONS 2019

Prize Distribution Ceremony

The 40th annual day celebration of the college was held on the 1 March 2019. It began with prize distribution ceremony at 9:00 a.m in the auditorium. Dr. Latha K., Principal, Shree Niranjana Swamy First Grade College, Sunkadakatte, Bajpe and Mr. Hardik P. Chauhan., Asst. Professor, Department of Business Administration, Canara College, Mangaluru and an alumnus of the college were the chief guests. The program began with prayer. Ms. Vaishali D. Kudva welcomed the gathering. Dr. Latha K. and Mr. Hardik P. Chauhan were introduced by Ms. Rashmi Ramesh Achari and Ms. Rakshitha respectively. Chief guest, Dr. Latha K. in her address highlighted the qualities of a responsible youth. Appreciating the efforts of the college in organizing various extracurricular activities she added that it is the responsibility of each and every individual to make the best use of the opportunities. Mr. Hardik P. Chauhan said that the students should have clarity of purpose in order to achieve success and make their dreams come true. He also opined that clarity of goals helps in shaping our future endeavors.

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 Mr. Nelson Jack Lobo. The event was compeered by Ms. Payal Shetty.

The evening programme commenced at 4.30 pm with a prayer. The chief guests of the day were Mrs. Vathika Pai, Proprietor, Vathika International Travels, Mangaluru and Mr. Dhanraj Varadhram, Vice President-Marketing, Puravankar Ltd. an alumnus of the institution. The gathering was welcomed by Ms. Vaishali Kudva. A brief introduction of the guests was presented by Ms. Rashmi Ramesh Achari and Ms. Rakshitha.

The principal, Prof. Aruna P. Kamath presented the annual report which encapsulated all the activities and achievements of the staff and students. The rank holders in the Mangalore University examinations held in the month of April 2018, Ms. Samantha Virginia D'Souza of BA (HRD), Ms. Sandra Merin Ronald, Ms. Nidhi Bhandarkar of BBA, Ms. Nishmitha K.M. of BCA were honoured in this occasion. Scholarships instituted by a few well-wishers of our institution were also awarded to various students. Dr. Shalini M., faculty of the college was felicitated for acquiring Ph.D in Hindi Literature. The best outgoing student award was conferred to Mr. Roshin Alex John of III BBA, Mr. Nelson Jack Lobo of III BCA, Mr. Pranith Kotian, of III BA (HRD) and Ms. Sanjana of III B.Com based on their admirable conduct and academic performance. In her address chief guest motivated the students to be accustomed to multi-tasking super technology highway of life. She advised them to be focused and concentrate on their performance. Mr. Dhanraj Varadhram inspired the young minds to be independent and take their own decisions to achieve a holistic development. He cherished his memories being the student of this institution and said that in SDM the future of the students are in right and safe hands. The vote of thanks was proposed by Ms. Sanjana. The formal session was compeered by Mr. Roshin Alex John. The informal session was compeered by Ms. Rashmi Ramesh Achari and Mr. Aditya, followed by a welcome dance. Various talented students exhibited their performances.

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. Shwetha Y**
Mrs. Smitha M
Ms. Sowmya Hedge
Mr. Gururaj G

Student Co-ordinators: **Likitha** III B.Com
Sucheth III BBA 'C'

Student Secretaries

III BBM 'A'	Azeem A. R.
III BBM 'B'	Ananya Hegde
III BBM 'C'	Vaishali
III BCOM	Anusha Shenoy
III BCA 'A'	Vijitha
III BBM 'B'	Swasthi
III BA(HRD)	Hafeela
II BBM 'A'	Akshay L. Sharma
II BBM 'B'	Imran
II BBM 'C'	Anusha Bhangera
II B.Com	Shreyanka Rao

ACTIVITIES

Inauguration

The inauguration of Finance department and association was organized on 3 July 2018 in conference hall. It was inaugurated by Mr. Daniel Marsh, Chartered Accountant. The inaugurator in his address pointed out the significance of knowledge on finance in developing era and he also spoke about the impact of GST on our country. The programme was continued by revealing association plan of action by student coordinators. The programme was coordinated by Mrs. Shwetha Y. and Mr. Gururaj G.

GUEST LECTURES

Awareness on GST

The Finance department organized a guest lecture on the topic "Awareness on GST" on 2 July 2018 on the occasion of first anniversary of GST, in the conference Hall. Mr. Daniel Marsh Pereira, Chartered Accountant, NBS and CO, Mangalore was the resource person. The objective was to familiarize students about the basic concept of goods and services tax and its impact on common people. The resource person enlightened the students on features of G.S.T., its need, its functioning, various rates on goods and services, and the impact of implementation of G.S.T. on Indian economy. The session was coordinated by Mrs. Shwetha Y.

Whiz Quiz

A quiz competition Whiz Quiz 2019 in association with Sahyadri College of Management was organized for all the final year students on 26 February 2019. Twelve teams were qualified for mega finals to be held on 8 March 2019 at Sahyadri College. Mrs. Smitha M. coordinated the event.

Financial Literacy

A guest lecture on the topic "Financial Literacy" was organized by the Finance department on 11 March 2019. Mrs. Bhagyashree R. Arkasali, Master Trainer, Jaadu Ginnika programme, Bengaluru was the resource person. The objective was to acquaint students about the benefits of various schemes of Government. The resource person explained various schemes available for the general public which are beneficial to lead financially stable life. The programme was coordinated by Ms. Sowmya Hegde.

STUDENT FACULTY PROGRAMMES

Journal Entries

The Finance department organized a student faculty programme on 1 July 2018 on the topic 'Journal entries an ledger Accounts' by Melissa and Pragathi Choudary of II B.Com for I BBA 'C'. The objective of the programme was to provide opportunity for the students to improve their presentation skills. The speakers explained the basic concepts of accounting, classification of accounts, rules of accounts, journal and ledger. Mrs. Shwetha Y. coordinated the programme.

Human Resource Planning

A student faculty programme was organized on 16 July 2018, on the topic "Human Resource Planning" by Mr. Pranit Kotian and Mr. Jeevan of III BA (HRD) for II BA (HRD). The objective was to acquaint students with the knowledge of HRP. The students conducted a demo of interview process carried out in an organization. Ms. Sowmya Hegde coordinated the programme.

Quiz

The Finance department organized Quiz on Current Affairs to I BCA 'B' on 30 July 2018. Mohammed Muaz of I BCA 'B' was the Quiz Master. The objective was to examine the knowledge of students about the current scenario. Mrs. Shwetha Y. coordinated the programme.

Dividend Policy

The Finance department organized a student faculty programme on 7

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

Performance Appraisal

The Finance department conducted a student faculty programme on 20 August 2018 on the topic "Performance Appraisal" by Ananth and Aman of II BA (HRD). The objective was to enhance presentation skill and confidence of the students. Ms. Sowmya Hegde coordinated the programme.

Financial Inclusion

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

Leadership Qualities Development

On 7th September 2018 participants of Leadership Development Programme at Sahyadri College, shared their experience with other student council Members. Mr. Amar, Mr. Pranit and Mr. Jeevan spoke on the different technical sessions of the programme. The objective was to make students actively participant in the external programme so that they can effectively impart the same to other peer members of the student council. This was the fruitful activity as other student council members could gain the knowledge on leadership qualities. The programme is coordinated by Mrs. Smitha.

High Court and its Powers

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

Agricultural Income

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

Electoral Process in India

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

Industrial Dispute

The Finance department organised a student faculty programme on 28 January 2019 for II BA (HRD) students by Sneha and Yajneshe Bengre III BBA 'B'. The objective of the programme was to enhance the presentation skills of the students. The students explained about Industrial Dispute- Causes and Effect. Ms. Sowmya Hegde coordinated the programme.

Tag Lines of Product

A Student faculty programme was organized on the topic "Tag Lines of Product" was conducted on 17 January 2019 by Mr. Supreeth of III BBA 'C'. The Objective of the programme was to improve the presentation skill and confidence of the student. Mrs. Shwetha Y. coordinated the programme

Minimum Wage Act

The Finance department organized a student faculty programme for II BA (HRD) on the topic "Minimum Wage Act" on 21 February 2019 by Ms. Rashmi of II BBA 'C'. She explained about Minimum Wage Act to the students. Ms. Sowmya Hegde coordinated the programme.

Instruments of Bills of Exchange

The department organized a student faculty programme on the topic "Bills of Exchange" by Ms. Likitha of III B.Com on 14 March 2019 for I B.Com. The Objective of the programme was to enhance the presentation skill. She explained about the two instruments of bills of exchange. Mrs. Shwetha Y. coordinated the programme.

EXTENSION ACTIVITIES

Date	Venue	Faculty In-Charge
3 August 2018	Auto drivers in M.G. Road	Mrs. Smitha M.
4 August 2018	Mangala Cashew Industries, Mangaluru	Mrs. Shwetha Y. Mr. Gururaj G.
29 Sept 2018	General Public in Padavinagady	Mrs. Shwetha Y.
5 January 2019	Marakada Govt. School ,Kavoor	Mrs. Shwetha Y.
20 January 2019	Ishwarananda Ballika Ashrama, Mangaluru	Mrs. Shwetha Y.
20 January 2019	Dr. Giridhar Rao Sanjivi Bhai Virddhasharama, Kodialbail	Mrs. Shwetha Y.
9 February 2019	Garodi Steels Garodi	Ms. Sowmya Hegde
9 February 2019	Digantha Mudrana	Mrs. Shwetha Y. Mr. Gururaj
9 February 2019	Ace Food Pvt Ltd, Yeyaadi, Mangaluru	Mrs. Shwetha Y.
9 February 2019	Ramakrishna School, Mangalore	Mrs. Smitha M
2 March 2019	Atharwa Enterprises in Bantwala	Ms. Sowmya Hegde

Visit to Shree Devi College, Kenjar

The final year students visited 'Management Exhibition 2018' at Shree Devi Institute of Technology, Kenjar, Mangalore on 29 August 2018. The objective was to encourage and promote business management spirit and to bring out the hidden talents among the students. Annapoorna and team of III B. Com participated in the business model making competition and won first prize with cash award of Rs. 10000/- Mr. Praveen D. escorted the students. The programme was coordinated by Mrs. Smitha M.

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

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

Seminar on Research Skills for Youth

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

SKILL ENHANCEMENT ACTIVITIES

Debate

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

Group Discussion

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

Book Review

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

Group Discussion

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

Paper Presentation

Paper presentation was conducted for III BA (HRD) on 9 October 2018 on the topic "Recent trends in Finance". The objective was to improve communication skills and induce confidence among the students. It was interactive and most informative activity. Mrs. Smitha M. coordinated this Activity.

Quiz

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

Paper Presentation

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

Argument

The Finance association conducted Argument competition on 6 July 2018 with the objective to update the students with the current events in the field of finance. The participants were innovative and creative. The event was judged by Mr. Akshith and Ms. Mural. The programme was coordinated by Mr. Gururaj G.

Money Talk

The Finance association organized a skill enhancement activity Money

Talk on 26 July 2018. The objective was to create awareness about financial concepts. Topics related to finance were given to the students on the spot and were asked to talk on the selected topic for two minutes. This activity helped students to improve communication skill and knowledge of financial accounting. Large number of students participated in this activity. Ms. Mural and Mr. Sumesh were the judges. Mr. Gururaj G. and Mrs. Shwetha Y. coordinated the programme.

Collage

The association conducted Collage competition on 24 August 2018, with the objective to create awareness, promote and educate the students regarding effect of digital India. The participants used innovative and creative ideas to prepare the collage. The competition was coordinated by Mr. Gururaj G.

Financial Analyst

The Finance association conducted financial analyst competition on 4 January 2019. The objective of the activity was to improve analytical skills of the students. The competition was judged by Mr. Sumesh Matada. The event was coordinated by Mr. Gururaj G.

Paper Presentation

The Finance association organized a paper presentation competition on the topic future of mobile commerce on 11 January 2019. The objective of the 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 and knowledge about M-Commerce. Students actively took part in this event. Mr. Akshith judged the event. Mr. Gururaj G. coordinated the event.

Quiz

The Finance association organized quiz competition on 24 January 2019. The objective was 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. Mr. Gururaj G. coordinated the competition.

Turn coat

The Finance association conducted Turn Coat competition on 29 January 2019. The objective was to develop spot decision making and also make the students aware of the recent trends in financial sectors, banking sectors, insurance sectors & corporate sectors. Mr. Gururaj coordinated the competition.

Meet the CFO

The Finance association conducted Meet the CFO competition on 13 February 2019. The objective was to develop competencies and also make the students aware of the recent trends in financial sectors. It is the role play competition where students had to enact about CFO of the company. The judge for this competition was Mr. Akshith Kumar. Mr. Gururaj coordinated the event.

Treasure Hunt

On 26 February 2019 treasure hunt 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 sector. Mr. Gururaj coordinated the competition.

List of Prize Winners

Money Talk

I	Roshin Alex John	III BBA 'B'
II	Vivek	III BBA 'B'
III	Ashwin	I BBA 'A'

Argument

I	Roshin & Vivek	III BBA 'B'
II	Abhishek & Usman	I BBA 'A'

Collage Competition

I	Karthik & Megha	II BA(HRD)
II	Akshatha & Nishmitha	III B.Com

Case Analysis

I	Vandan	I B.Com
II	Vaishali	III BBA 'C'
III	Vivek	III BBA 'B'

Paper Presentation

I	Vaishali	III BBA'C'
	Likhitha	III B.Com
I	Vivek	III BBA 'B'
	Bhoomika	II BBA 'B'

Quiz Competition

I	Nishmitha	III B.Com
II	Krithi Pal	III B.Com
III	Vaishali	III BBA'C'
	Akshatha	III B.Com

Turn Coat

I	Vaishali	III BBA 'C'
II	Rithik	I BBA
III	Skanda	I BBA
	Aishwarya	III B.Com

Meet The CFO

I	Vaishali	III BBA'C'
II	Ritika	I B.Com
III	Vandan	I B.Com

Treasure Hunt

I	Vignesh	II B.Com
	Saurav	II B.Com
II	Vaishnavi Shenoy	I B.Com
	Meghana Shenoy	I B.Com



MARKETING ASSOCIATION - Venta

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

Theme : **Diversity 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 : **Mr. Praveen D.**
Mrs. Kavitha Prabhu
Mr. Akshith Kumar K.
Ms. Murel Henrita Cutinha
Mrs. Deepashree Shenoy

Student Coordinators : **Roshin Alex John**
Aishwarya

Student Secretaries :

III BBM 'A'	Anusha Pavaskar
III BBM 'B'	Deeksha S
III BBM 'C'	Rashmi Acharya
III B.Com	Saksha Shetty
III BCA 'A'	Sneha Bolar
III BCA 'B'	Sayed Junaid
III BA (HRD)	Sawan

ACIVITIES

Inauguration

The inauguration of the Marketing association was held on 5 July 2018. Ms. Manisha Ballal, alumna was the guest. She spoke about the recent trends in marketing and also encouraged the students to actively participate in the various activities of the association. A brief plan of action was presented by Roshin Alex John and Aishwarya. Mrs. Smitha, Dean of BBM department spoke about the importance of the association and how the activities provide exposure to the students in the marketing field. Mr. Praveen, Mrs. Kavitha Prabhu, Ms. Murel Henrita Cutinha and Mr. Akshith Kumar coordinated the programme.

GUEST LECTURES

Rebranding Individuals' Personality

The Marketing association organized a guest lecture on the topic "Rebranding Individuals' Personality" on 5 July 2018 for III BA (HRD). Ms. Nelvita Noronha, Law Practitioner was the resource person. The objective of this guest lecture was to impart the knowledge about rebranding in the field of marketing and also to rebrand one's own personality in the corporate world. The guest stressed on the need to take right decisions at the right time. She narrated her own life experiences with regard to the major decisions taken by her which made her successful today. It was an interactive session which enriched the knowledge of the students and gave a platform to discuss their opinions. The program was coordinated by Ms. Mural Cutinha.

Leaders Role in Building Brand

The Marketing department organized a guest lecture on the topic "Leaders Role in Building Brand" on 10 July 2018 for I BBA 'A'. Ms. Samantha Verginia D'Souza, Entrepreneur and also an alumna was the resource person. The objective of this guest lecture was to impart the

concept of leaders' role in building brand. The speaker in her talk explained about the current marketing issues and how effectively a leader can build the brand of a company. The programme was coordinated by Mrs. Kavitha Prabhu

Importance of Corporate Social Responsibility

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

Digital Marketing

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

Digital Marketing

The association organized a guest lecture on the topic "Digital Marketing" on 10 October 2018 for I BBA -A and III BA (HRD). Mr. Shantnu from NIIT, Bejai was the resource person. The objective was to impart the knowledge on the concept of digital marketing, significance and the future. The resource person in his address, stressed on the various job opportunities available under digital marketing. It was an interactive session which enriched the knowledge of the students and also gave a

platform to discuss the various opportunities available under digital marketing. The program was coordinated by Mr. Praveen D.

Digital Banking and Marketing

The Marketing department organized a guest lecture on the topic "Digital Banking and Marketing" to III B.Com on 7 January 2019. The objective of the programme was to enhance the knowledge of the students about digital banking and exploring the various career opportunities. Mr. Umesh, Regional Head, NIIT Regional Office Bangalore was the resource person. He shared interesting insights explaining the effective use of social media to reach the masses. He explained the topic with examples on Digital Campaign by Mr. Barack Obama in 2012 and the use of Digital tools and Social Media for bringing about Jasmine Revolution in Tunisia. He also explained the use of Digital banking and Marketing with the help of various engaging videos. Sir addressed various doubts of students on Digital banking and Marketing and its reach. The programme was coordinated by Mrs. Kavitha Prabhu.

Book Review

- The Marketing department organized a book review on "Who will cry when you die" authored by Robin Sharma on 28 June 2018 for the benefit of III B.Com. Book review was done by Shanaz M. R. of III B.Com. In this book Robin Sharma shares his experiences and inspirational wisdom about whether we are living life to its fullest or are merely existing, constantly haunted about fears of death and concerned whether there would be any pall bearers at our funeral or not. The objective of the review was to develop critical reading skills by identifying the author's perspective. The programme was coordinated by Mrs. Kavitha Prabhu.
- The Marketing department organized a book review on "The road to success" by Napoleon Hill on 7 August 2018. The book was reviewed by Shanaz of III B.Com. The objective of the review was to develop critical reading skills by identifying the author's perspective. In this book Napoleon Hill interviewed self-made men such as Andrew Carnegie, John. D. Rockefeller, Thomas Edison, Henry Ford and George Eastman to understand the philosophy of

success. This book contains their principles of achievement, curated by Hill to share with the world and help others increase positive outcomes. Mr. Akshith Kumar K.

- The Marketing department organized a book review on "Alibaba: The house that Jack Ma built" authored by Duncan Clark on 17 September 2018 for II BBA by Mohammed Bilal of II BBA 'B'. The objective of the review was to develop critical reading skills by identifying the author's perspective. The activity helped to analyze, evaluate and judge the content of the book. The student emphasized that the book gives a light of inspiration and motivation in the mindset of the person whose desire and intention is to be a successful businessman. The programme was coordinated by Ms. Mural Cutinha. oordinated the programme
- The Department organised book review on "Digital Marketing" by Damian Ryan and Calvin Jones for the benefit of III BA(HRD) students on 12 Feb. 2019. Book review was done by Ms. Advitha. The objective of the review was to develop critical reading skills by identifying authors perspectives and to know about digital marketing techniques. The Programme was coordinated by Mrs. Deepashree Shenoy

STUDENT FACULTY PROGRAMMES

Facing an interview

A student faculty programme was organized on 29 June 2018 on the topic "Facing an interview" for I BBA 'A' by Likhitha and Nishvitha of III B.Com. The objective of the programme was to inculcate leadership qualities among students. Presenters explained the various qualities required by the interviewee to meet the job. It was an interactive session. The programme was coordinated by Mrs. Kavitha Prabhu

Internet Marketing

The Marketing Department organized a student faculty programme on 29 June 2018 for I BBA 'A' by Hamza, Venkatesh and Swaroop Kotian of III B.Com on the Topic "Internet Marketing". The objective of the programme was to inculcate leadership qualities among students.

Presentation explained about various dimensions of internet marketing and specialized areas of internet marketing. Students were engaged in creative activities throughout the session. The programme was coordinated by Mrs. Kavitha Prabhu. Student faculty programme.

Green Marketing

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

Digital Marketing

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

Guerilla and Virtual Marketing

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

Self-Motivation

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

motivational skills. The programme was coordinated by Mr. Akshith Kumar K.

Consumer Response to Billboard Advertising

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

Modern branding offline and online

The Marketing department conducted a student faculty programme on 16 January 2019 for II BA (HRD) by Chithra and Vaishnavi of II BBA 'A' on the topic "Modern branding offline and online". The objective of the programme was to acquaint the skills on modern branding concepts. The student faculties enriched the knowledge among the students about the various modern online and offline brands. This programme was coordinated by Mr. Akshith Kumar K.

Consumer Rights and Redressal Forum

The Marketing department conducted a student faculty programme on 12 March 2019 on the topic "Consumer Rights and Redressal Forum" for I BBA 'A' by Nishal Kunder and Hamza Godil of III B.Com. The objective of the programme was to provide information on widely accepted basic consumer rights and redressal forums. The programme was coordinated by Mr. Akshith Kumar K.

Modern Marketing

A student faculty programme was organised on the topic marketing on 15 March, 2019 by Shrija and Kirti of III B.Com. for the I BBM 'C' students under the guidance of Mrs. Deepashree G Shenoy. The objective of this programme was the importance of marketing for an organisation in the modern era. The programme emphasised on how

marketing has been continuously changing its focus and goals keeping in view the changing marketing environment, the shift from the sellers to the buyer's market and the role marketing plays in any organisation and is one of the key factors for its success. Marketing is responsible for selling new products and creating customer loyalty. The students were made aware about how marketing played an important role in building a company's reputation and how building good customer relationships is one of the most important parts of marketing and the success of it lies in creating customer value.

PAPER PRESENTATIONS

Entrepreneurship Ladder to Success or Failure

The Marketing department organized a paper presentation on 18 July 2018 on the topic "Entrepreneurship Ladder to Success or Failure". The paper was presented by Sawan and Sumanth of III BA(HRD). The questionnaire was distributed to the students in order to know their perspective with regard to entrepreneurship. Based on the findings, suggestions were given. They also identified various problems faced by young entrepreneurs and suggested how youngsters can be motivated to take up entrepreneurship. The programme was coordinated by Ms. Mural Cutinha.

Stress Management

The association organized a paper presentation on the topic "Stress Management" for III B.Com on 19 July 2018 by Mr. Hamza and Mr. Swaroop of III B.Com. The objective of the programme was to improve the presentation skill and enrich the knowledge of the students. The programme was coordinated by Mrs. Kavitha Prabhu.

Human Resource Accounting

The association organized a paper presentation on the topic "Human Resource Accounting" Management" for III B.Com on 4 March 2019 by Ms. Ashika and Ms Nishmitha of III B.Com. The objective of the programme was to improve the presentation skill and enrich the knowledge of the students. The programme was coordinated by Mrs. Kavitha Prabhu

GROUP DISCUSSION

Digital Marketing

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

Inclusion of Soft skills in Curriculum

The Marketing department organized a group discussion on the topic "Inclusion of Soft skills in Curriculum" for II BBA 'A' on 11 September 2018. The objective of the programme was to enhance the knowledge and to improve critical thinking ability of the students. The programme was coordinated by Ms. Mural Cutinha.

Video Review

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

SKILL ENHANCEMENT ACTIVITIES

Audio Visual Promo

The Marketing association conducted an Audio Visual Promo on 26 July 2018. Participants were asked to make a video on a specific product and present it. The event was judged on the basis of creativity. The judges were Mr. Praveen D. and Ms. Murel Henrita Cutinha.

Brand Wars

The association conducted Brand Wars competition on 9 July 2018. The participants were given brand names & had to perform in a team of two. The competition was judged on the basis of the contents and communication skills. The event was judged by Ms. Sanjana Rao & Ms. Murel Henrita Cutinha. The event was coordinated by Mr. Praveen D.

Jingle Writing

The association conducted Jingle Writing competition on 12 July 2018. The participants were supposed to write a jingle for a chocolate company. This event was done through online to boost the usage of social media and to encourage to participate in large number and in a convenient time. It was judged by Mr. Praveen D. and monitored by Roshin Alex John.

Slogan Writing

The association conducted Slogan Writing competition on 11 August 2018. The contestants were asked to write slogans for the given brand names or products. The event was judged by Mr. Gururaj Bhat and Mr. Sumesh. The competition was judged on the basis of participant's ability to understand the brand, write attractive and convincing slogans.

Logo Quiz

The association conducted Logo Quiz competition on 20 August 2018. The participants were asked to identify the logos and write the associated brands. It was judged on the basis of participant's ability to identify the highest numbers of logos. The event was coordinated by Ms. Murel Henrita Cutinha.

MAD Ad

Participants were given the topics on the spot. Based on that they have to prepare an Ad and present it. Marks were given on the basis of presentation, team coordination and creativity.

Merge

Merge is a case analysis competition. It's a case in which the participant has to analyse the case and give their conclusion whether the company has to merge with their competitors in order to survive in the market. Participants were also told to write down the marketing strategies the merged companies would take up. Marks are allotted for analysing and giving solution to the four questions given to them in the case.

Convince Me

The association conducted convince me skill enhancement activity for

the students. the participants were made to convince the judges with a product individually. marks were allotted on the basis of their way of presenting ,product characteristics, convincing ability and pricing strategies. it was coordinated by Mr. Praveen D.

Product Launch

The association conducted Product Launch competition on 30 January 2019. It is an event in which participants will be asked to launch their own product in an innovative way. The competition was judged on the basis of creativity, presentation, and team work. The event was judged by Mr. Praveen D. and Mr. Sumesh.

Retro

The association conducted Product Launch competition on 4 February 2019. The participants were given old products and defective products. They must convince the judges to purchase their product. The competition was judged on the basis of their convincing ability. The event was judged by Mr. Praveen D. and Mr. Akshith Kumar.

EXTENSION ACTIVITIES

Date	Venue	Faculty In-Charge
4 August 2018	Fish Market, State Bank, Mangalore.	Mrs. Kavitha Prabhu & Mural Cutinha
9 February 2019	Marroor Aluminium & Interiors, Kullur.	Mr. Akshith Kumar K. & Mrs. Kavitha prabhu
9 February 2018	University College Mangalore	Mr. Praveen D
9 February 2019	Esteem Engineering Company, Baikampady.	Mr. Akshith Kumar K. & Mrs. Kavitha prabhu
9 February 2019	D.K. J. P. Lower Primary School, Mannagudda.	Mrs. Deepashree Shenoy
3 March 2019	Auto drivers in Kankanady, Auto Park	Mrs. Kavitha Prabhu
3 March 2019	Petty Shopkeepers at Kudroli Area	Mrs. Kavitha Prabhu

List of Prize Winners

Brand Wars

I	Vikas Varma	II BBA 'A'
	Akshay Sharma	II BBA 'A'
II	Mahima	I BBA 'A'
	Ashwin	I BBA 'A'
III	Nelson Jack Lobo	III BCA 'A'
	Reshma	III BCA 'A'

Audio Visual Promo

I	Joel D'Souza	III BCA 'A'
	Nelson Jack Lobo	III BCA 'A'
II	Vivek Mithra M	III BBA 'B'
	Ashish Prasad	III BBA 'B'
III	Vignesh S N	I BBA 'C'
	Dhanush Kumar K	I BBA 'C'

Logo Quiz

I	Dev Banker	II BBA 'A'
	J Shreyas Bhat	II B.Com
II	Akhil Raj K	II BBA 'A'
	Rahil K P	II BBA 'A'
III	Elvis Rego	II BCA 'B'
	Saurav S Kumta	II B.Com

Convince Me

I	Mayank Patodi	II BBA 'C'
II	Ashish Prasad	III BBA 'B'
III	Abishek Kotecha	III BBA 'C'

Slogan Writing

I	Shafwa	I BA(HRD)
II	Ananya Shetty	I BBA 'C'
III	Sucheth	III BBA 'C'

MAD - AD

I	Yajnesh	III BBA 'B'
	Vivek Mithra M	III BBA 'B'
II	Sagar M	III BCA 'A'
	Nelson jack lobo	III BCA 'A'
III	Chandan	I B.Com
	Vignesh	II B.Com

Merge

I	Vivek Mithra M.	III BBA 'B'
II	Ashish Prasad	III BBA 'B'
III	Rashmi Ramesh Achari	III BBA 'C'

Product Launch

I	Vivek Mithra M	III BBA 'B'
	Nelson Jack Lobo	III BCA 'A'
II	Abishek Kotecha	III BBA 'C'
	Ritika	I BA(HRD)
III	Vignesh Baliga	II B.Com
	Saurav S Kumta	II B.Com

Retro

I	Harshitha B	I BA(HRD)
II	Skanda	I BBA 'A'
III	Nithesh	I BBA 'A'

Jingle Writing

I	Chitra Rao K. P.	II BBA 'A'
II	Shafwa	I BA(HRD)
III	Vaishnavi	I B.Com

HUMAN RESOURCE 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 : **Roshni Meena** III BBA 'A'
Lavanya III B.Com

Student Secretaries

III BBM 'A' Ashwini
III BBM 'B' Ayesha Anam
III BBM 'C' Thaseen
III B.Com Gauthami Nayak
III BCA 'A' Krithi
III BCA 'B' Thuvisha Y. Amin
III BA (HRD) Amra Zuman

ACTIVITIES

Inauguration

The HRD association was inaugurated on 14 July 2018. Ms. Dhamini Jogi, HR Coordinator, Convergys India, Bengaluru, also an alumnus was the guest. She spoke about the objectives and activities of the human

resource association. She shared her experiences and said that participation in various activities of the association have helped her to enhance the confidence and decision making skill. Dean, Mrs. Gayathri presided over the program and explained the importance of human resource in development and growth of the organization. She encouraged the students to participate in various activities in order to enhance their personality. Roshini Meena presented the plan of action, Shreya welcomed the gathering, Spoorthi proposed the vote of thanks. The programme was compeered by Ashwin. Mrs. Anasuya, Mrs. Preethika and Ms. Shreeprajna coordinated the programme.

GUEST LECTURERS

Awareness on Scholarship

The HR department organized a guest lecture on "Awareness on Scholarship" on 11 July 2018. Mr. Narayan Nayak, Rtd. Teacher, Siddakatte was the resource person. The objective of this programme was to make students aware about different types of scholarships provided by the government to the students. He spoke about various websites dealing with the scholarship and its procedures. Rohsini Meena introduced the guest and Lavanya proposed the vote of thanks. The programme was coordinated by Mrs. Anasuya.

Leadership during Times of Complexity and Change

The department organized a guest lecture on the topic "Leadership during Times of Complexity and Change" for III BBA on 8 August 2018. Mr. Dhanraj, H.R. Executive, Brand Factory, Mangaluru was the resource person. The objective was to impart students about the role of HR during times of complexity and change. Speaker spoke about their duties, process of recruitment, performance management, employee engagement, employee motivation etc. He also spoke about various new softwares to ease the work of an organization. The programme was coordinated by Mrs. Anasuya.

Impact of Media

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

Human Resource Accounting

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

Value Based Education

HR department organized a Guest Lecture on "Value Based Education" on 17 January 2019. Mrs. Harini Shetty, Projector Coordinator, Urban Research Centre, Mangaluru was the resource person. The objective of this programme was to make students aware about value based education system. The guest speaker spoke about the need of introducing value based education in the present society. The programme was coordinated by Mrs. Anasuya.

STUDENT FACULTY PROGRAMMES

Effects of Social Media on Students and New Technologies Used in Organization

The HR association organized a student faculty programme on the topic "Effects of Social Media on Students and New Technologies Used in Organization" for I BA (HRD) by Nelson of III BCA on 4 July 2018. The objective was to enhance the communication and presentation skills of

the student. Nelson explained the effect of social media on student with the example and new technologies used in the organization, with its pros and cons. Mrs. Anasuya coordinated the program.

Journal Entries

The HR association organized a student faculty programme on the topic "Journal Entries" for II BA (HRD) by Ms. Krithi Pal, III B.Com on 16 July 2018. She explained about the journal, types of accounts and rule of double entry system. Journal entry and the steps to be followed for recording entries were taught to the students. Mrs. Gayathri K. organized the session.

Business Federation

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

Products to Solve Social Problems

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

Talent Management

The HR association organised a student faculty programme on the topic "Talent Management" for II BA (HRD) by Ms. Vaishali of III BBA 'C' on 23 February 2019. The objective was to enhance the communication and presentation skills. Ms. Vaishali explained the implementation of talent Management, the pillars of talent Management and ways to improve it. Ms. Parinita coordinated the programme.

Smartphone Addiction

The HR association organised a student faculty programme on the topic "Smartphone Addiction" for II BA (HRD) by Ms. Sreeja of III B.Com on 9 March 2019. Ms. Sreeja explained the effects of smart phone addiction and how to overcome it. Ms. Parinita coordinated the programme.

Personality development

The department organized student faculty programme on the topic "Personality Development by N. Vaishalid Kudva of III BBA 'C' for I BA (HRD) on 2 April 2019. The objective was to make student aware of the importance of personality. She stressed about the key points how to develop personality and role of personality. Students actively participated in the session. Mrs. Preethika Dharmapl coordinated the programme.

EXTENSION ACTIVITIES

Date	Venue	Faculty In-Charge
04-08-2018	Govt Primary School, Mannagudda, Mangalore	Mrs. Anasuya
10-08-2018	Canara Girls High School, (Main) Mangalore	Mrs. Preethika Dharmapal
25-08-2018	Govt Primary School, Mannagudda, Mangalore	Mrs. Anasuya
29-09-2018	Mangala food & Beverages Industry, Baikampady, Joy Soft Drink, Mangalore	Mrs. Anasuya
12-10-2018	Lassi Shop, Ballalbhgh	Mrs. Preethika Dharmapal
07-10-2018	Shree Ramakrishna Vidyarthi for Working Woman	Mrs. Preethika Dharmapal
09 -10-2018	Guru Darshan PG for students	Mrs. Preethika Dharmapal
12-10-2018	Mangalore City Kitchen for Workers	Mrs. Preethika Dharmapal
09-02-2019	Mangala Jyothi Integrated School, Vamajoor	Mrs. Anasuya
06 -03- 2019	Somayaji Construction, Mangalore on	Mrs. Anasuya
09 -02- 2019	Govt Urdu HP School Kudroli Mangalore	Mrs. Preethika Dharmapal
06-03-2019	Yafco Resins, Manjeshwar	Mrs. Anasuya
09-02-2019	Urdu Higher Primary School, Kudroli Mangalore	Mrs. Preethika Dharmapal
09-02-2019	Mangala Jyothi Integrated school, Vamajoor	Mrs. Anasuya
09-02-2019	St. Peter's Higher Primary School, Derebail	Mrs. Parinita Salian
19-02-2019	Deccan Plast, Baikampady	Mrs. Parinita Salian
11-03-2019	Digantha Mudrana Ltd., Mangalore	Mrs. Parinita Salian
03-04-2019	Lamin Frame Gallery Alake Mangaluru on	Mrs. Preethika Dharmapal

SKILL ENHANCEMENT ACTIVITIES

First Impression

Resource Hub association conducted 'First Impression' competition on 25 July 2018. The objective was to improve the creative skill of the student. It was an individual event where the participants had to submit their hand written CV to create a best impression. The competition was judged on the basis of creativity of the students. Mrs. Preethika Dharmapal and Mrs. Anasuya coordinated the programme

Just a Minute

Resource Hub association conducted 'Just a Minute 'competition on 30 July 2018 on topics related to HR Trends and Current issues. The objective of this competition was to improve the communication skill of the students. It was an individual event where the participants had to speak on a given topic continuously for one minute, without repetition and mistakes. The competition was judged on the basis of convincing skills, managing skills and command over the language. Mrs. Preethika Dharmapal and Mrs. Gayathri coordinated the programme .

Reproach

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

HR Case Study

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

Paper Presentation

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

Let's Hire

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

Mock interview

The resource hub association conducted mock interview competition on 17 January 2019. The objective of the event was to enrich the knowledge of the students and to make them ready for the job market. The participants were asked to carry their resumes for a particular post for the interview. The event was judged on the basis of body, language, presentation, communication skill and knowledge interviewee. The event was judged by Ms. Sanjana. The programme was coordinated by Mrs. Preethika Dharmapal.

Quiz

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

Debate

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

Debate

The Resource Hub association conducted Debate competition on 18 February 2019. The objective was familiarize the students with the current events in the field of HR. The participants were innovative and creative. Mrs. Preethika Dharmapal coordinated the event.

Quiz

The association conducted Quiz competition on 8 March 2019. It was a group event. The objective was to develop competencies and also make the students aware of the recent trends in human resource in corporate sectors. Quiz is conducted by Roohi, Aisha and Fathima of III BBA 'B'. The programme was coordinated by Mrs. Anasuya.

Paper Presentation and Quiz

The association conducted Paper presentation and Quiz competition on 30 March 2019. Samridh of II BBA 'C' presented the paper and conducted the quiz. The objective was to enlighten the students about ombudsman scheme used in bank and also make the students aware of the recent trends in banking sector followed by Quiz. The programme was coordinated by Mrs. Anasuya.

Book Review

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

- The HR association conducted a book review on the book "Career Women and Work Life Balance" authored by Dr. B. Revathy and Dr. C. Geetha on 20 September 2018 by Adline of I BA(HRD). The objective of the book review was to brief the students about the books available in the field of management and to enhance the reading skills among students. The book unfolded different aspects of factors influencing work life balance of an individual, measurement of level if work life balance and identifying the constructs of work life balance. The activity was coordinated by Mrs. Anasuya.
- The HR association organized a book review on 30 January 2019. Ms. Harshitha of I BA(HRD) reviewed the book "Information Technology" authored by Ms. Sumithra Aora. The objective of the activity was to brief the students about the books available in the field of management and new technology and to enhance their reading skills. The book unfolded the different aspects of Computer Technology in E-Banking. The event was coordinated by Mrs. Anasuya.

Paper Presentation

The HR association organized paper presentation for II BHRD on the topic "Lesser known heroes of India" on 12 and 19 January 2019 by Ms. Spoorthi, Prathiksha, Aman, Anant & Stanly. The objective of this programme was to enlighten the students about the achievements of various individuals. The programme was coordinated by Mrs. Gayathri.

The association organized paper presentation on the topic "Cyber Crime and Securities" for III BA (HRD) on 26 February 2019 by Amra of III BA (HRD). The objective of this programme was to enlighten the student about current topic. Mrs. Anasuya coordinated the event.

The association organized paper presentation on the topic "HR Policies" by Abhishek Kotecha of III BBA 'C' for III BBA on 5th March 2019. The objective was to enlighten the student about current scenarios. The programme was coordinated by Mrs. Anasuya

List of Prize Winners

First Impression

I	Maya D. Vyas	II BBA 'A'
II	Krithi Pal	III B.Com
III	Spoorthi	I BCA A

Just a Minute

I	Vivek Mithra M.	III BBA 'B'
II	Shreya Hegde	II B.Com
III	Nelson Jack Lobo	III BCA 'A'

Reproach

I	Samridh S. Shetty Adline Princia D'Souza	II BBA 'C' I BHRD
II	Rajivi Kamath Manish Raj M.	II B.Com II B.Com

Case Study

I	Vivek Mithra M.	III BBA 'B'
II	Ashwin Prabhu Joel D'Souza	I BBA 'A' III BCA 'A'

Paper Presentation

I	Nikhil Joel D'Souza	III BCA 'A' III BCA'A'
II	Reshma Nelson Jack Lobo	III BCA 'A' III BCA'A'

Let's hire

I	Punith	III B.Com
II	Vivek Mithra M.	III BBA 'B'

Mock interview

I	Roshin Alex John	III BBA 'B'
II	Vivek Mithra M.	III BBA 'B'
III	Vaishali Kudva	III BBA 'C'

Debate

I	Roshin Alex John	III BBA 'B'
II	Shivani	III BBA 'A'
III	Nelson Jack Lobo	III BCA'A'

ECONOMICS ASSOCIATION

Motto/ Vision : **To make Economics more appealing to the students of Management, Commerce & HRD.**

Theme : **Awareness of Globalization & Economic system**

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
- Through light on how economics is helpful to management and business activities.

Staff coordinators : **Mrs. Shashikala K. G.**
Mr. Prasanna Kumar T.

Student Coordinator : **Sneha S.** III BBA 'A'
Annapoorna III B.Com

Student Secretaries:

III BBA 'A' Ashwathi K.
III BBA 'B' Shahin Parveen
III BBA 'C' Anchal Jain
III B.Com Pooja
III BCA 'A' Sharan Prakash
III BCA 'B' Manisha
III BA (HRD) Shreelakshmi

ACTIVITIES

GUEST LECTURES

Economics of Supply Chain

The Economics department organized a guest lecture on the topic "Economics of Supply Chain" for II BBA 'B' on 19 January 2019. Deepika Suvarna, Senior Associate Lead BPHR, Infosys, Mangaluru was the

resource person. The objective of the programme was to impart knowledge on Economics of supply chain. She stressed that the supply chain helps a company to turn the raw materials into finished goods and services for the customer. She also added that the finished product can go either to a wholesaler, a retailer, or directly to the consumer. The wholesaler or distributor consolidates the products from around the world. She interacted with the students and motivated them to express their opinions on this move. The talk proved to be very useful to the students. The session was coordinated by Mrs. Shashikala K.G.

EXTENSION ACTIVITIES

Date	Venue	Faculty In-Charge
10-8-2018	Canara Girls High School, Mangaluru	Mrs. Shashikala K.G. & Prasanna Kumar T.
18-8-2018	Cassia Tile Factory, Jeppu, Mangaluru	Mrs. Shashikala K.G.
08-9-2018	Bhagini Samaja Orphange, Mangaluru	Mrs. Shashikala K.G.
09-2-2019	Chinmaya Higher Primary School, Bunts Hostel.	Mrs. Shashikala K.G.
09-2-2019	Hotel Chicken lagun, Mangaluru	Mrs. Shashikala K.G.
16-2-2019	Yenepoya Saw Mill, Ashoknagar, Mangaluru	Mrs. Shashikala K.G.

STUDENT FACULTY PROGRAMME

Economics and Business Environment

The Economics department organized a student faculty programme for I B.Com on 29 June 2018 on the topic "Economics and Business environment" by Shreeja of III B.Com. The objective of the programme was to make students aware of the vast factors of environmental effects on business. She 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. The programme was coordinated by Mrs. Shashikala K. G.

Digital Payments

The Economics department organized a student faculty programme for II BBA 'C' on 29 June 2018 on the topic "Digital Payments" by Pratheeksha Baliga of II B.Com. The objective of the programme was to make students aware about different types of digital payments. She stressed that Digital payments saves us from long queues of ATMs and banks. The programme was coordinated by Mr. Prasanna Kumar T.

Observation of World Population Day

A student faculty programme on the topic "Is over population a Global Crisis" was organized by the Economics department in observation of World Population Day on 11 July 2018 by Mohammed Junaid of III BCA 'B' for II BBA 'B'. He highlighted the problems of over population and need of a larger human resource than a larger population. Growing population would put more pressure on existing housing sector, transport system, health care, education, ecology, natural resources and food production. Students actively participated in the session. The programme was coordinated by Mrs. Shashikala K. G.

Demonetization : Success & Failures

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

Agriculture Entrepreneurship

The Economics department organized a student faculty programme for I BBA 'C' on 16 January 2019 on the topic "Agriculture Entrepreneurship" by Shreeja of III B.Com. The objective of the programme was to make students aware of the importance of Agricultural Entrepreneurship. She stressed about the key points how to be a Successful Entrepreneur in Agriculture and the role of agri-

entrepreneurship and farming innovations for youth in agriculture engagement. Students actively participated in the session. Mrs. Shashikala K. G. coordinated the programme.

SKILL ENHANCEMENT ACTIVITIES

Book Review

The Economics department organized a book review on "Management Wisdom" authored by Pramod Batra and Vijay Batra on 30 June 2018 for II BBA by Pooja of II BBA '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. The student emphasized that the book helps us in moulding personality to achieve success. The programme was coordinated by Mrs. Shashikala K. G.

Quest for Knowledge

The Economics association conducted Quest for knowledge competition on 30 July 2018. The objective was to provide a platform to the students to exhibit their potentials. It also motivated them and gave an exposure to economics business and industries of our country. Mrs. Shashikala K.G. and Mr. Prasanna Kumar T. coordinated the programme.

Inauguration of Economics Association

The inauguration of Economics association was held on 12 July 2018 in the conference hall. Ms. Sushmitha Achar, CEO of Ornate Creations, Chennai was the chief guest. In her inaugural address, she quoted that in something and nothing, there is a "thing", that "thing" is everything that will help us make a lot of things. She informed the students to learn from their mistakes and to develop positive attitude by narrating a story. The Principal, Prof. Aruna P. Kamath in her presidential address, she stressed on group dynamism, leadership qualities and sharpening all the abilities. She also highlighted that the secret of success is not competing with others but competing with ourselves. Sneha presented the association's plan of action for the academic year. Pooja Achar introduced the chief guest. Annapoorna welcomed the gathering and

compeered the programme. The programme was coordinated by Mrs. Shashikala K.G and Mr. Prasanna Kumar T.

Knock out and Drag out

Economics Association conducted a debate competition on 24 August 2018 on the topic "Paytm". The objective was to enlighten the students about advantages and disadvantages of Paytm. Large number of students actively participated in the competition. The programme was coordinated by Mrs. Shashikala K. G.

Turn Coat

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

Group Discussion

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

Group Discussion

Group discussion was organized by the Economics department on 5 January 2019. The objective of the discussion was to improve the communication skills, team building, and analytical skills of the students. Students were divided in to three groups. Globalization: an opportunity or a threat and digital payments was the topic for discussion. Mrs. Shashikala K.G. coordinated the programme.

Photo Montage

The Economics department conducted Photo montage competition on 14 January 2019. The objective of the activity was to bring out the creativity and develop team spirit among the participants. The students participated with great enthusiasm by exhibiting their potential in the given areas. The event motivated the students and gave an exposure to learn more about manufacturer and agriculture industry. Mrs. Shashikala K.G. coordinated the programme

Book Review

A book review on "Demand" by Adrian J. Slywotzky, was conducted for I BBA 'C' on 17 January 2019 by Ms. Syeda Mehrunnisa of I BBA 'C'. 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. Adrian J. Slywotzky mentioned that the Demand is one of the few economic terms almost everyone knows. Demand drives supply. When demand rises, growth happens jobs are created, the economy flourishes and society thrives. The book helped the students to analyze that demand searches for clues as to where demand really comes from, and why, and how we might control it. Mrs. Shashikala K.G. coordinated the programme

Panel discussion Union Budget-2019

The Economics department conducted a panel discussion on 3 February 2019 on "Union Budget-2019". Students presented the topics such as Education, Railways, Agriculture, Banking, Rural development etc. The session was conducted to create awareness on the implications of union budget of 2019 and to enhance their analytical skills. The session provided the students an opportunity to deliberate upon the union Budget-2019. Mr. Prasanna Kumar T. was the coordinator.

Paper presentations

E-Banking services- their future in India

Economics department conducted paper presentation on 2 March 2019 on the topic "E-Banking services- their future in India". The topic was presented by Pooja II BBA 'B'. It enriched the students' knowledge about

the E-Banking services. She highlighted that E-banking system is growing its roots in developing countries like India. E-banking is the sign of the future. The programme was coordinated by Mrs. Shashikala K.G.

CRM and Digital banking

Economics department conducted paper presentation on 9 March 2019 on the topic "CRM and Digital Banking". The topic was presented by Niveditha II BBA 'B'. She highlighted that ultimate performance of a bank depends upon the satisfaction of its customers. Thus it enhanced the students' knowledge about CRM and Digital banking. The programme was coordinated by Mrs. Shashikala K.G

List of Prize Winners

Quest for Knowledge

I	Krithi Pal	III B.Com
	Aishwarya Shenoy	III B.Com
II	Akshatha	III B.Com
	Ramyashree	III B.Com
	Mohammed Hillal	I BCA 'A'
	Karthik H.	I BCA 'A'
III	Aneesh Krishna	III B.Com
	Shivangi	III BCA 'A'
	Nishmitha	III B.Com
	Akshatha	III B.Com

Turn Coat

I	Vivek Mithra	III BBA 'B'
II	Roshin Alex John	III BBA 'B'

Knock Out and drag out

I	Vivek Mithra	III BBA 'B'
	Roshin Alex John	III BBA 'B'
II	Vaishali	III BBA 'C'
	Rashmi	III BBA 'C'
III	Mahima	I BBA 'A'
	Ashwin	I BBA 'A'

Collage

I	Rohan Shetty	I BBA 'C'
	Ananya Shetty	I BBA 'C'
II	Sheema	I BBA 'C'
	Ramitha	I BBA 'C'



COMMERCE ASSOCIATION - Commercio

Motto/Vision : **To inculcate the financial dependencies among the students**

Theme : **U- Commerce -Universality, Uniqueness & Unison**

Staff Coordinators : **Mrs. Manju**
Mr. Thilakraj G.
Mrs. Veena D. Kotian
Ms. Sanjana

Student Coordinators : **Ms. Krithi Pal**
Ms. Adline Sandra D' Mello

ACTIVITIES

Inauguration and orientation

The inaugural and orientation of the Commerce association was organized on 6 July 2018. Mr. Vijay Kumar Shetty, Branch Manager of Life Insurance Corporation, Mangalore was the inaugurator. He enlightened the students about the importance of participating in the skill enhancement activities and how these activities help students in the job markets. Kriti pal explained the theme of the association for the academic year 2018-19, Adline presented the plan of action. Principal, Prof. Aruna P. Kamath, coordinator of association Mrs. Veena D. Kotian, Mrs. Manju, Mr. Thilakraj were present.

GUEST LECTURE

Professional Course Orientation

The Commerce department organized a professional course orientation programme for I year on 28 June 2018. Mr. Santhosh, CA, was the resource person. The objective of the programme was to create awareness about the importance of professional courses and changes

in the examination patterns. The resource person told that professional courses have become the need of the day. Active interaction took place. Mrs. Manju H. coordinated the programme.

Value Education on Personality Development

The Commerce department organized a value education program for II year students on 5 July 2018 by Nama Nisht Das from ISKON at Conference hall on the topic "Personality Development". The objective of the programme was to improve & develop good qualities & values among the students. He highlighted the importance of three quotients like emotional, intelligent and spiritual. He stressed the way of leading happy & simple life. The programme was coordinated by Mrs. Manju H.

Insurance Industry and Realignment

The Commerce department organized a guest lecture on the topic "Insurance Industry and Realignment" on 9 July 2018 by Mr. Vijay Kumar Shetty, Branch Manager LIC, Mangalore, for B.Com. The objective of the programme was to create awareness on LIC, Insurance sector and IRDAI. Speaker in his address said that the country's largest insurer is LIC of India and performing better in the insurance sector. The programme was coordinated by Mr. Thilakraj G.

Advertisement and Web Marketing

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

marketing and its role in our future. Students actively participated. The programme was coordinated by Mrs. Veena D Kotian.

Stress Management in Organization

The Commerce department organized a guest lecture on 20 September 2018 for III BBA 'B' on the topic "Stress Management in Organization". Prof. Sushma V, Asst. Professor, Dept of MBA, Sahyadri College was the resource person. The objective of the programme was to make students understand the methods to overcome stress in the workplace. She explained how stress is a part of human life with its effects on body and mind and the strategies to manage stress effectively. The programme was coordinated by Ms. Sanjana.

Investor awareness programme

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

Company Secretary

The department deputed students of I B.Com, III B.Com & III BBM to attend a programme on Company Secretary, organized by the Institute of Company Secretaries of India on 3 July 2018 at SDM Conference Hall.

Career Guidance Programme

Commerce department organized a guest lecture on Career Guidance on 17 January 2019 for II B Com. Ms. Prisca Furtado, Correspondent of IMA B School, department of ACCA & CMA was the resource person. The objective of the programme was to provide awareness about various professional courses available to the students and its importance in the present era. The resource person explained about the course ACCA and CMA in detail including papers, exams and fees and the future opportunities available to the students after completing the course. The programme was coordinated by Mrs. Veena D. Kotian.

Entrepreneurship in U-Commerce

The Commerce dept. organized a guest lecture on 13 Aug. 2018 for III B.Com on the topic "Entrepreneurship in U-Commerce". Ms. M. Swarnagowri Joshi, Senior Audit Asst. was the resource person. The objective of the programme was to inspire the students to start their own venture & inculcate the entrepreneurial qualities in them. The students actively participated. The programme was coordinated by Ms. Sanjana.

STUDENT FACULTY PROGRAMMES

Motivational Leader

The Commerce department organized a student faculty programme on 29 June 2018 by Rakshitha of III B.Com for I B.Com on the topic "Motivational Leader". The objective of the programme was to enhance their ability to develop confidence. The programme was coordinated by Mr. Thilakraj G.

Treatment of Goodwill According to Accounting Standard 26

A student faculty programme was organized by the department of commerce on the topic "Treatment of goodwill according to accounting standard 26 on 2 July 2018 by Anil of III B.Com for the II B.Com students. Presentation was done on the revised treatment of goodwill issued by Institute of Chartered Accountants of India along with the journal entries for the same. Mrs. Veena D. Kotian coordinated the programme.

SEBI and its importance

The commerce department organized a student faculty programme on 7 and 8 January on the topic SEBI and its importance in stock market operations by Adithya and Meghana Rao of I B.Com. The objective of the programme was to improve communication skill and self-confidence. Mrs. Manju H. coordinated the programme.

Life story of successful Business men

The Commerce department organized a student faculty programme on 28 January 2019 on the topic "Life story of successful Business men" by students of I B.Com. The objective of the programme was to improve self-confidence. Mr. Thilakraj G. coordinated the programme.

Business Etiquette

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

Stock Exchange - its operations

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

SEBI -Functions and Powers

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

Branding and its Types

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

Managing Corporate Culture

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

Consumer Behavior and its Influencing Factors

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

Local Government

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

Working with Superior

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

Stock Marketing

The Commerce association organized a student faculty programme on the topic 'Stock Marketing' by Ashish Prasad and Maclean Crasta of III BBA 'B' for I BCA 'A' on 26 July 2018. The objective of the programme was to share the knowledge of advanced learners with the peer group. The programme was coordinated by Ms. Sanjana.

How to Overcome Cellphone addiction

The Commerce association organized a student faculty programme on the topic "How to overcome Cell phone addiction" by Shreeja and Keerthi of III B.Com for I BBA 'B' on 14 March 2019. The objective of the programme was to share the knowledge of advanced learners with the peer group. The programme was coordinated by Ms. Sanjana.

GST And It's Impact on Indian Economy

The association organized a student faculty programme on the topic "What is GST? And it's impact on Indian economy" by Krithi Pal of III B.Com for I B.Com on 9 August 2018. The objective of the programme was to share the knowledge of advanced learners with the peer group, improve the knowledge on the topic and analytical skills. The programme was coordinated by Ms. Sanjana.

Career Planning and Process.

The Commerce department organized a student faculty programme on the topic "Career Planning and Process" for I BA (HRD) by Mr. Amar Raj, III BA (HRD) on 15 February 2019. The objective of the programme was to develop knowledge on various stages in career planning process. The programme was coordinated by Mrs. Manju H.

Advertisement Copy and its Essentials

The Commerce department organized a student faculty programme on the topic "Advertisement copy and its essentials" for I BA (HRD) by Mr. Roshan Alex John of III BBA 'B' on 3 March 2019. The objective of the programme was to develop knowledge on various essentials in ad copy development. The programme was coordinated by Mrs. Manju H.

Causes of Stress

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

Entrepreneurship

The Commerce association organized a student faculty programme on the topic "Entrepreneurship" by Mohammed Sahil and Mohammed Shamran of I BBA 'C' on 30 January 2019. The objective of the programme was to make students understand the risks in starting up a new venture, the process of entrepreneurship and to encourage them to start up a new business venture. The programme was coordinated by Ms. Sanjana.

Causes of Stress and Stress Signals

The Commerce association organized a student faculty programme on the topic "Causes of Stress and Stress Signals" by Adline, Kajal and Atul of I BA (HRD) on 11 January 2019. The objective of the programme was to understand the stress signals and the causes behind it and to effectively manage the stress using different methods. The programme was coordinated by Ms. Sanjana.

Impact of Multinational Company on Indian Economy

The Commerce association organized a student faculty programme on the topic "Impact of Multinational Company on Indian Economy" by Hanna of I BBA 'C' on 9 March 2019. The objective of the programme was to know emergence of MNC in India and its impact on Indian Economy. The programme was coordinated by Ms. Sanjana.

Environmental Pollution

The Commerce association organized a student faculty programme on the topic "Environmental Pollution" by Rithika of I B.Com on 9 March 2019. The objective of the programme was to make students aware about various pollutants of environment and mechanism to control the same. The programme was coordinated by Ms. Sanjana.

Banks in Coastal Karnataka

The Commerce department organized a student presentation on the topic "Banks in Coastal Karnataka" by Ms. Manasa from I B. Com on 6 February 2019. The objective of the programme was to create awareness on the origin of banking from coastal Karnataka. The presentation was coordinated by Mrs. Manju H.

Video Review

- The Commerce association conducted a video review for III B.Com on 5 July 2018. 20 minutes Documentary video 'Ambani' was showed to the students. Hamza Godil of III B.Com gave the review on the video to the entire class. The objective of the programme was to make the students aware about the importance of small investments and how these investments will create opportunities in the future.

Students actively participated. Mrs. Veena D. Kotian coordinated the programme.

- The department organized a video review on 11 January 2019 for III BBA on the topic "Value Education through different life situations". The objective of the programme was to inculcate different values in student life. Mrs. Manju H. coordinated the programme.
- The Commerce department organized a video review on 17 January 2019 for B.Com on the topic Individual Development. The objective of the programme was to develop positive qualities in students' life. Mr. Thilakraj G. coordinated the programme.
- The Commerce department conducted a video review for I BA (HRD) on the topic Empathy on 9 Jan 2019. The objective of the programme was to develop an understanding and share the feeling of another in order to help and communicate one's ideas in a way that makes sense to others. The students participated enthusiastically. The programme was coordinated by Ms. Sanjana.
- The Commerce department conducted a video review for I BA (HRD) on the topic Stress Management on 16 January 2019. The objective of the programme was to make the students identify the importance of stress management in organization and how effectively it can be implemented in corporate world. The programme was coordinated by Ms. Sanjana.
- The Commerce department conducted a video review for I B.Com on the topic Moral values and Patience on 5 Jan. 2019. The objective of the programme was to inculcate the moral values in the students and to increase the patience level required for the present generation. The programme was coordinated by Ms. Sanjana.
- The Commerce department conducted a video review on the topic "Team spirit" on 18 July 2018 for BA (HRD) to identify the importance of team spirit and how effectively it can be implemented in a good manner. Mr. Thilakraj G. coordinated the programme.
- Commerce department conducted a video review on the topic "Team Building" for III B.Com on 24= July 2018. The objective of the programme was to develop team spirit among the students. Mrs. Manju coordinated the programme.
- Empathy - The association conducted a video review for III BBA 'B' on the topic 'Empathy' on 19 July 2018. The objective of the programme was to sensitize the students about the need to communicate feelings and ideas with others. The students participated enthusiastically. The programme was coordinated by Ms. Sanjana.
- The Commerce association conducted a video review by Prithvi of II B.Com on 5 September 2018 for II B.Com. The objective of the programme was to make the students aware about the importance of small investments and how these investments will create opportunities in the future. A documentary video 'AMBANI' was showed to the students. Students actively participated. Mrs. Veena D. Kotian coordinated the programme.
- A video review was conducted for III BBA students on 7 September on the topic "Life Values". The objective of the programme was to create awareness on different types of values to be followed in life. The programme was coordinated by Mrs. Manju H.
- The Commerce association conducted a video review for III BBA 'A' on the topic "Stress Management" on 18 September 2018. The objective of the programme was to make the students identify the importance of stress management in organization and how effectively it can be implemented in corporate world. The programme was coordinated by Ms. Sanjana.
- The association conducted a video review for III BBA 'B' on the topic "Building Self-esteem" on 17 September 2018. The objective of the programme was to make the students realize the importance of being positive and having right attitude towards themselves by understanding the importance of self-esteem. The programme was coordinated by Ms. Sanjana.
- The Commerce association conducted a video review for III BBA 'B' on the topic "Positive Attitude" on 23 July 2018. The objective of the programme was to make the students identify the importance to positive attitude and how effectively it can be implemented in corporate world. The programme was coordinated by Ms. Sanjana.

- The Commerce association conducted a video review for I BBA 'C' on the topic 'Respect' on 12 February 2019. The objective of the programme was to make the students adhere to actions and their consequence, avoid unreasonable extreme views or measures and build patience. The programme was coordinated by Ms. Sanjana.
- The Commerce association conducted a video review for I BA HRD on the topic 'Counselling' on 20 February 2019. The objective of the programme was to make the students identify the importance of counselling, its use in professional life and its impact on the adolescents. The programme was coordinated by Ms. Sanjana.
- The Commerce department conducted video review on motivational quotes for III BBM and I BA (HRD) on 11 and 12 February. The objective of the programme was to enlighten the students in various motivational areas in real life situations. The programme was coordinated by Mrs. Manju H.

Quiz

- The Commerce department conducted quiz on Marketing for III BBM 'B', II B.Com, and I B.Com on 26 June 2018. This programme helped the students gain knowledge in the field of Commerce. The programme was coordinated by Mr. Thilakraj G.
- Commerce department conducted a quiz, Punch Line on 12 July 2018. Abhishek of III BBM 'C' was the quiz master. The objective of the programme was to identify the knowledge of students in general areas and to ensure active participation by all. The programme was coordinated by Mrs. Manju H.
- The Commerce department conducted quiz on organizational behaviour for III BBA 'B' on 18 July 2018. This programme helped the students gain knowledge in the field of organization and human behavior. The programme was coordinated by Ms. Sanjana.
- The Commerce department conducted business quiz for III B.Com on 22 September 2018. The objective of the programme was to enrich knowledge on business happenings in the current scenario. The programme was coordinated by Mrs. Veena.
- Quiz was conducted for II B.Com on general knowledge and a recent trend in commerce on 14 September 2018 by Ms. Prathiksha of II B.Com. The objective of the programme was to enhance the knowledge of current areas in commerce. The programme was coordinated by Mrs. Manju H..
- The Commerce association conducted quiz on Indian Constitution on 24 September 2018 for I BCA 'A'. The objective was to develop competencies and also make the students aware of the recent trends in Indian Political System. The programme was coordinated by Ms. Sanjana.
- The Commerce association conducted quiz on Business on 28 Feb. 2019 for II B.Com. The objective was to develop competencies and also make the students and to give information on recent happenings of the business. The programme was coordinated by Mrs. Veena D. Kotian.
- The Commerce association conducted quiz on the topic 'Environmental Pollution' for I BBA 'B' and I B.Com on 19 February 2019. The objective was to develop competencies and also make the students aware of the recent policies related to environmental protection in India. The programme was coordinated by Ms. Sanjana.
- The Commerce association conducted quiz on the topic "MNC Brand Logos" for I BBA 'C' on 8 March 2019. The objective was to develop competencies and also make the students aware of the various MNCs operating in India, identify their Logos. The programme was coordinated by Ms. Sanjana.
- The Commerce association conducted quiz on current affairs for I BBA 'B' on 14 January 2019. This programme helped the students to enrich their knowledge in the field of politics, sports, trade and commerce, technology and prominent personalities. Ms. Sanjana coordinated the programme.
- The Commerce association conducted quiz on riddles, puzzles and abbreviations for First BBA 'C' on 30 January 2019. This brainstorming session helped the students to enrich their knowledge, build soft skills and be more competitive. Ms. Sanjana coordinated the programme.

Book Review

- The Commerce association conducted a book review on a book titled "Banking Technology" authored by Dr. A.S. Rama and Arun Devi on 30 June 2018 for BBA by Rakshitha of III BBA. The book illustrates and explains the importance of efficient payment system which has huge impact on banking sector. The programme was coordinated by Mr. Thilakraj G.
- The Commerce association conducted a book review on a book, titled "How to improve profits with Entrepreneurial strategies FAST-GROWTH MANAGEMENT" authored by Mack Hanan on 18 July 2018 for III BBA. Ashish Prasad of III BBA 'B' reviewed the book stating the need to upgrade the business according to the changing demand. The programme was coordinated by Ms. Sanjana.
- The Commerce association conducted a book review on a book titled "Discover the Diamond in You - the 59 minute guide to Success" authored by Arindam Chaudhuri on 14 February 2019 for I B.Com. Vishwas of I B.Com reviewed the book stating Success is never final just like failure is never fatal. Have the fear of failure, so that we will get the courage to succeed. The book helps to start in the path to discover the diamond within and get inspired. Ms. Sanjana coordinated the event.

Paper Presentation

The Commerce association organized paper presentation on 18 July 2018. The objective of the programme was to create awareness on the respective topics in the dynamic business world. The topics are as follows:

Business intelligence, Supply chain management, Intellectual property rights, Stock broking and investment analysis, PESTLE analysis, Brand Management, B2B and B2C E-Commerce, Portfolio management and Stress management. The presentations were coordinated by Ms. Sanjana.

SKILL ENHANCEMENT ACTIVITIES

Business Quiz

The Commerce association conducted a skill enhancement activity 'Business Quiz' on 13 July 2018. The topics were Business World, General Knowledge, Sports and Modern Developments in the field of commerce. 28 teams participated with great enthusiasm by exhibiting their potentials. The objective was to enhance the knowledge of the students. Secretaries of the association Kriti Pal and Adline were the quiz masters. The programme was coordinated by Mrs. Veena D. Kotian.

Collage

The Commerce association conducted Collage competition on the topic 'Women and E-commerce' on 27 July 2018. The objective was to facilitate team work, understanding with creativity among the students. The event was judged by Mrs. Shwetha Y. and Ms. Sowmya Hegde. The event was coordinated by Mrs. Veena D. Kotian.

Pick and Speak

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

Debate

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

Commerce Exhibition

The commerce association conducted commerce exhibition on 14

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

Paper Presentation

The Commerce association conducted paper presentation on 16 January 2019 on the topic "The effect of digital marketing in the world". The objective of the programme was to develop presentation skills among the students. Large number of students actively participated in the event. The event was judged based on presentation, content & communication. Mr. Akshith judged the event. The programme was coordinated by Mrs. Veena D. Kotian.

Pick and Speak

The Commerce association conducted pick and speak on Current Trending topics related to commerce and management field for I BBA 'B' on 21 January 2019. The objective of the programme was to improve the critical thinking capability of students and to develop confidence of the students. Ms. Sanjana coordinated the programme.

Flipside

The Commerce association conducted a skill development activity Flipside on 29 January 2019 on various topics like online shopping, digital payment and social networking sites. The objective of the event was to improve communication skills and analytical abilities of the students. The students were supposed to speak on the positive and negative side of the given topic. Large number students actively participated. The event was judged on the basis of content, analysis and communication skills of the students. Ms. Sanjana judged the event. The programme was coordinated by Mrs. Veena D. Kotian.

Meet the CEO

The Commerce association conducted a skill based competition Meet the CEO on 12 February 2019. The objective was to evaluate person's ability of communication. It is an individual event where the case related

to the company where given to the participants and as a CEO they have to justify and answer the questions raised from press. The participants were judged on the basis of the presentation and their convincing ability. Ms. Sanjana was the judge of the event.

Product Launch

The Commerce association conducted Product launch on 4 February 2019. The objective of the programme was to evaluate person's ability of critical thinking, communication and creativity. It is an individual event where the participants should come up with the new product and should explain in detail about the product. The event was judged by Ms. Sanjana. The participants were judged on the basis of the presentation and creativity.

Allegation

The Commerce Association conducted Allegation on 21 February 2019. It was an individual event where participants had to face the angry mob of press and handle the situation using HR skills they possess. Criteria for the judgment were based on convincing ability of the participants. The event was judged by Mr. Praveen D.

Treasure hunt

The Commerce Association conducted Treasure Hunt on 26 February 2019. The objective of the programme is to enhance quick and critical thinking among the participants. It is a group event where participants will be given a list of clues which they have to solve. A group which will do the needful in less time will be the winner. Large number of students actively participated in the event.

EXTENSION ACTIVITIES

Date	Venue	Faculty In-Charge
11-8-2018	Kakunje Plastics Pvt. Ltd.	Mrs. Manju H.
25-8-2018	NYM Chips Factory	Mrs. Manju H.
20-8-2018	The Hindu, Daily Newspaper	Mrs. Manju H.
08 -9-2018	Samsung Electronics, Mangaluru	Mrs. Manju H.
04-8-2018	Ganapathy High School, Mangaluru	Mrs. Veena D Kotian

22-3-2019	Vegetable and Retails Shops, Urwa Market,	Mrs. Veena D Kotian & Ms. Sanjana
23-2-2019	Bantwal Taluk	Mrs. Manju H.
13-2-2019	Bank Customers	Mrs. Manju H.
22-1-2019	Forum Mall, Mangaluru	Mrs. Manju H.
09-2-2019	D.K.Z.P. Govt H P School Mannagudda	Ms. Sanjana
09-2-2019	Ashoknagar H P School, Ashok Nagar,.	Mrs. Veena D. Kotian
19-2-2019	Modern Industrial Corporation	Mrs. Manju H.
17-3-2019	Digantha Mudrana Ltd	Mrs. Veena D Kotian

LIST OF PRIZE WINNERS

Business Quiz

I	Aishwarya M & Chaithra K	III BCA 'A'
II	Sagar M & Adithi J	III BCA 'A'
III	Maya D Vyas & Shreyanka Rao & Akhil Raj K & Vikasvarma S	II BBA 'A' II B.Com

Collage

I	Rohan G Shetty & Ananya G Shetty	I BBA
II	Manish Raj & Nikith Poojary	II B.Com
III	Rafa Fathima & Sejal & Pooja & Renitha	I BA (HRD) I BA (HRD)

Pick and Speak

I	Abhishek Kotecha	III BBA 'C'
II	Reshma PN	III BCA 'A'

Debate on Current Issues

I	Roshin Alex John & Vivek Mitra	III BBA 'B'
II	Abhishek Kotecha & Ashwin	III BBA 'C' I BBA 'A'

Commerce Exhibition

I	Nisha, Nishmitha, Akshatha S	III B.Com
II	Annapoorna, Bhoomika, Nishal Kunder	III B.Com

Paper Presentation

I	Samridh S Shetty	II BBA 'C'
II	Omkar	I BCA 'A'

Flip Side

I	Saurav S Kumta	II B.Com
II	Samridh S Shetty	II BBA 'C'
III	Mokshith Suvarna & Vaishali Kudva	I BA (HRD) III BBA 'C'

Product Launch

I	Athul	I B.Com
II	Ishan Salian & Vandan & Saurav S Kumta	I B.Com II B.Com
III	Niriksha shetty Rithika	I B.Com

Meet the CEO

I	Athul	I B.Com
II	Layo	I B.Com
III	Prathviraj K	III B.Com

Allegation

I	Samridh S Shetty	II BBA 'C'
II	Muhammad Salih	I BBA 'B'

Treasure Hunt

I	Sreeja Reddy Deeksha Rao	III B.Com
II	Gaurav Rao & Amog Alva	II BBA 'A'

BUSINESS LAW

Motto/Vision : **To give a legal orientation on business to the students of Business Management.**

Theme : **Legal Literacy of Business**

Objectives

- To create centre of excellence in the field of legal education in business and also to promote multi-disciplinary inquiry and create in our students the practical appreciation of the legal problems facing in the business.

Staff Coordinators : **Mrs. Rashmi**
Mrs. Kavitha K.

Student Coordinators : **Sanjana L. Karkera**
Chandini V. Shet

ACTIVITIES

Inauguration and Orientation Programme

Inauguration of Business law Association was held on 10 July 2018. Mr. K. Premanath an eminent Advocate, Mangalore was the chief guest. He spoke about the importance of law in business and provided a legal awareness in Business. He also motivated the students to make the best use of the activities conducted by the association to gain more skills and confidence. Ms. Maya and Ms. Sanjana welcomed the gathering; Ms. Chandini presented the plan of action for the year 2018-2019. Ms. Nidhi proposed the vote of thanks. Mrs. Rashmi. And Mrs. Kavitha Co-ordinated the programme.

GUEST LECTURE

Career Development

The Business Law Association organized a guest lecture on 7 August 2018 on the topic "Career Development". Mr. Seif Sulthan Sayed,

Founder, HOPE Foundation, Leadership and Management Trainer and Certified NLP Practitioner were the resource person. He enlightened and guided the students in various career aspects where the students can aspire and initiate their career. In his lecture he addressed the students on interpersonal skills, presentation skills, personality development, confidence building, positive attitude and goal setting. The programme was coordinated by Mrs. Rashmi.

Life Excellence

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

STUDENT FACULTY PROGRAMME

Legal Awareness In Formation Of Business

A student faculty programme was held on 20 July 2018 on the topic "Legal Awareness in Formation of Business" by Mac. Ken and Nishanth of III BBA 'A' for II B.A (HRD) students. The objective of this programme is to provide legal information in formation of various businesses. Students actively participated in the session. Mrs. Rashmi coordinated the programme.

Companies Act 2013

A student faculty programme was organized on 29 August 2018 on the topic "Companies Act 2013" by Sanjana Karkera of III BBA 'A' for II year BBA 'B'. The objective of this programme was to acquaint the students about Company's Act 2013 and its importance. Students actively participated in the session. Mrs. Kavitha K. coordinated the programme.

General Awareness of Business'

A student faculty programme was held on 17 January 2019 on the topic 'General Awareness of Business' by Pramith Rai A of III BBA 'A' to I BCA 'B'. The objective of this programme is to create a awareness of business for budding entrepreneurs. Students actively participated in the session. Mrs. Rashmi T. coordinated the programme.

HR Practices

Student faculty Programme was held on 20 February 2019 on the topic "HR Practices" by Amar raj of III BA (HRD) for I BA(HRD). The objective of this programme was to provide a practical knowledge about HR Practices in different organizations. Students actively participated in the session. Mrs. Rashmi T. coordinated the programme.

Extension Activity

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

Project Model Exhibition

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

Book Review

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

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

EXTENSION ACTIVITIES

Date	Venue	Faculty In-Charge
04-8-2018	Bharath Mall and Bejai, Mangaluru	Mrs. Rashmi T.
05-1-2019	District Court, Mangaluru	Mrs. Rashmi T.

SKILL ENHANCEMENT ACTIVITIES

Crossword

The department organized a skill based crossword competition on 24 July 2018. The objective of this competition was to test the intellectual ability of the students. The competition was judged by Ms. Shripajna.

Debate

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

Group Discussion

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

Pick and Speak

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

Quiz

The department organized a Quiz competition on 20 December 2018. The objective was to encourage students to look beyond their textual

knowledge and establish a relationship between theory and application of the learnt concepts. The competition was judged by Mrs. Rashmi T.

Legal Business Photography

The department organized a skill based photography competition on 3 January 2019. The objective was to show hidden talents around the business, to reflect on a cause that had been laid in the dark and most of all to celebrate the beauty of the business. The competition was judged by Mr. Prasanna Kumar T. and Mr. Sumesh Matada

Case Analysis

The department organized a Case Analysis Competition on 16 January 2019. The objective was to enhance students' decision making skill. The competition was judged by Mrs. Kavitha K.

LIST OF PRIZE WINNERS

Crossword

- | | | |
|----|--|-------------|
| I | Krithi Pal & Aishwarya Shenoy | III B.Com |
| II | Vaishali Kudva & Rashmi Ramesh Acharya | III BBA 'C' |

Debate

- | | | |
|----|---------------------------------|-------------|
| I | Roshin Alex John & Vivek Mithra | III BBA 'B' |
| II | Krithi & Shivangi | III BBA 'C' |

Quiz

- | | | |
|-----|--|--------------|
| I | Saurav S Kumta | II B.Com |
| | Anant Valke | II B.A (HRD) |
| II | Vaishali Kudva & Rashmi Ramesh Acharya | III BBA 'C' |
| III | Deeksha V | III BBA 'C' |
| | Likitha R | III BBA 'B' |

Pick And Speak

- | | | |
|-----|---------------|-------------|
| I | Vivek Mithra | III BBA 'B' |
| II | Shaz V H | III BBA 'B' |
| III | Vaishnavi V R | I BCA 'B' |

Group Discussion

- | | | |
|-----|-----------------|-------------|
| I | Ashish Prasad | III BBA 'B' |
| II | Nelson Jack Lob | III BCA 'A' |
| III | Vaishali Kudva | III BBA 'C' |

Case Analysis

- | | | |
|-----|----------------------------------|-------------|
| I | Roshin Alex John & Ashish Prasad | III BBA 'B' |
| II | Maya D Vyas | II BBA 'A' |
| | Shreyanka | II B.Com |
| III | Nelson Jack Lobo & Aishwarya | III BCA 'A' |

Business Photography

- | | | |
|-----|----------------|-------------|
| I | Athul S K | I BCA 'B' |
| II | Waleed | I BCA 'B' |
| III | Vaishali Kudva | III BBA 'C' |



CONSUMER CLUB - Samvradhi

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

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

Objectives

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

Staff Coordinators : **Mr. Sumesh Matada**
Ms. Sanjana

Student Coordinators : **Aneesh Krishna**
Hamza Godil

Add on course

The District Consumer Federation Mangalore (R) offers Certificate course on Consumer Education for the students of Consumer Club. A MOU with District Consumer Federation Mangaluru (R) is signed by the college in this regard. 31 students enrolled for the certificate course.

ACTIVITIES

Inaugural programme

The consumer club "Samvradhi" was inaugurated on 18 July 2018 by Mr. M. J. Salian, President, District Consumer Federation, Mangaluru in the conference hall. The inaugural session began with the prayer by Ms. Sanjana and Ms. Reethi of III B.Com and Ms. Ananya of III B.Com 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 and highlighted the various aspects of consumer

education. Ms. Maithli of III BBA proposed the vote of thanks 'A' and the programme was compeered by Mr. Hamza & Mr. Aneesh of III B.Com. Mr. Sumesh and Ms. Sanjana coordinated the programme.

Practical Training

The D.K District Federation of Consumer organised a Two day Practical Training programme for the students who have enrolled for the consumer education certified course. The practical training was conducted on 16 & 17 January 2019. Strong emphasis on practical training and skill development to prepare the students to face the real challenge of the competitive outside world is the most important component of this certificate course. The practical training by Mr. M. J Salian, the president of D.K District Federation of Consumer organisation was about consumer education, emphasising on the importance of key concept of consumer protection and consumer rights. In the afternoon session students headed to the Zilla Panchayat, Mangalore, where the resource person briefed about the recent rural development programmes undertaken. The second day practical training was to create awareness about the fraudulent acts performed by the vendors and shopkeepers. The practical training was concluded after students visiting the DC office and Food department.

STUDENT FACULTY PROGRAMMES

Consumer Protection

Student faculty programme was held on 14 July 2018, by the Consumer club on the topic "Consumer Protection" with an objective of acquainting the students with the knowledge of various consumer rights and protection. Mr. Jeevan of III BA (HRD) and Ms. Sneha of III BBM 'B' conducted this programme for I BA (HRD). Mr. Sumesh coordinated the programme.

EXTENSION ACTIVITIES

Field Visit

The students of consumer education visited Empire Mall food court in the month of October 2018 to create awareness among the restaurant staff about maintaining hygiene and improving the quality of food and service.

Seminar on Corruption and its Control held in Canara College

On 12 October 2018 seminar on corruption and its control was organized for the consumer forum students in Canara College, Mangalore. Mr. Vijay Prasad, the Lokayukth Police Officer was the Chief Guest. Mr. Vijay Prasad educated the students about how Lokayukth organisation is working against corruption. The Lokayukth, along with the Income Tax Department and the Anti-Corruption Bureau, mainly helps people publicise corruption among the Politicians and Government Officials. He also stressed on the point, as a student and responsible citizen what are the reactions students should have towards such activities, which are against the social ethics and rules, how one can file a case against a person involved in corruption.

Moot court

Moot court session was organised in Besant College Mangaluru on 31 January 2019. Students from various colleges who had undertaken consumer education course had attended this session. Students from Sri Dharmasthala Manjunatheshwara College of Business Management performed the moot court session. They exercised it with the cases. The moot court consisted of one president and two members of which one was compulsory woman. Three cases were demonstrated in more realistic manner in the moot court session.

Participation in National Consumer's Day Celebration

The members of Consumer Club along with the coordinator Mr. Sumesh Matada attended the National Consumer's Day celebration organized by District Consumer Federation (R) Mangaluru in the Govindas College, Surathkal on 24 December 2018. Mr. Jeevan of III BA(HRD) won the

first place in essay competition and was also awarded a cash prize of 1000 rupees for the excellent essay submitted by him.

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 (R) Mangaluru in the Besant Women's College on 15 March 2019. On this occasion, the District Consumer Federation (R) awarded prizes to consumer club for their excellence in Certificate Course. Mr. M. J. Salian, President of the Federation, distributed the prizes.



ENTREPRENEURSHIP DEVELOPMENT PROGRAMME ASSOCIATION

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 Coordinator : **Mrs. Supritha A.**
Mr. Sumesh M.

Student Coordinator : **Vivek Mithra** III BBA 'B'
Pawan G. Sharma III BBA 'B'

ACTIVITIES

Inauguration

The inauguration of EDP department was held on 8 July 2018. Mr. Sandesh Shenoy, Proprietor, Sandesh Trading Company, Mangaluru and Mr. Hysum Damudi, Entrepreneur, Steels Ltd., Mangaluru also an alumnus, were the guests. The guests motivated the students by sharing their entrepreneurial experiences. The Principal, Prof. Aruna P. Kamath in her presidential address, briefed about the importance of soft skills

with an anecdote. The plan of action for the academic year was read by the student coordinators, Mr. Vivek Mitra and Pawan G. Sharma of III BBA 'B'. Mrs. Supritha A. coordinated the programme.

World Entrepreneurship Day

World Entrepreneurship Day was observed by EDP Cell on 21 August 2018. The objective was to encourage entrepreneurship among students. Smt. Shilpa, Entrepreneur, Hallimane Rottis, was a chief guest. She shared her experience regarding challenges in her entrepreneurial journey. She also enlightened budding entrepreneurs on risk management, innovation and qualities to be possessed by an entrepreneur. Principal Prof Aruna P .Kamath, in her presidential address said that live experience of award winning entrepreneur like Smt. Shilpa should motivate the students to take up risks. Mrs. Supritha R. K. and Mr. Sumesh Matada coordinated the programme.

STUDENT FACULTY PROGRAMMES

Entrepreneurial Skills and Competencies

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

Basics of Cost Management among Budding Entrepreneurs

A Student faculty programme was held on 28 July 2018 on the topic "Basics of cost Management for Budding Entrepreneurs" by Ms. Ananya, Ms. Annapoorna and Mr. Anil of III B.Com for III BBA 'C'. The objective was to acquaint students with the knowledge of various aspects of cost. Mr. Sumesh coordinated the programme.

Brain Storming session on Entrepreneurial Traits

The EDP Cell organized a student faculty programme for I BBA 'C' on 19 July 2018 by Sneha and Roshin Alex of III BBM 'B' on the topic "Brain Storming session on Entrepreneurial concepts". The objective was to inculcate the effective presentation skill and improve the communication skills. The speakers spoke about the various types and role of entrepreneurs in achieving the objectives of business organization. Mrs. Supritha A. coordinated the programme.

Role and Responsibilities of an Entrepreneur

The EDP Cell organized a student faculty programme for I BBA 'C' on 20 July 2018 by Sneha and Yajnesha of III BBM 'B' on the topic "Role and Responsibilities of an Entrepreneur". The objective was to inculcate a series of responsibilities required for an entrepreneur among the aspiring students. Mrs. Supritha A. coordinated the programme.

AGRIPRENEURSHIP SUMMIT-2018

The members of EDP Cell attended a seminar in NITTE Justice K. S. Hegde Institute of Management on the topic "Agripreneurs" on 18 August 2018. The resource person Mr. Abhilash, shared his work experience with Johnson & Johnson Company in the first technical session. In the second session Mrs. Deepa she gave a brief information about the ingredients in agricultural products and mentioned the use of Chia seeds. In the third session, Mr. Chandrashekar spoke on the scheme for agripreneurs and the type of agricultural start-ups. Vivek Mitra and Pawan G Sharma of III BBA 'B' and Akshay Sharma of II BBA 'A' along with the staff coordinators Mrs. Supritha and Mr. Sumesh attended the seminar.

MMA Talk

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

EXTENSION ACTIVITIES

Date	Venue	Faculty In-Charge
29-9-2018	Pawan Marbles, Hosabettu, Surathkal	Mrs. Supritha & Mr. Sumesh Matada
04-8-2018	Ganapathi High School, Mangaluru	Mrs. Supritha R.K

SKILL ENHANCEMENT ACTIVITIES

Essay Writing

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

Paper Presentation competition

EDP Cell conducted Paper Presentation competition on the topic "Success Stories of Leading Entrepreneurs." on 19 September 2018. The objective of this competition was to develop presentation skills, reading habits, confidence and self learning awareness among the students. The activity was coordinated by Mrs. Supritha.

Pick and speak

EDP cell conducted Pick and Speak competition on 20 September 2018. The objective of this competition was to bring out quick thinking and oratory skills among the students. Large number of students actively took part in the competition. The activity was coordinated by Mrs. Supritha.

Quiz

The EDP Cell organized a quiz competition on 19 July 2018 on various business related topics. The objective was to enhance the knowledge about current affairs among the students. Mrs. Supritha A. coordinated the programme.

Case Study

The EDP department conducted a Case study competition on 11 January 2019. The objective of the competition was to prepare the students to effectively handle high pressure situations in their upcoming endeavors. Large number of students actively participated in the competition.

Group Discussion

The EDP association conducted a group discussion competition on 10 February 2019. The objective of this activity was to develop self confidence, general awareness in business world and communication skills among the students. Mr. Sandesh from Kotak Insurance Company judged the competition.

Seminar on Udhog Aur Vikas 2018

The members of EDP Cell participated in an entrepreneurship and skill development program 'Udhog Aur Vikas 2018' organised by GSB Seva Sangh on 8 July 2018 in C.V. Nayak Hall.

LIST OF PRIZE WINNERS

Case Analysis

I	Likhitha	III B.Com
II	Ashish Prasad	III BBA 'B'

Quiz

I	Aneesh Krishna	III B.Com
	Akhil Raj K	II BBA 'A'
II	Rashmi Acharya	III BBA 'C'
	Vaishali Kudva	III BBA 'C'

Group Discussion

I	Pramith Rai	III BBA 'A'
II	Roshin Alex John	III BBA 'B'

Paper Presentation

I	Nelson Jack Lobo	III BCA 'A'
	Joel D'Souza	III BCA 'A'
II	Rashmi Acharya	III BBA 'C'
	Vaishali Kudva	III BBA 'C'



SCAN ASSOCIATION

Motto/Vision : **People- Making Technology Work**

Theme : **Empowered by Innovation**

Objectives

- To empower the students to excel in the field of technology and improve their computing skills to be the best in corporate world.
- To prepare the students to meet the challenges imposed by the corporate world and make them corporate ready.

Staff Coordinator : **Mrs. Shashiprabha**

Student Coordinators : **Joel D'Souza** III BCA 'A'
Payal Shetty III BCA 'B'

Student Secretaries

III BCA 'A' : Nikhil
III BCA 'B' : Manjunath Shenoy
III BBA 'A' : Nisha H. J.
III BBA 'B' : Nidhi Gambhir
III BBA 'C' : Rifa Ruksath
III B.Com : Venkatesha
III BA (HRD) : Shashanka U.

ACTIVITIES

Inauguration and Orientation

The SCAN association was inaugurated on 5 July 2018 in the conference hall. Ms. Sushmitha Kini, Customer Service Technical Support, COGNIZANT, Bengaluru, also an alumnus, inaugurated the association by lighting the lamp. She, in her inaugural address, insisted the students to be focused and dedicated to achieve the goals in life. She also highlighted the need of participating in the activities conducted by

college to gain more skills. Mrs. Divya Uchil, Dean of BCA department, 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 2018' was then displayed to the students. Soujanya welcomed the gathering, Nikhil introduced the chief guest and Payal Shetty presented the proposed plan of action for the year 2018-19. Kazi Mohammed Suhaib compered the programme and Joel D'Souza, proposed the vote of thanks. Mrs. Shashiprabha coordinated the programme.

Open House Programme for BCA

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

GUEST LECTURES

Role of IT Fests in Students' Life

A guest lecture on the topic "Role of Intercollegiate fests in Students' Life" was organized on 31 July 2018 for III BCA. The resource persons were Mrs. Mangala, Ms. Ramya and Mr. Praneeth, Asst. Professors, Nitte NMAM Institute of Technology, Department of MCA, Karkala. The objective of the program was to familiarize students about the benefits of participating in IT fests. The guest speakers in their lecture

elucidated that these fests act as a catalyst and provide an excellent platform to showcase all kinds of IT talents. They also opined that these fests play a vital role in increasing social circle which is essential during the career development phase. The program was coordinated by Mrs. Shashiprabha.

Machine Language a Branch of AI

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

Importance of Online Security

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

Data Science

A guest lecture was organized on the topic "Data Science" on 30 August 2018 for I BCA 'A'. Mr. Ruban, Head of Software Technology Department, St. Aloysius College, Mangaluru was the resource person. The objective was to impart the knowledge on data science. He explained the importance of data science and various technologies required for data science. Finally he concluded the session by explaining the impact of data science in various fields. The programme was coordinated by Ms. Shashikala Shetty.

Cyber Security as a Career

A guest lecture was organized on 1 September 2018 for III BCA 'A' and

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

Biometrics: Trends and Challenges

A guest lecture was organized on 1 September 2018 for II BCA 'A' on the topic "Biometrics: Trends and Challenges". Mr. Harivinod N., Assistant Professor, Vivekananda College of Engineering and Technology, Puttur was the resource person. The objective was to make the students aware of the trends and challenges of Biometrics. The speaker spoke on the classification of biometrics, advantages and drawbacks of biometrics. The programme was coordinated by Mrs. Sowmya Jyothi.

Time Management

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

Programming Language

A guest lecture was organized on 13 February 2019 for II BCA 'A' on the topic "Programming Language". The resource person was Mr. Riyaz Mohammed, Asst. Professor, AIMIT, St. Aloysius College, Mangaluru. The objective was to familiarize the students with modern programming languages and paradigms. Mr. Riyaz started his session by explaining the need to learn computer programming. He gave some quick learning tips on programming language. He listed some of the latest programming languages like python, java script, go(google), swift, c++, java, kottin. He concluded this session by showing a small program in python. Mrs. Reshmi B.R. coordinated the programme.

Awareness on Passport and Its Importance

The Department of Computer Application conducted a workshop to guide the students and apply for Passport in association with the Passport Seva Kendra, Kodialbail, Mangaluru on 19 February 2019 at 2.00 p.m. at the conference hall. The objective of the programme was to enlighten the students the importance of Passport and to know how to apply for it. The resource person Mr. Nagaraj Bhat from the Passport Sevakendra addressed the gathering. He in his address spoke on importance of possessing a passport, various documents required and the procedure for applying. He opined that there are various portals through which an individual can apply for passport. It enabled large number of students to apply for passport directly, without going through the intermediaries. The programme was coordinated by Mrs. Divya Uchil.

Importance of Yoga in our daily life

A guest lecture on the topic "Importance of Yoga in our Daily Life" was organized on 18 February 2019 for I BCA 'A'. Mrs. Maithri Mahaveera, Freelance Yoga Trainer was the resource person. The objective was to explain the importance of yoga and meditation in daily life. She gave the history of yoga in our country. She explained various Asanas & their importance. The programme was coordinated by Mrs. Shashikala Shetty.

Introduction to Artificial Intelligence and its Applications

A guest lecture on the topic "Introduction to Artificial Intelligence and its Applications" was organized on 21 February 2019 for II BCA 'A'. Mr. Dileep M.R., Asst. Professor, Department of Computer Science, St. Aloysius College, Mangaluru was the resource person. The objective was to explain the Introduction to Artificial Intelligence and its applications. He gave the history of Artificial Intelligence and explained tuning test. He explained the applications of Artificial intelligence. Finally he suggested few topics for research in Artificial Intelligence. The programme was coordinated by Mrs. Shashikala Shetty.

Programming in Python

A guest lecture was conducted to II BCA 'B' on the topic "Programming in Python" 9 March 2019. The resource person was Ms. Chaitra from

NIIT, Mangaluru. The objective was to impart students the programming concepts of Python. Ms. Chaitra elaborated that Python is a powerful multi-purpose programming language created by Guido van Rossum. She also explained the syntax, the data types available, and operators available to develop a module. The programme was coordinated by Mrs. Divya Uchil.

STUDENT FACULTY PROGRAMMES

Role of Information Technology in Rural Development Sector

Student faculty program was conducted on 30 June 2018 on the topic "Role of Information Technology in Rural Development Sector" by Pooja Chowta of III BCA 'B' for I BCA 'B'. The objective of the programme was to inform the students about various schemes on agriculture and rural development. She briefed about the role of Information Technology in the development of rural sector. With the help of information technology rural people are made aware about the schemes like MGNREGA. The program was coordinated by Mrs. Deepa D. Hegde

Importance of 'C'

A student faculty programme was conducted for I BCA 'A' on 27 June 2018 by Mr. Nelson Jack Lobo, of III BCA 'A' on the topic "Importance of 'C'". The objective of the programme was to understand the basics of C. The students gained the knowledge about the importance of 'C' and structure of 'C' program. Mrs. Shashikala Shetty coordinated the programme.

Structure of 'C'

A student faculty programme was conducted for I BCA 'A' on 29 June 2018 by Sujal, of III BCA 'A' on the topic "Structure of 'C'". The students learnt about the structure of 'C' program and various sections of 'C'. The structure 'C' was explained with the help of an example. Mrs. Shashikala Shetty coordinated the programme.

Raspberry Pi

A student faculty programme was conducted for I BCA 'A' on 29 June on the topic 'Raspberry Pi' by Sharath Rao, Noel George and Sukesh K.

of II BCA 'A'. The objective of the programme was to understand the concept of Raspberry Pi. The speakers explained the various concepts of the hardware design, the processor and the performance of the system which makes Raspberry Pi cheaper compared to the other Pcs. The operating system, the language that can be used to program it was also explained to them. The programme was coordinated by Mrs. Divya Uchil.

Awareness on IELTS Exams

Student-Faculty Programme was organized to II BCA 'B' section students on 30 of June 2018 by Ms. Adline Sandra D'Mello of III BCA 'A' section under the guidance of Arun F. Sequiera in the Lab 'D' at 10 AM. The objective of the programme was to inform the students about IELTS exams, its procedure and various levels in answering IELTS exam.

Ms. Adline spoke about International English Language Testing System (IELTS). She told when you join to this course, the curriculum and schedule is designed based on the students' needs that suits the student's individual requirements. The trainer first evaluates the students' strengths and weaknesses, and then sketches an individualised study plan. Normally in any IELTS coaching centre, various productive strategies of IELTS coaching like Efficient Time Management, Ability, Mock Tests, Problem Solving and Strategy Sessions will be provided. She told that the four forms of language skills - listening, reading, writing and speaking are tested in IELTS. Among these, the speaking test is a face-to-face interview with a certified examiner.

She mentioned all the rules and regulations in each of the language skills. It was an informative session and all the students understood the need of answering IELTS exam.

Introduction to Data Mining

A student faculty programme was conducted for II BCA 'A' on 30 June 2018 on the topic "Introduction to Data Mining" by Payal Shetty of III BCA 'B'. The session began with the introduction, definition and uses of data mining. Further she said about KDD and its process. The program was coordinated by Mrs. Reshmi B. R.

Business Startup

A student faculty programme on the topic "Business Startup" was organized for II BCA 'A' on 30 June 2018 by Junaid of III BCA 'B'. The objective of this session was to motivate the students towards entrepreneurship as it can create employability for the future generations. The lecture was organized to create basic awareness of entrepreneurial concepts to identify and learn how to set their mind to take up entrepreneurship as a career. He explained that desire, communication skills and technical skills are the various attributes of successful entrepreneurs. Mrs. Sowmya Jyothi coordinated the programme.

Animation

Student Faculty program was conducted for I BCA 'A' on 30 June 2018 by Sushmitha S. Bolar of III BCA 'A'. The topic of the program was 'Animation'. The objective of the programme was to understand the concept of animation and its usages in various fields. They studied the usage of 3D animation in movies, video games and television industries. Videos based on animation were shown. The programme was coordinated by Mrs. Shashikala Shetty.

Digital Morphing

A student Faculty program on 'Morphing' was conducted for I BCA 'A' students on 02 July 2018 by Thanaz Sheik of III BCA 'A'. The objective of the programme was to understand the term morphing in animation. Students came to know about morphing as one of the part of the animation technique. The meaning and procedures involved in the process of morphing was explained. Mrs. Shashikala Shetty coordinated the program.

Making of Motion Pictures

A student faculty program was conducted for I BCA 'A' on 3 July 2018 on 'The VFX(Visual Effects) effects in motion pictures' by Ms. Lavanya Shetty of III BCA 'A'. The objective of the programme is to understand visual effects in creating motion pictures and usage of VFX in editing the movies. VFX techniques, software's used in VFX animation and

Merits and Demerits of using VFX software's were explained to the students. Mrs. Shashikala Shetty coordinated the program.

Investment Planning

A student faculty program on the topic "Investment Planning" was organized for II BCA 'A' students on 7 July 2018 by Ms. Shivangi of III BCA 'A'. The objective of this session was to educate the students on financial management. The session focused on topics like how to save money and systematically invest it in the right places. Benefits and growth of mutual funds was also explained in the session. Information on insurance, bank and postal schemes available to different age groups was also brought forth. She also explained the different ways of investment. Mrs. Sowmya Jyothi coordinated the program.

Developing India

A student faculty program on the topic "Developing India" was organized for the II BCA 'A' students on 14 July 2018 by Pratheeksha Shetty of III BCA 'B'. The objective of this session was to advance the communication skills of the student faculty and to improve their confidence level. The session focused on topics like improving the quality of education, employment, health, business, economy. Major issues like corruption, population explosion, illiteracy and brain drain was discussed in the session. Mrs. Sowmya Jyothi coordinated the program.

Role of Social Media in our personal life

The Student faculty program was conducted for I BCA 'B' Students on 4 July 2018 by Joel D'Souza of III BCA 'A' on the topic "Role of Social Media in our personal life". The objective of the topic was to understand the impact of social media on the life of an individual. The session was started with the era before the social media came into existence and comparison between life with and without social media. He stressed on the negative effects of Social media like Cyber-Bullying, Comparing lives with others, leading to jealousy, Disturbed Sleep, Social Media harder to resist and many more. He further mentioned the ways to be safe with social media in Privacy and time. The program was coordinated by Mrs. Deepa D. Hegde.

Computer Animations

A student faculty programme was organized on 3 July 2018 on the topic "Computer Animations" by Sushmitha P. Bolar of III BCA 'A' for II BCA. The objective was to increase the employability of students and to make students understand about the opportunities available in the field of animation. The student faculty briefed about the computer animations in various fields, usage of 3D animation in movies, video games and television industries. Videos based on animation were shown to the students which made the session very interactive. Mrs. Shashiprabha coordinated the programme.

Visual Effects in Motion Pictures

A student faculty programme was organized on 5 July 2018 on the topic "Visual Effects in Motion Pictures" by Lawanya Shetty of III BCA 'A' for II BCA. The objective was to highlight various career prospects in animation. She briefed about Visual Effects technologies by citing the examples of films Bahubali & Avatar. She also explained the VFX techniques, softwares used in VFX animation and Merits and Demerits of using VFX softwares. It was an interactive session. Mrs. Shashiprabha coordinated the programme.

Virtual Personal Assistant

A student faculty programme was organized on 11 July 2018 on the topic "Virtual Personal Assistant" by Ms. Prathiksha and Neha Arpitha of II BCA 'A' for I BCA. The objective of the programme was to acquaint students with the concept of Virtual Personal Assistant and its advantages. Ms. Prathiksha explained the meaning of VPA and its various hardware requirements. She said that it is a combination of voice and artificial intelligence. She explained the working of the VPA which consists of three layers, the speech to text, text Analyzing and the Analyzing commands. The special features of VPA were explained by Neha. Mrs. Divya Uchil coordinated the programme.

Interview Etiquette

A student faculty programme was organized on 12 July 2018 on the topic "Interview Etiquette" by Prathiksha Rai of III BCA 'A' for II BCA.

The objective was to create awareness among the students on the steps for success in interviews. She said that an interview is the most crucial gateway to get into a desired organization for a desired job profile. He stressed on three most important factors that an interviewer look for in the candidate, that are - competence, motivation and the right fit. It was an interactive session. Mrs. Shashiprabha coordinated the programme.

Self-Improvement starts with Self-Reflection

A student faculty program was conducted on 24 July 2018 for I BCA 'B' by Elvis Rego of II BCA 'B' on the topic "Self-Improvement starts with Self-Reflection". The objective was to motivate the students for self-improvement through self-reflection. He emphasized that talking about one's positive goals and focusing on our strengths activates brain centers that open up to new possibilities. Various areas like self-awareness, leadership, initiative, creativity and sociability were stressed upon. The programme was coordinated by Mrs. Deepa D. Hegde.

Impact and Causes of Lies

A student faculty program was conducted for II BCA 'B' on 4 July 2018 by Vijitha and Aishwarya of III BCA 'A' on the topic "Impact and Causes of Lies". The objective was to develop an understanding about the importance of being honest and truthful. The speaker gave advantages and disadvantages about the causes of lies and also how to avoid telling lies. They concluded the session by asking question to the students to make the session interactive. The programme was coordinated by Mrs. Reshmi B. R.

Morphing in Animations

A student faculty programme was organized on 5 August 2018, on the topic "Morphing in Animations" by Thanaz of III BCA 'A' for II BCA. The objective was to supplement knowledge on latest technologies used in animation. She briefed about the procedures involved in morphing process, the ability to perform the transformations among the different faces was learnt. Mrs. Shashiprabha coordinated the programme.

Ethical Hacking

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

Artificial Intelligence

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

Maintaining Healthy Life Style

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

Career Planning

A student faculty programme was organized on 20 August 2018, on the topic "Career Planning" by Nidhi Shet of III BCA 'A' for II BCA. The objective was to plan personal career using career development methods. She stressed the students to get advanced knowledge about the motivation to develop personal career in the age of globalization. Mrs. Shashiprabha coordinated the programme.

Digital Marketing

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

Internet of Things

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

Virtual Reality

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

Artificial Intelligence

A student faculty programme was organized on 7 August 2018, on the

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

Use of Computer in Business

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

Big Data

A Student faculty program was conducted for II BCA 'A' students on 29 January 2019 by Sushmitha P. Bolar of III BCA 'A' on the topic "Big Data". The Objective was to provide a platform for the dissemination of research, current practices, and future trends in the emerging discipline of big data analytics. The student faculty explained the basic idea of big data and explained the importance of robotics in our future. She concluded the session by showing videos on dependence of human beings on robots in the present generation. The programme was coordinated by Mrs. Reshmi B. R.

Google and its Innovations

A Student faculty program was conducted for II BBA 'A' Students on 30 January 2019 by Ms. Payal Shetty of III BCA 'B' on the topic "Google and its innovations". The objective was to introduce the concept of innovation for startup. The student faculty mentioned the innovation challenge of Google products and services that generate current income must be continually replaced by new and improved offerings to customers. She also pointed out the best innovations by Google like G-Suite by Google cloud which is used to store data on the cloud and

retrieve whenever required. Google TV, a new way to think about TV, a platform that combines TV programming and the internet. She concluded the session by explaining about the innovations and its impact on our day to day life. The programme was coordinated by Mrs. Deepa D. Hegde.

Blue Eye Technology

A student faculty program was conducted for I BCA 'B' on 11 February 2019 by Neha Arpitha and Pratheek of II BCA 'A' on the topic "Blue Eye Technology". The Objective of was to understand the computational machine having sensory and perceptual ability like those of humans. The session was started with explaining the term 'blue' and 'eye' and then the introduction to the technology. They pointed on the aim of this Blue Eyes technology is to provide a machine or system abilities to be like human beings which will support healthy stress free surroundings where the computers and humans can work together as intimate partners. Further they mentioned Need of blue eye technology and the devices the blue eye technology uses. The programme was coordinated by Mrs. Deepa D. Hegde.

First Person Perspective

A student faculty program was conducted for I BCA 'B' on 13 February 2019 by Mohammed Rehaan of II BCA 'A' on the topic "First Person Perspective". The objective was to understand the point of view of the writer or narrator, putting across the world as they see it. The session was started with an introduction to the term first person. He mentioned the two categories the first-person falls into: first-person singular, where the story is told from one individual point of view; and first-person plural, where the narration comes from a group. First-person singular uses variations on 'I' and 'me' to include the narrator in the story, whereas first-person plural uses 'us' and 'we' to impart opinion and decisions. The programme was coordinated by Mrs. Deepa D. Hegde.

Cyber Security

A student faculty program on the topic "Cyber Security" was organized for the II BCA 'A' on 14 February 2019 by Ms. Varshitha of III BCA 'A'. The objective was to develop confidence and communication skills.

The topics discussed were Cyber Security, Digi Locker, ATM Skimming, Surface Web, Deep Web, Dark Web. Mrs. Sowmya Jyothi coordinated the program.

Tips for Facing Interview

A student faculty program on the topic "Tips for facing interview" was organized for the II BCA 'A' on 14 February 2019 by Ms. Lavanya Shetty of III BCA 'A'. The objective of this program was to develop confidence and communication skills. Lavanya shared her own experiences on facing interview. She gave tips on how to manage time for answering the aptitude test. Mrs. Sowmya Jyothi coordinated the program.

Cyber Security

A student faculty program was conducted for II BBA 'C' on 25 February 2019 by Ms. Aditi of III BCA 'A' and Ms. Swathi B. of III BCA 'B' on the topic "Cyber Security". The objective was to create awareness about cyber security. Aditi explained how the hackers hack the information. Swathi gave an idea about DigLocker app used for keeping all documents like driving licence, pan card, voter id etc. They concluded the session by showing a video on hacking. Mrs. Reshmi B.R. coordinated the programme.

Basics of HTML Programming

A student faculty program was conducted on 1 February 2019 for II BCA 'B' on the topic "Basics of HTML Programming" by Ms. Thanaz and Ms. Aishwarya of III BCA 'A'. The objective of the programme was to acquaint the students with the concept of HTML. Ms. Thanaz spoke on the uses of HTML. She said that the web programming requires the use of HTML. She explained the various basic tags that are used in HTML. Ms. Aishwarya explained a program designed in HTML. The programme was coordinated by Mrs. Divya Uchil.

Function Overloading in C

A student faculty program was conducted on 12 February 2019 for I BCA 'A' on the topic "Function Overloading in C" by Mr. Sukesh II BCA 'A'. The objective was to teach the concepts of overloading and its applications in programming using C++ language. He explained the

concept using suitable example by giving its syntax. The programme was coordinated by Mrs. Shashikala Shetty.

Arrays using objects in C++

A student faculty program was conducted on 13 February 2019 for I BCA 'A' on the topic "Arrays using objects in C++" by Mr. Sharath Rao II BCA 'A'. The objective of the programme was to teach the concepts of arrays using objects in C++ and its applications in programming using C++ language. He explained the concept using suitable example by giving its syntax. He tested the knowledge of the students by making them giving their own examples. The programme was coordinated by Mrs. Shashikala Shetty.

Constructor and Destructor in C++

A student faculty program was conducted on 14 February 2019 for I BCA 'A' on the topic "Constructor and Destructor in C++" by Mr. Sharan II BCA 'A'. The objective of the programme was to teach the concepts of constructor and destructor in C++. He explained the importance of constructor and destructor in C++. He gave the syntax of constructor and destructor. By giving suitable example he explained how constructor and destructor can be used in programming C++. The programme was coordinated by Mrs. Shashikala Shetty.

Basics of Python Programming

A student faculty program was conducted on 14 February 2019 for I BCA 'A' on the topic "Basics of Python Programming" by Ms. Swathi of III BCA 'B'. The objective of the programme was to let the students know about uses of Python programming. Ms. Swathi spoke on how Python which is a general purpose and high level programming language can be used for developing desktop GUI applications, websites and web applications. She opined that it allows one to focus on core functionality of the application by taking care of common programming tasks. She explained to the students a small code written in python. The programme was coordinated by Mrs. Divya Uchil.

Electronic Data Interchange

A student faculty program was conducted on 15 February 2019 for II

BCA 'A' on the topic "Electronic Data Interchange" by Mr. Sanath Kumar III BCA 'A'. The objective was to teach the concepts of Electronic Data Interchange and its use. He gave the basic concepts of EDI and explained its importance. He explained traditional data processing system and finally related data processing to EDI. The programme was coordinated by Mrs. Shashikala Shetty.

Building Blocks of EDI

A student faculty program was conducted on 16 February 2019 for II BCA 'A' on the topic "Building Blocks of EDI" by Mrs. Krithi III BCA 'B'. The objective was to teach the concepts of EDI. She explained the Building blocks of EDI. She explained layered architecture of EDI. She made the students to understand the importance of each layer. The programme was coordinated by Mrs. Shashikala Shetty.

Value Added Network

A student faculty program was conducted on 18 February 2019 for II BCA 'A' on the topic "Value Added Networks" by Mrs. Vijitha III BCA 'B'. The objective was to teach the concepts of Value Added Network. She gave the meaning of value added networks. By drawing the diagram she explained the concepts of value added network. Finally she explained the function of value added networks. She gave the benefits of value added networks. The programme was coordinated by Mrs. Shashikala Shetty.

Cloud Storage

A student faculty program was conducted on 21 February 2019 for I BCA 'B' on the topic "Cloud Storage" by Ms. Shetty Prathiksha and Gagana of III BCA 'B'. The objective of the programme was to let the students know about the uses of "Cloud Storage". Ms. Prathiksha opined that cloud storage is a service where data is remotely maintained, managed, and backed up. The service allows the users to store files online, so that they can access them from any location through the internet. She addressed the students about the use of cloud for storage, advantages in terms of Usability, Bandwidth, Accessibility, Disaster Recovery and Cost Savings. The programme was coordinated by Mrs. Divya Uchil.

Indian Civil Service Exams and its preparations

The student faculty program was conducted for I BCA 'A' students on 21 February 2019 at 9 A.M by Mohammed Sahad of III BCA 'B' on the topic "Indian Civil Service Exams and its preparations". Objectives to enlighten the brief study of civil service examinations. Mohammed Sahad explained briefly about how to prepare for Civil service exams and gave a clear picture of its syllabus. The session concluded by showing a many model question papers and the fields in which candidate has to focus on. The Program was coordinated by Mrs. Bhat S. Sneha Ganesh.

Google Search Engine and an Introduction To Python

A student faculty programme was conducted for II BCA 'A' on 26 February 2019 by Joel D' Souza and Nikhil of III BCA 'A' on the topic "Google search engine and an introduction to Python". Objectives to enlighten the knowledge of how search engine works and a brief introduction about Python Language. Nikhil explained briefly about how search engine works. Joel D'Souza explained about the introduction to Python Language and few sample programs with syntax. The session concluded by showing many example programs and websites. The programme was coordinated by Mrs. Bhat S. Sneha Ganesh.

Li-Fi Technology

A student faculty program was conducted on 27 February 2019 for II BCA 'A' on the topic "Li-Fi Technology" by Mr. Dhanush and Mr. Vishal of III BCA 'A'. Mr. Dhanush said that in the era of overcrowded world, Li-Fi is a new way of wireless communication that uses LED lights to transmit data wirelessly. This technology uses a part of the electromagnetic spectrum that is still not greatly utilized. He said that Li-Fi can be used in Military, Traffic Lights, Underwater Communications, Augmented Reality, Dense Urban Environments, Safety Environment. Finally he concluded by saying that Li-Fi is a powerful technology that can have revolutionary implications in the world of IT. The programme was coordinated by Mrs. Divya Uchil.

IPV6

A student faculty program was conducted on 28 February 2019 for II BCA 'B' on the topic "IPV6" by Mr. Sagar and Mr. Akarsh of III BCA 'B'.

The objective of the programme was to let the students know about IPV6. Mr. Sagar said that the Internet Protocol version 6 (IPV6) is the most recent version of the Internet Protocol. It was developed by the Internet Engineering Task Force to deal with the problem of IPv4 address exhaustion. The programme was coordinated by Mrs. Divya Uchil.

Basics of Networking

Student faculty programme was organized to I BCA 'A' on 27, 28 February and 5 March 2019 by VI semester BCA project student who are under the guidance of Arun F. Sequiera. The objective of the programme was to inculcate teaching habits, improve their awareness of careers and their individual career goals, encourage a communication across the curriculum and collaborative learning and gain confidence among the final year students.

It was organized for the subject "Basics of Networking", Chapter 6- Introduction to WAN. Topics were given to the students, wherein all the students done their seminar through PPT presentation. It was an interactive class. Final year students learnt how to handle the classes & got lots of confidence. The topics given to the seminar were as follows:

Name of the student	Topic
Sanjana Kotian	Overview of WAN
Nishmitha	WAN Connectivity options
Manish B Karkera	POTS (Plain Old Telephone System)
Rahul	POTS (Plain Old Telephone System)
Nidhi Nagaraj Shet	Leased Lines
Sneha Bolar	ISDN (Integrated Services Digital Network)
Abdur Rahman	Working of ISDN
Prajna	VSAT (Very Small Aperture Terminal), Devices and Networks
Thrishul H Adappa	Working of VSAT
Sharan Prakash	Infrared
Reshma P N	Microwave
Rahul K Uchil	Radio
Syed Junaid Iqbal	VPNs (Virtual Private Networks)
Shreya	Working of VPN

Overcoming Barriers to Self-improvement

A student faculty programme on the topic "Overcoming Barriers to Self-improvement" for II BCA 'B' was organized on 11 March 2019 by Mr. Kazi Mohammed Suhaib of III BCA 'A'. The objective was to motivate the students and also to identify their hidden potentials. To begin with Mr. Suhaib Kazi explained that common barrier to personal growth and development is one's own imagination and perception. He then added by briefing on some of the barriers such as procrastination, fear of failure, Negative messages from family, friends, and co-workers, lack of planning by quoting examples. He then concluded by saying that the personal barriers could be overcome setting goals, create a timeline for success. The programme was coordinated by Mrs. Shashiprabha.

Multimedia and its Applications

A student faculty programme on the topic "Multimedia and its Applications" for II BCA 'B' was organized on 12 March 2019 by Ms. Pragathi of III BCA 'B' and Prajna of III BCA 'A'. The objective was to develop communication and leadership skills. To begin with Ms. Pragathi gave the brief introduction to multimedia and its applications in various field by illustrating real world examples. The programme was coordinated by Mrs. Shashiprabha.

Aptitude Test and its types

A student faculty programme was conducted for I BCA 'A' on 12 February 2019 by Sanjana Pai of III BCA 'B' on the topic "Aptitude Test and its types". Objective is to enlighten the detailed study of how to face Aptitude tests. Sanjana Pai explained about the types and areas of aptitude tests students have to focus on. The session concluded by half an hour Aptitude test for students and the students actively participated. The Program was coordinated by Mrs. Bha S. Sneha Ganesh.

Textual Display and Multimedia

A student faculty programme on the topic "Multimedia and its Applications" for II BCA 'B' was organized on 14 March 2019 by Ms. Anushree Shenoy of III BCA 'B'. The objective was to understand the importance of textual display in any multimedia content. Ms. Anushree Shenoy elaborated on the methods of displaying text based on the

content and the picture in a multimedia to catch the interest of the reader. The programme was coordinated by Mrs. Shashiprabha.

File Formats in Images

A student faculty programme on the topic "File Formats in Images" for II BCA 'B' was organized on 15 March 2019 by Ms. Prathiksha Shetty of III BCA 'B'. The objective was to throw light upon the various formats of images. Ms. Prathiksha Shetty in her session explained the various file extensions of images used in the multimedia. She also stressed upon the quality of the images displayed based on the graphical applications. The programme was coordinated by Mrs. Shashiprabha.

Sound Effects in Media Files

A student faculty programme on the topic "Sound Effects in Media Files" for II BCA 'B' was organized on 18 March 2019 by Ms. Adline D'Mello of III BCA 'A'. The objective was to familiarize students about the effects of sound in any multimedia file. Ms. Adline D'Mello in her session explained the changes in the quality while reducing the size of a sound file. The programme was coordinated by Mrs. Shashiprabha.

Musical Instrument Digital Interface

A student faculty programme on the topic "Musical Instrument Digital Interface" for II BCA 'B' was organized on 18 March 2019 by Mr. Veeraj Acharya of III BCA 'B'. The objective was to acquaint students about MIDI files. Mr. Veeraj Acharya in his session explained digital audio and recording technology used to create professional audio files. The programme was coordinated by Mrs. Shashiprabha.

Digital Forensics

A student faculty program was conducted for II BCA 'B' on 8 March 2019 by Bhavyashree P.S. of III BCA 'A' on the topic "Digital Forensics". The objective was to enlighten the detailed study of forensics department in digital form. Ms. Bhavyashree P.S. explained briefly about the types, methodologies, security aspects of digital forensics. The session was concluded by giving tips to choose this field as career. The program was coordinated by Mrs. Bhat S. Sneha Ganesh.

Aptitude Test and its types

A student faculty program was conducted for I BCA 'A' on 12 February 2019 by Ms. Sanjana Pai of III BCA 'B' on the topic "Aptitude Test and its types". The objective was to enlighten the students on the tips to face any aptitude test. Ms. Sanjana Pai explained about the types and areas of aptitude tests students have to focus on. The session concluded by conducting an aptitude test. The program was coordinated by Mrs. Bhat S. Sneha Ganesh.

Basics of Management

A student faculty program on the topic "Basics of Management" was organized for the I BCA 'B' on 9 March 2019 by Mr. Akshay Sharma II BBA 'A'. The objective was to develop confidence and presentation skills of the student. He explained the meaning of the term management. He also explained the functions of management illustrating real life examples. Students opined that it was a very informative session. 60 students took the benefit of the program. Mrs. Sowmya Jyothi coordinated the program.

Database Management System

A student faculty programme was organized for I BCA 'B' on 11, 12, 13, 15 0 March 2019 by VI semester BCA project student under the guidance of Deepa D. Hegde. The objective of the programme was to inculcate teaching habits, encouraging in improving the communication skills, collaborative learning and gain confidence in them. The programme was on the subject "Database Concept". The topics were given to the students, and the students presented it through the PPT presentation. It was an interactive Session. The outcome of the programme was that the Final year students and got lots of confidence in facing the crowd and improved their presentation skills. The topics given to the seminar were as follows:

Topic	Name of the Student
Relational Model Concepts	Pavitra K
Relational model Constraints and Relational Database Schemes	Nireeksha
Update Operations	Pratheeksha

- Transactions Dealing with Constraint Violations
- New storage systems
- Functional dependencies
- Parallelizing disk access using RAID technology
- Normal Forms based on primary keys
- General definitions of second and third normal forms and Boyce-Codd Normal form
- Secondary storage devices
- Buffering of Blocks
- Placing File Records on Disk-
- Operations on Files
- Files of Unordered Records and Files of Ordered Records
- Hashing Techniques
- Other primary file organizations

- Payal Shetty
- Twisha Y Amin
- Varsha
- Soujanya M
- Akshay Kumar K
- Deekshith Dinkar S
- Faraz Maroof
- Harikesh
- Pranay Raj
- Akarsh M
- Yashashree

Introduction to PL/SQL

A student faculty programme was conducted for I BCA 'A' on 25 February 2019 by Pratheeksha Rai of III BCA 'A' on the topic "Introduction to PL/SQL". Objective was to give more details about the basics of Procedure Language/SQL. Pratheeksha Rai explained about the introduction of PL/SQL with real-time examples. The session concluded by clarifying students doubts on the topic. The Program was coordinated by Mrs. Bhat S. Sneha Ganesh.

Cursor and its type in PL/SQL

A student faculty programme was conducted for I BCA 'A' on 25 February 2019 by Shivangi of III BCA 'A' on the topic "Cursor and its type in PL/SQL". Objective was to give more details about the basics of cursors and its types in Procedure Language/SQL. Shivangi explained about the introduction of cursor, its types and examples in PL/SQL with real-time examples. The session concluded by clarifying students doubts on the topic. The Program was coordinated by Mrs. Bhat S. Sneha Ganesh.

EXTENSION ACTIVITIES

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

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

Visit to D.K.Z.P Higher Primary School, Sandpit, Bengre

The SCAN association organized an extension activity on 9 February 2019 at D.K.Z.P Higher Primary School, Sandpit, Bengre, Mangalore. The objective was to create awareness about cashless transactions among the school students. The members of the association addressed students on "Cashless Transactions" and also gave insight into various modes of online payments. They also conducted various activities like guess the part, memory test, quiz etc. Winners were awarded prizes. The school students acquired knowledge on the process of online payments. Student coordinators Mr. Joel D'Souza, Ms. Payal Shetty, Mr. Nikhil, Mr. Manjunath Shenoy of III BCA organized the programme. Mrs. Shashiprabha coordinated the programme.

Date	Venue	Faculty In Charge
10-1-2019	G.L.P.S Primary School, Kankanady	Mrs. Divya Uchil
16-1-2019	Mulakad Govt. School, Akashabhavana, Mangaluru	Mrs. Sowmya Jyothi.
18-1-2019	Govt. Higher Primary School, Balmatta	Mrs. Shashiprabha
19-1-2019	St. Ursula Kannada H P School, Rosario, Mangaluru	Mrs. Deepa D. Hegde
19-1-2019	Govt. High School, Bokkapatna	Mrs. Sowmya Jyothi
25-1-2019	Besant School, Mangaluru	Mrs. Reshmi B. R.
28-1-2019	D K Jilla Panchayath H Primary School, Attavara	Mrs. Bhat S. Sneha Ganesh
29-1-2019	Indira Gandhi Memorial High School, Konchady	Mr. Arun F. Sequeira

30-1-2019	St. Agnes Special School, Bendore	Mrs. Divya Uchil
31-1-2019	Ganapathy High School, Mangaluru	Mrs. Shashikala Shetty
01-2-2019	Lamina Suspension Products	Mrs. Reshmi B R
5-2-2019	D K Zilla P H P School, Bolar, Mangaluru	Mrs. Deepa D. Hegde
05-2-2019	KIOCL, Panambur, Mangaluru	Mrs. Sowmya Jyothi.
06-2-2019	Govt H P School, Bejai Kapikad, Mangaluru	Mrs. Reshmi B.R
09-2-2019	Holy Family H P School, Derebail, Mangaluru	Mrs. Deepa D. Hegde
11-2-2019	M. Vaman Nayak Sons, Mangaluru	Mrs. Divya Uchil
11-2-2019	Deccan Plasta Industries, Baikampady	Mrs. Bhat S. Sneha Ganesh
12-2-2019	Sarojini Madhusudan Kushe High School, Attavar	Mr. Arun F. Sequeira
14-2-2019	St. Joseph High School, Bajpe, Mangaluru	Mrs. Shashikala Shetty
15-2-2019	Holy Family School, Bajpe, Mangaluru	Mrs. Shashikala Shetty
18-2-2019	Railway Mail Service, Govt. of India, Mangaluru	Mrs. Shashiprabha
19-2-2019	S.J.D.K High School, Alake, Mangaluru	Mrs. Deepa D. Hegde
19-2-2019	Shree Vyasa Maharshi Vidya Peetha, Mulki	Mrs. Shashiprabha
25-2-2019	Kalbavi Cashew, Baikampady, Mangaluru	Mrs. Deepa D. Hegde
27-2-2019	Maple Digital Showroom	Mrs. Divya Uchil
28-2-2019	St. Peter Higher Primary School", Kottara Cross	Mrs. Bhat S.Sneha Ganesh
28-2-2019	DK Jilla Panchayath Model H P School", Kodikal	Mrs. Bhat S.Sneha Ganesh
01-3-2019	Modern Industrial Corporation, Urwa Market	Mr. Arun F. Sequeira
02-3-2019	Govt Higher Primary School, Kapikad	Mr. Arun F. Sequeira
02-3-2019	Gandhi Nagar School, Mangaluru	Mrs. Reshmi B. R
16-3-2019	Govt High School Kavoor, Mangaluru	Mrs. Shashikala Shetty

Software Exhibition at Shree Devi Institute of Technology, Kenjar

The students of III BCA attended Software Exhibition organized by MCA Dept., Shree Devi Institute of Technology, Kenjar Mangalore on 29 August 2018. The objective of the programme was to familiarize the students about the latest achievements and developments in software field. The various software's based on Artificial Intelligence, Cloud Computing, Connected World, Information Security etc were shown and their implementation was explained to the students. The

exhibition motivated the students to develop more such projects and come up with innovative ideas which will be a great contribution to the technical field. The programme was coordinated by Mrs. Shashiprabha and Mrs. Reshmi B.R.

All India Radio Yuvavani Programme

A group of III BCA students attended 'Kannada Yuvavani' a variety program organized by the Akashvani, Mangaluru on 26 December 2018. The objective was to provide platform to exhibit students' talents. The student volunteers presented a variety program of 30 minutes in Kannada. Paayal Shetty, Shiva Prasad Nayak, Swathi, Harikesh, Raksha, Pragathi, Varshitha, Varsha of III BCA presented a folk song, patriotic song, short stories, a talk and a skit. The students gained hands on experience on how radio announcements, recording and editing done, at technical & engineering sections. The program was broadcasted through All India Radio, Mangalore Radio Station. Mrs. Bhat S. Sneha Ganesh coordinated the programme.

SKILL ENHANCEMENT ACTIVITIES

Guess the Part

The association organized 'Guess the Part' on 6 July 2018. 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. Joel D'Souza, Payal Shetty, Manjunath Shenoy of III BCA were the student coordinators. Mrs. Reshmi B. R. coordinated the programme.

Memory Test

The Scan association organized a 'Memory Test' on 9 July 2018. The objective of this event was to judge visual memories of the participants. 50 different computer hardware components, IT companies and their logos and personalities were presented to the students through visual aid. 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. Joel D'Souza, Payal Shetty, Nikhil, Manjunath Shenoy, of III BCA were the student coordinators. Mrs. Divya Uchil coordinated the programme.

Captcha Cracker

The association organized 'Captcha Cracker' on 11 July 2018. 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 minutes. Event was judged based on the number of Captcha's cracked. Mr. Joel D'Souza, Payal Shetty, Nikhil, Manjunath Shenoy, of III BCA were the student coordinators. Mr. Arun F. Sequeira coordinated the programme.

Turn Coat (Toggle Toggle)

The association organized "toggle toggle" on 17 July 2018. The objective of this event was to test the participant's communication skill and their ability to cope under pressure. The participants were given topics with dual meaning and a minute to prepare; the participants would then switch topics on hearing the word "toggle" given by the judges. The event was judged on the basis of the participant's spontaneous thinking and communication skill. Joel D'Souza, Ms. Payal Shetty, Nikhil, Manjunath Shenoy, of III BCA were the student coordinators. Mrs. Divya Naveen and Mr. Akshith Kumar were the judges for the event. Mrs. Shashikala Shetty coordinated the programme.

IT Debate

IT Debate was conducted by the association on 25 July 2018 on the topic "Is Media making us Smarter or Lazier?". The objective of this event was to generate effective critical thinking among the participants in the given topic. The participants were given 5 minutes to prepare on the topic. There were 2 participants in a team and they had to speak for and against the topic with the fellow participant. The time given for debating was 3+1 minutes. The event was judged on the basis of command over language, communication skills, relevancy to the topic and knowledge. Mrs. Sneha Bhat and Ms. Mural Cutinha were the judges. Joel D'Souza, Nikhil, Manjunath Shenoy of III BCA were the student coordinators. Mrs. Shashiprabha coordinated the programme.

Color Spray

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

IT Collage

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

Quick Hands

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

IT Advertisement

The SCAN association organized IT-Advertisement event on 12 September 2018 on the topic 'Smart Glass'. The objective of the event was to test the creativity of the students. It was an individual event where the participants were given a topic on the spot and the related data and images were taken from the internet. Using the downloaded information the participants prepared a presentation using MS-Power Point. The event was judged on the basis of creativity, presentation,

relevance and neatness. The event was judged by Mrs. Sneha Bhat and Mr. Praveen Kumar D. Mrs. Divya Uchil coordinated the programme.

Paper Presentation

The SCAN association organized paper presentation the topic "Overcoming Digital Addiction" on 7 January 2019. The objective of this event was to test the participants' knowledge, presentation and communication skill. The event was judged on the basis of relevancy, communication, body language and presentation skills of the participants. Mrs. Sneha Bhat and Mr. Akshith Kumar judged the event. Mr. Joel D'Souza, Ms. Payal Shetty, Mr. Nikhil, Mr. Manjunath Shenoy of III BCA were the student coordinators. Mrs. Sowmya Jyothi coordinated the event.

Web Designing

The SCAN association organized web development programme on 10 January 2019. The objective of this event was to test the knowledge of the participants about HTML. The participants were given 45 minutes to create a web site. The event was judged on the basis of content relevance, usage of multimedia and innovation. Mr. Arun F. Sequeira and Mrs. Sowmya Jyothi judged the event. Mr. Joel D'Souza, Ms. Payal Shetty, Mr. Nikhil, Mr. Manjunath Shenoy of III BCA were the student coordinators. The programme was coordinated by Mrs. Deepa D. Hegde.

Computer Literacy Day

Computer Literacy day was observed on 31 January 2019 with an objective to provide awareness on digital literacy for II BBA 'A' & 'B'. The programme was an interdisciplinary approach on "Google: Not Just a Search Engine" on by the members of the association. Payal Shetty, Manjunath Shenoy & Nikhil of III BCA elaborated on Google, its history and inception. The students conducted some activities related to digital literacy. The winners were given prizes. Large number of students benefited from this programme. Mrs. Shashiprabha coordinated the programme.

IT Quiz

The association organized 'IT Quiz' on 1 February 2019. 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. Joel D'Souza, Ms. Payal Shetty, Mr. Nikhil, Mr. Manjunath Shenoy of III BCA. Mrs. Reshmi B. R. coordinated the event.

Coding & Debugging

The association organized Coding & Debugging event on 12 February 2019. 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 Mr. Arun F. Sequeira were the judges. The student coordinators were Mr. Joel D'Souza, Ms. Payal Shetty, Mr. Nikhil, Mr. Manjunath Shenoy of III BCA. Mrs. Shashikala Shetty coordinated the event.

LIST OF PRIZE WINNERS

Guess the Part

I	Elvis Rego	II BCA 'B'
II	Dhanush Kumar U.	II BCA 'B'
III	Sharath Rao A.	II BCA 'A'

Memory Test

I	Varun Kumar K.	II BCA 'A'
	Pavana Purushotham	II BCA 'B'
II	Prathiksha Rai	III BCA 'A'
III	Elvis Rego	II BCA 'B'

Captcha Cracker

I	Deeksha Rao	III B.Com
II	Guruprasad G. Shenoy	II BCA 'A'
III	Shadab	II BBA 'A'

Toggle Toggle

I	Sukesh	II BCA 'A'
II	Nelson Jack Lobo	III BCA 'A'
III	Vivek Mithra	III BBA 'B'

IT Debate

I	Reshma & Mohammed Suhaib Kazi	III BCA 'A'
II	Adline D'Souza & Ashwin	I BA(HRD) I BBA 'A'
III	Vaishnavi & Smriti Shettigar	I BCA 'B'

Paint Brush

I	Pratheek	II BCA 'A'
II	Nagashree	II BCA 'B'
III	Ankitha Nayak	I BCA 'A'

IT Collage

I	Harishree	I BCA 'A'
II	Nelson Jack Lobo Elvis Rego	III BCA 'A' II BCA 'B'
III	Abhishek	II BCA 'A'

Quick Hands

I	Smriti Shettigar	I BCA 'B'
II	Mohammed Rehaan	II BCA 'A'
III	Vishal	III BCA 'B'

IT Advertisement

I	Elvis Rego	II BCA 'B'
II	Dhanush Kumar U.	II BCA 'B'
III	Nelson Jack Lobo	III BCA 'A'

Paper Presentation

I	Nelson Jack Lobo	III BCA 'A'
II	Sharath Rao A. Varshitha Bellur	II BCA 'A' I BCA 'B'
III	Vivek Mithra M.	III BBA 'B'

Web Designing

I	Manoj Churya	III BCA 'A'
II	Kshaman T A.	I BCA 'A'

IT Quiz

- | | | |
|-----|---------------------|------------------------|
| I | Elvis Rego | II BCA 'B' |
| II | Akhil Raj
Saurav | II BBA 'A'
II B.COM |
| III | Sharath Rao A. | II BCA 'A' |

Coding & Debugging

- | | | |
|-----|---------------------------------|---------------------------|
| I | Kaushik &
Dhanush Kumar U. | II BCA 'B'
II BCA 'B' |
| II | Nelson Jack Loba &
Prathiska | III BCA 'A'
II BCA 'A' |
| III | Elvis Rego &
Nihar Kulal M. | II BCA 'B'
II BCA 'B' |

INSPIRE 2018

Coding & Debugging

- | | | |
|----|-----------------------------------|--------------------------|
| I | Mohammed Rehaan
Pratheek K. B. | II BCA 'A'
II BCA 'A' |
| II | Prathiska & Alfin Banu | II BCA 'A' |

Web Designing

- | | | |
|----|----------------|------------|
| I | Avinash R. | II BCA 'A' |
| II | Nihar Kulal M. | II BCA 'B' |

IT Quiz

- | | | |
|----|---|--------------------------|
| I | Sharath Rao A. & Sharan J. Rai
Elvos Rego & Dhanush Kumar U. | II BCA 'A'
II BCA 'B' |
| II | Pooja S. & Rashmi | I BCA 'A' |

IT Chaser

- | | | |
|---|--------|------------|
| I | Aditya | II BCA 'B' |
|---|--------|------------|

Paper Presentation

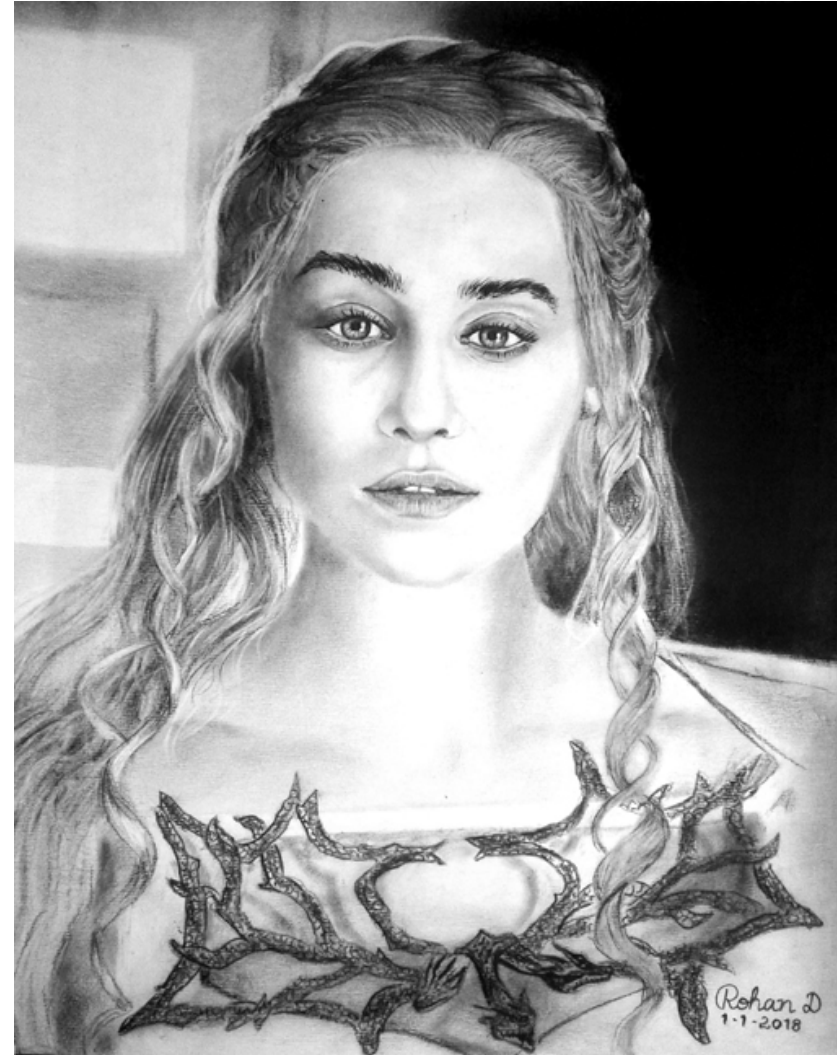
- | | | |
|----|-------------------|------------|
| I | Sushmitha G. | I BCA 'B' |
| II | Guruprasad Shenoy | II BCA 'A' |

Photography & Video Editing

- | | | |
|----|------------------|------------|
| I | Varun Kumar K. | II BCA 'A' |
| II | Sahan C. Poojari | I BCA 'B' |

Overall Winners: Aditya and Team II BCA 'B'

Runners Up : Suresh and Team II BCA 'A'



LITERARY ASSOCIATION - Crown of Wisdom

Motto/ Vision : **"To sharpen the linguistic skills and to bring out the hidden Talents/ Creativity of the students."**

Theme : **Mingle, Mix and Enrich.**

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.

Staff Coordinators : **Mrs. Madhumathi J. Raja**
Mrs. Kavya U.
Mrs. Jeevitha D.
Mrs. Renuthakshi
Dr. Jyothi
Dr. Shalini Devadiga

Members : **Mrs. Shashiprabha**
Mrs. Reshmi B. R.
Mrs. Deepashree G. Shenoy
Mrs. Parinitha Salian
Mrs. Sneha Bhat
Ms. Sanjana

Student Coordinators :

English : Ms. Prajna .B. III BBA 'C'
Ms. Shreenidhi III BBA 'C'
Kannada : Ms. Pooja III B.Com
Ms. Prajna III B.Com
Hindi : Ms. Bhumiika III B.Com
Ms. Raksha III B.Com

Student Secretaries

III BBM 'A' Zainaba .Nishanth
III BBM 'B' Likitha R.
III BBM 'C' Deeksha V.
III B.Com Pooja
III BCA 'A' Lawanya Shetty
III BCA 'B' Prathiksha Shetty
III BA(HRD) Advitha
II BBM 'A' Mohammed Shadab
II BBM 'B' Anwika U. J.
II BBM 'C' Mohammed Zaheed
II B.Com Ankitha M.
II BCA 'A' Alfin Banu
II BCA 'B' Shreya M. Hegde
II BA(HRD) Seema J.
I BBM 'A' Mahima
I BBM 'B' Shanya N.
I BBM 'C' Syeda Mehrunnisa
I B.Com Ashwith K.
I BCA 'A' Sandeep Bhandari
I BBM 'B' Kavya
I BA(HRD) Sejal

ACTIVITIES

English Association

Inauguration and Orientation

The English association was inaugurated by Professor Maria C. D'Costa, director of Uxcel, Mangaluru, on 10 July 2018. She inaugurated the programme by releasing the College Magazine 2017-18 and inaugurating

the Literary Association. Prof. Maria C. D'Costa in her address encouraged the students to read books and stressed that reading helps to gain knowledge, improve our languages as well as enriches our intelligence. She motivated the students to think positively to become successful. She pointed out it is important to trust God in all our endeavors. Principal, Prof. Aruna P. Kamath delivered the Presidential address and she pointed out to the students that they needed to sharpen their skills and grab the opportunities provided to them by the associations. Shreenidhi and Prajna presented the association's plan of action for the academic year 2018-19. Bhumika welcomed the gathering and Alfin Banu introduced the chief guest. Rakha proposed the vote of thanks. The programme was compeered by Prajna. The programme was coordinated by Mrs. Madhumathi J Raja and Mrs. Kavya U.

GUEST LECTURES

Pronunciation and Word Fashion

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

Enhancing Writing Skills for Media

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

21 Century Learning Design- A Brief Introduction

The English department organized a faculty development programme on 21 August 2018 on "21 Century Learning Design- A Brief Introduction." Ms. Syrha Goveas, Professor, University of Bahrain was the resource person. She emphasized that, there should be a shift from Teachers as Dispensers to Facilitators. A teacher should build the self-confidence of the students and prepare them for the job market. She added that we should construct knowledge by interpreting, analyzing, synthesizing and evaluating. She stressed that teachers should enhance the life skills, innovations and use technology for the betterment of A student faculty programme was conducted on 29 June 2018 by Kriti Pal of III B.Com for the I BCA 'B' on the topic 'Intolerance in Politics'. The objective of programme was to sensitize students about the meaning and concept of intolerance. She explained how politics is dividing common people with the intention to secure their vote banks. The students responded with positivity for a better India. The Programme was coordinated by Mrs. Kavya U.

Awareness Programme on Group Mediclaim Policy

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

Personality Development

The English department conducted a guest lecture on 16 February 2019 for the I BCA 'A'. The resource person was Mrs. Swathi S Rao, Entrepreneur. She highlighted that students need to improve their communication and social skills. She stressed that they must express themselves in the right attitude with being optimistic. She also pointed

out that good listening skills in an individual are highly desirable and also reflects their enthusiasm. She concluded by advising the students to learn from the mistakes of others also said that everyone makes mistakes but learning from them is the best one can do. Mrs. Kavya U. coordinated the programme.

STUDENT FACULTY PROGRAMMES

Intolerance in Religions

A student faculty programme was conducted on 29 June 2018 by Kriti Pal of III for I BBA 'C' on the topic 'Intolerance in Religions'. The objective of programme was to create an understanding towards other religions. She gave a brief introduction to the recent emerging restlessness among the youth. Views from the students helped the entire session to gain and understand the need to change their mind sets and to show tolerance towards other religions. The programme was coordinated by Mrs. Madhumathi J. Raja.

Intolerance in Politics

A student faculty programme was conducted on 29 June 2018 by Kriti Pal of III B.Com for the I BCA 'B' on the topic 'Intolerance in Politics'. The objective of programme was to sensitize students about the meaning and concept of intolerance. She explained how politics is dividing common people with the intention to secure their vote banks. The students responded with positivity for a better India. The Programme was coordinated by Mrs. Kavya U.

Use of Chemicals in Junk Food and Its Effect

The department conducted a student faculty programme on 14 July 2018 on the topic "Excessive use of chemicals in food products. "Use of Chemicals in Junk food and its effect" by Jeevan of the III BA (HRD) for I BCA. The objective of this programme was to make the students aware of the impact of adulterated food on human body. The students were made to realize that food in unaltered form should be consumed. The programme was coordinated by Mrs. Madhumathi J. Raja and Mrs. Kavya U.

Job Interviews

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

Child Labour

The English department organized a student faculty programme on 29 August 2018 on "Child Labour" by Gauthmi of III B Com for I BCA 'B'. The objective of the programme was to sensitize the students about child labour and the adverse effect of such practices in the society. She explained that students can contribute and save little children from the bad impacts of child labour. Child helpline numbers were also shared during the session. Mrs. Kavya U. coordinated the programme.

Women's Safety

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

Women Empowerment: Winds of Change.

The English department organized a student faculty programme on 18 September 2018 for I BBA 'A' by Pooja of II BBA 'B' on "Women Empowerment: Winds of Change." The objective of this programme was to create an understanding about the need of women empowerment in today's society. The student faculty said that women empowerment

adds to confidence of women in their ability to lead meaningful and purposeful lives. It removes their dependence on others and makes them individuals in their own right. This programme helped the students to understand that Women Empowerment helps to make the society and world a better place to live. Mrs. Kavya U. coordinated the programme.

Failure is the Step to Success

The English department organized a student faculty programme on the topic "Failure is the Step to Success" 29 March 2019 for I BCA 'A' by Priyal of III BCA 'A'. The objective of this programme was to create an understanding that failures are the stepping stone for success. She said that failures should not affect one's judging capacity. This programme helped the students to understand that failures should inspire them to work harder for success. Mrs. Madhumathi J. Raja coordinated the programme.

EXTENSION ACTIVITIES

Date	Venue	Faculty In-Charge
08-8-2018	Samvedana, Mangaluru	Mrs. Madhumathi J. Raja
04-8-2018	Lalithakala Arts	Mrs. Kavya U.
06-8-2018	Dry/Wet Waste in West Wind Apt, Balmatta	Mrs. Madhumathi J. Raja
11-8-2018	Abode Apartment	Mrs. Madhumathi J. Raja
12-8-2018	Urva Marigudi Apartment	Mrs. Kavya U.
19-8-2018	Fathima Apartments, Falnir	Mrs. Madhumathi J. Raja
16-1-2019	Sharada Vidyalaya, Mangalore	Mrs. Kavya U.
18-1-2019	D K Zilla Panchy at H P School, Bikarnakatta	Mrs. Madhumathi J. Raja
8-9-2018	Dr. N S A Memorial Pre-University College, Mangaluru	Mrs. Madhumathi J. Raja
22-9-2018	Saint Antony Old Age Home, Valencia	Mrs. Madhumathi J. Raja
22-9-2018	Sri Anagha Oil Refineries Baikampady	Mrs. Madhumathi J. Raja
31-8-2018	Kedium Ply and Boards, Devipura, Talapady	Mrs. Kavya U.
02-2-2019	Rosario English Medium H P School	Mrs. Madhumathi J. Raja
04-2-2019	Carmel School, Mangaluru	Mrs. Madhumathi J. Raja
02-2-2019	Keventers, City Centre; Mangaluru	Mrs. Kavya U.
04-2-2019	Belgian Waffles, City Centre; Mangaluru	Mrs. Kavya U.

09-2-2019	Saint Mary's Higher Primary School	Mrs. Kavya U.
09-2-2019	Government High School, Suribail ,Bantwal	Mrs. Madhumathi J. Raja
23-2-2019	Sarah Eco -Bagz, Mulihithlu Mangaluru	Mrs. Madhumathi J. Raja
16-3-2019	Ladyhill Aided Higher Primary School	Mrs. Madhumathi J. Raja
19-1-2019	D K Zilla Panchyat H P School, Mannagudda.	Mrs. Madhumathi J. Raja
23-1-2019	Padua English Higher Primary School	Mrs. Kavya U.

SKILL ENHANCEMENT ACTIVITIES

Poster Writing

The English Association conducted poster writing competition on 5 July 2018, on the topic "Benefits of Yoga". The objective of the competition was to encourage students to develop writing skills. This competition enhanced their creativity, knowledge and writing skills. The programme was coordinated by Mrs. Madhumathi J. Raja and the student coordinators were Prajna and Shreenidhi.

Slogan Writing

The English association conducted slogan writing competition on 13 July 2018, on the topic "Road safety". The objective of the competition was to encourage students to put out their creativity and also develop their writing skills. This competition enhanced their creativity, knowledge and writing skills. The programme was coordinated by Mrs. Madhumathi J. Raja and the student coordinators were Prajna and Shreenidhi.

Essay Writing

The English Association conducted an Essay Writing competition on 17 July 2018, on the topic "Internet and Today's Youth "to make the students aware of the pros and cons of the Internet and its Usage. The competition's objective was to make the students aware of the latest web tools and its right usage. This competition enriched the student's intellect as well as improved their writing skills giving them a platform to bring their creativity along with their views. The programme coordinators were Mrs. Madhumathi J. Raja and Mrs. Kavya U. The student coordinators were Prajna and Shreenidhi.

Debate

The English Association conducted a Debate competition on 24 July 2018 on the topic "Reality shows are Good or Bad". The objective was to enhance their conversational and analytic skills giving them a platform to express their views, thoughts and ideas and gain confidence to speak effectively. The programme was coordinated by Mrs. Madhumathi J. Raja and the student coordinators were Prajna and Shreenidhi.

Pictionary Competition

The English Association conducted Pictionary competition on 26 July 2018, on the topic "Humanity". Two pictures were shown to the participants and they had to write an article on it. The objective was to encourage their critical and analytical thinking also inspiring their thoughts, views and creativity in writing skills. The programme was coordinated by Mrs. Madhumathi J. Raja and the student coordinators were Prajna and Shreenidhi.

Word Puzzle

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

Wrong People at Wrong Job /Wrong situation

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

Story Writing

The association conducted a Story Writing competition on 23 August 2018 on the topic "Values and its importance". The objective was to provide a platform to showcase their writing and creativity skills. The

programme helped the students to enhance their writing skills and innovative ideas. Mrs. Madhumathi J. Raja coordinated the programme and the student coordinators were Prajna and Shreenidhi.

Elocution

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

Poem Recitation

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

Pick and Speak

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

Article Writing

The association conducted an article writing competition on 24 September 2018. The objective was to enhance the student's writing and creative skills. Students wrote on various current issues which enhanced the knowledge of the students. The students participated with great interest as it gave them a platform to showcase their views, ideas, opinions and encouraging their innovative writing styles and skills. Mrs. Madhumathi J. Raja coordinated the competition and the student coordinators were Prajna and Shreenidhi.

Best Toast Master

The English Association conducted Best Toasts Master competition on 4 January 2019. The objective of the activity was to enrich the students speaking abilities and also to gain confidence to face the crowd. Large number of students actively participated in the event. Mrs. Madhumathi J. Raja coordinated the competition and the student coordinators were Prajna and Shreenidhi.

Article Writing

The English Association conducted article writing competition on 10 January 2019. The objective of this activity 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 innovative and creativity through writing skills. Ms. Prajna and Ms. Shreenidhi were the student coordinators. Mrs. Madhumathi J. Raja coordinated the competition and the student coordinators were Prajna and Shreenidhi.

Brain Teaser

The English Association conducted Brain Teaser competition on 14 January 2019. The objective of this activity was to kindle their brains and their creativity. The students actively participated with great enthusiasm as this was a platform for them to showcase their ideas, views and innovative writing skills. Ms. Prajna and Ms. Shreenidhi were the student coordinators. Mrs. Kavya U. coordinated the competition.

Laughter Challenge

The English Association conducted Laughter Challenge competition on 14 January 2019. The objective of this activity was to bring out their humour and witty qualities. It also enriched their intelligence and enhanced their speaking abilities. Ms. Prajna and Ms. Shreenidhi were the student coordinators. Mrs. Kavya U. coordinated the competition.

Creative Writing

The English Association conducted Creative Writing Competition on 29 January 2019. The objective of this was to enhance the writing skills, motivate them to bring out their creativity, views and ideas. It was a

platform to showcase their writing skills as well as their creativity in an innovative idea. The students participated enthusiastically. Ms. Prajna and Ms. Shreenidhi were the student coordinators. Mrs. Madhumathi J. Raja coordinated the competition.

Logo Designing

The English association conducted Logo Designing on the topic "Human Empowerment" on 30 January 2019. The objective of this competition was to enhance their writing, creative and analytic skills. The topic was chosen to make the students aware that human empowerment is very important. Ms. Prajna and Ms. Shreenidhi were the student coordinators. Mrs. Madhumathi J. Raja coordinated the competition.

Literary Quiz

The English association conducted "Literary Quiz" on 9 February 2019. The objective of this quiz was to test the student's intelligence and knowledge of English literature. This competition gave the students an opportunity to brush-up their knowledge of English and reminiscence all the great works of literature. It enriched their knowledge about literature and reconnected them with the famous authors. Mrs. Madhumathi J. Raja coordinated the programme along with the students coordinators Ms. Shreenidhi and Ms. Prajna.

Spell Me

The English association conducted "Spell Me" competition on 15 February 2019. The objective of this activity was to develop and improve the vocabulary skills widening and enhancing the students with new vocabulary. A large of students actively participated in the event. Mrs. Madhumathi J. Raja coordinated the programme along with the student's coordinators Ms. Shreenidhi and Ms. Prajna.

BOOK REVIEW

- The English department conducted a book review on "Mannequin: Working Women in India's Glamour Industry Review: Leave your Mark" written by Manjima Bhattacharjya on 30 June 2018 by Advita of III BA (HRD). The objective of the review was to develop their reading skills and identifying the author's perspective. The student

opined that the book explores the perils of cosmetic surgery in the glamour industry. Mrs. Madhumathi J. Raja coordinated the programme.

- The English department conducted a book review on "Jaya an illustrated Retelling of Mahabharata" by Patnaik by Amra Zuman of III BA (HRD). The objective of the programme was to give an insight into justice and the courage to face the difficulties. The student opined that the author Patnaik has given the greatest epic in Indian mythology. The student found the concepts of dharma and justice explained with extreme clarity. Mrs. Kavya U. coordinated this programme.
- The English department conducted a book review on 20 July 2018. Pratheeksha Baliga of II B.Com reviewed "The Old Man and his God: Discovering the spirit of India". The objective of the review was to develop reading skills by identifying the author's perception. The student opined that the book had different stories about people's generosity and selfishness in times of natural disasters like the tsunami, women struggling to speak out in a world that refuses to listen to them and tales of young professionals trying to find their feet as they climb up the corporate ladder. The book written in simple language, directly from the heart was a collection of snapshots of the varied facets of human nature and a mirror to the souls of the people of India. The book was interesting and gave a varied inspiring knowledge about how to face the real hardships in life with positivity. The programme was coordinated by Mrs. Madhumathi J. Raja.
- The English department organized a book review on 20 July 2018. "The English Teacher" by R. K. Narayan was reviewed by Annapurana of III B.Com. The best thing about the book was its simple & lucid writing style. Reader is tuned to the series of Malgudi days. The book offers a bitter criticism of Indian education system, where much stress is given on marks rather than acquiring knowledge but it's an eye opener to the readers. The programme was coordinated by Mrs. Kavya U.
- The English department conducted a book review on 10 September 2018 by Ms. Vibha Hegde of I BBA 'C'. Ms. Vibha Hegde reviewed the book "The Help" by Kathryn Stockett. The objective was to

enhance their reading skills by identifying the author's perception and an overview of one person's highly subjective reading experience. The student opined that the author creates three extraordinary women whose determination to start a movement of their own forever changes a town and the way women - mothers, daughters, caregivers, and friends - view one another. A deeply moving novel filled with poignancy, humor, and hope, The Help is a timeless and universal story about the lines we abide by, and the ones we don't. The book helps readers to have confidence and a positive attitude in their lives. Mrs. Madhumathi J. Raja coordinated the programme.

- The English department conducted a book review on 10 September 2018 by Deeksha of I BA (HRD) on the book "Introduction to how to Control Anger." by M. K. Gupta. The objective of the review was to enhance their reading skills by identifying the author's perception. The student opined that this book makes a sincere attempt in exploring scientifically various dimensions of anger and suggests various measures both short and long term to control it, keeping in view the physiological as well as the psychological factors that are associated with anger. The book helps the readers to know some simple steps on how to control their temper, overcome their anger, start improving and strengthening their relationships. Mrs. Kavya U. coordinated the programme.
- The English department conducted a book review on "If I Never Forever Endeavour" written by Holly Meade by Muskan of I BBA 'B' on 30 January 2019. The objective of the review was to develop the reading skills and encourage them to read books. The book helped the students to learn that trying new things can be a rewarding experience even though if there are few hurdles in their paths. Mrs. Kavya U coordinated the programme.
- The English department conducted a book review on 31 January 2019 on "The Biggest Lie" written by Sandeep Gupta by Amna of I BBA 'C'. The objective of the review was to develop critical reading and identify the author's perspective. The book elaborates a story with a moral that 'Good Wit is the Winner Any Time'. This book

has motivated the students to understand the one who does good for others shall always win. Mrs. Madhumathi J Raja coordinated the programme.

- The English department conducted a book review on 12 February 2019. P. Yuktha of II B.Com reviewed "The Pearl That Broke Its Shell " authored by Nadia Hashimi. The student opined that the book is a searing tale of powerlessness, fate and the freedom to control one's own fate that combines the cultural flavour and emotional resonance of the works of Jhumpa Lahiri and Lisa See. The book ends with a glimmer of hope. Mrs. Madhumathi J. Raja coordinated the programme.
- The English department conducted a book review on 12 February 2019. Juman Hussain N. of the I BA(HRD) reviewed "Hassan's Attendance Problem" authored by Sudha Murthy . The student opined that the book shows the importance of good habits in life. In Engineering College scored a first class in every examination but was never punctual in attendance. In spite of his high intelligence and immaculate skills, no employer continued him for long because of his irregularity. As a result, when his classmates began to earn in millions, he had to make his living by marketing educational CDs at negligible prices. He knew that bad habits died hard but he was a helpless victim of his own nature. His teachers and Principal ignored his irregularities in the class but the competitive world outside was cruel and did not excuse him. This book is a very good example of how important it is to be responsible in life. Mrs Kavya U coordinated the programme.
- The English department conducted a book review on 5 March 2019. Sejal of the I BA(HRD) reviewed "Three Thousand Stitches" authored by Sudha Murthy. The student opined that the book is a collection of eleven stories inspired by real life experiences of Sudha Murthy as a person as a chairperson of Infosys Foundations. Sudha Murthy's debut as a social worker had its share of stumbling blocks. She had undertaken the responsibility to free the devadasis of Karnataka from the shackles of prostitution. On the first day of her initiative, chappals were thrown at her. On the second day, tomatoes followed. Her

unrelenting spirit did not succumb to this humiliation and she strived hard until she achieved success. The 3000 women whom Sudha Murthy gave a new breath of life, later gifted her a bedspread which was made by each one of them. Hence the name 'Three Thousand Stitches'. The book is beautifully written in simple and easy language to understand. The instances described in the book touches the strings of your heart. It is deeply introspective and inspiring to read. Mrs Kavya U coordinated the programme.

- The English department conducted a book review on 3 April 2019. Deepika M. B. of II B.Com reviewed "Revolution 2020" authored by Chetan Bhagat. The student opined that the book Revolution 2020 does offer enough to make for an engaging read -- though it is the technical aspects, about education, politics, and business rather than relationships. She stressed that the readers can gain knowledge about the power of youth and the real society .The book is very well written and has a depth notions and truths. Mrs. Madhumathi J. Raja coordinated the programme.
- The English department conducted a book review on 5 April 2019. Thrishali of II B.Com reviewed "House of Cards: A Novel" authored by Sudha Murthy. The objective of the review was to develop critical reading and identify the author's perspective. The book elaborates a story with a moral that this intricately woven novel explores human relationships in telling detail, and holds up a mirror to our society with candour and with conviction. It's a reflection of Many Indian ladies who crave for affection and love from their family members. MONEY is essential in life, but it often brings unhappiness in relationships. Mrs. Madhumathi J. Raja coordinated the programme.

Group Discussion

- The department conducted a group discussion on 4 July 2018, on the topic "Is Consumer really the King in India. "The objective of this programme was to enrich the students with knowledge, give them a platform to express their views and thoughts .This programme helped the students gain confidence and speak effectively. The programme was coordinated by Mrs. Madhumathi J. Raja.

- The English department conducted group discussion on the topic "Impact of Advertisements on children" on 21 December 2018. The objective of the programme was to create awareness on how children can be affected through advertisements. This programme helped the students to gain confidence and speak effectively. The programme emphasized on the increasing influence resulting in a negative manner. Mrs. Madhumathi J. Raja coordinated the programme.
- The English department conducted group discussion on 21 December 2018 on the topic "Socio Economic Zone Boon or Bane." The objective of the programme was to make the students aware about the negative impact of the industrialization. The programme helped the students to develop team spirit and work in groups. The programme helped the students to understand what is good and what is bad for our environment. Mrs. Kavya U. coordinated the programme.
- The English department conducted group discussion on the topic "Is Reality Shows affecting the Youngsters?" on 5 January 2019. The objective of the programme was to develop an understanding in the students that reality shows are having an obstructive impact on the youngsters. The activity stimulated the critical thinking among the students. Mrs. Madhumathi J. Raja coordinated the programme.
- The English department conducted group discussion on the topic "Social Media and its effects on Young Minds" on 5 January 2019. The objective of the programme was to lessen the usage of social media among youngsters. The programme made the students realize that social media is affecting their valuable time and energy in a wrong manner which can be corrected effectively. Mrs. Kavya U. coordinated the programme.
- The English department conducted group discussion on 15 February 2019. The topic was "Is Censorships required in Media?" The objective of the programme was to enhance their communication skills and also to inculcate team spirit. It gave a platform to express their ideas and views on the given topic boosting their confidence. Mrs. Madhumathi J. Raja coordinated the programme.

- The English department conducted group discussion on 4 March 2019. The topic was "Twitter and its role in effecting the Youth's opinion?" The objective of the programme was to give a platform to give the students to bring forth their views, ideas and opinions. It also improved their communications skills along boosting their self confidence.
- The English department conducted group discussion on 5 March 2019. The topic was "In Modern India is Reservation Needed for Education?" The objective of the programme was to enhance their communication skills and also to inculcate team spirit. It gave a platform to express their ideas and views on the given topic boosting their confidence. Mrs. Madhumathi J. Raja coordinated the programme.

PAPER PRESENTATION

The department conducted a paper presentation on the topic "Social Issues in India" on 2,3,4 April 2019 for the II B.Com. On the topic "Principles of Gandhi" for the II BA(HRD) on 3, 4 & 5 April 2019. The topic enriched and enhanced their knowledge, values and gave an insight to the issues and solutions. The programme was judged on the basis of presentation skills, ideas, and creativity and communication skills by Mrs. Madhumathi J. Raja.

LIST OF PRIZE WINNERS

Poster Making

- | | |
|-------------------------------------|-------------|
| I. Karthik R Suvarna | II BCA 'B' |
| Sanjana S | III B.Com |
| II. Annapurna Kamath & Sreeja reddy | III B.COM |
| Syeda Mehrunnisa & Nafeesath Hanna | I BBA 'C' |
| III. Nidhi Shet & Sujal Bhat | III BCA 'A' |
| Aman D'Souza & Athul S.K. | I BCA 'A' |

Slogan Writing

- | | |
|----------------------------------|-------------|
| I. Thanaz and Sushmitha | III BCA 'A' |
| II. Prathiksha and Prerana | II B.Com |
| Nidhi and Sujal Bhat | III BCA 'A' |
| III. Omkar and Kshaman | I BCA 'A' |
| Ramitha prabhu and Ayesha sheema | I BBA 'C' |

ESSAY WRITING

- | | |
|----------------------|------------|
| I. Vibha Hedge | I BBA 'A' |
| II. Shreya Hedge | II B.Com |
| Maya Dvyas | II BBA 'A' |
| III. Nanda Krishna A | I BBA 'A' |
| Fathima Nashvana | II BBA 'A' |

DEBATE

- | | |
|---------------------------|-------------|
| I. Vivek Mitra and | III BBA 'B' |
| Roshin Alex John | III BBA 'B' |
| II. Abhishek & | III BBA 'C' |
| Anish | III B.Com |
| Mayank Patodi & Jay Karia | II BBA 'C' |
| III. Adline & | I BA(HRD) |
| Ashwin | I BBA 'A' |

PICTIONARY

- | | |
|--------------------|------------|
| I. Chitra Rao K P | II BBA 'A' |
| II. Shreya Hedge | II B.Com |
| III. Shanker Singh | I BCA 'B' |
| Venkatesh K | III B.Com |

WORD PUZZLE

- | | |
|------------------------|-------------|
| I. Prathiksha Baliga | II B.Com |
| II. Prithvi Salian | II B.Com |
| III. Vaishali & Rashmi | III BBA 'C' |

WRONG PEOPLE AT WRONG JOB

- | | |
|-------------|-------------|
| I. Adline | I B.AHRD |
| II. Vivek | III BBA 'B' |
| III. Mahima | I BBA 'A' |
| Nelson | III BCA 'A' |

STORY WRITING

- | | |
|----------------------|-----------|
| I. Prathiksha Baliga | II B.Com |
| II. Pooja | III B.Com |
| III. Divya | I BCA 'A' |

ELOCUTION

- | | |
|---------------------|-------------|
| I. Roshin Alex John | III BBA 'B' |
| II. Vivek Mitra | III BBA 'B' |
| III. Nelson Lobo | III BCA 'A' |

POEM RECITATION

- | | |
|----------------------|-----------|
| I. Sandeep | I BCA 'A' |
| II. Ramitha Prabhu & | I BBA 'C' |
| Ayesha Sheema | I BBA 'C' |
| III. Ankitha M. | II B.Com |
| Aman S. | I BCA 'A' |

PICK AND SPEAK

- | | |
|-----------------------|-------------|
| I. Vaishali Kudva | III BBA 'C' |
| II. Nelson Jack Lobo | III BCA 'A' |
| III. Abhishek Kotecha | III BBA 'C' |

BEST TOAST MASTER(MC)

- | | |
|----------------|-------------|
| I. Meghana Rao | I B.Com |
| II. Rashmi R A | III BBA 'C' |
| III. Prerana | II B.Com |

ARTICLE WRITING

- | | |
|-----------------------|-------------|
| I. Deeksha V | III BBA 'C' |
| II. Nidhi Hedge | III BBA 'C' |
| III. Ramitha Prabhu & | I BBA 'C' |
| Shree Nidhi S Shetty | I BBA 'C' |

LAUGHTER CHALLENGE

- | | |
|----------------------|-------------|
| I. Kavitha | I BCA 'A' |
| II. Ramitha Prabhu | I BBA 'C' |
| III. Vailshali Kudva | III BBA 'C' |

BRAIN TEASER

- | | |
|----------------------|-----------|
| I. Diya m suvarna | I BCA 'A' |
| II. Syeda Mehrunissa | I BBA 'C' |
| Shrivitha | I BCA 'A' |
| III. Thanushree | II B.Com |
| Varshitha Acharya | I BCA 'A' |

CREATIVE WRITING

- | | |
|---------------------------------|-------------|
| I. Mahima | I BBA 'A' |
| II. Shri Nidhi U Rai & Prajna B | III BBA 'C' |
| III. Saurav S Kumta | II B.Com |

LOGO DESIGNING

- | | |
|-------------------------------|-----------|
| I. Athul S K and Brijesh | I BCA 'A' |
| II. Vivek Pai and Pavan Nayak | II B.Com |
| III. Krithi Pal & | I B.Com |
| Rithik | I BBA 'A' |
| Aman S D'Souza & | I BCA 'A' |
| G Prajna Kamath | I BCA 'A' |

LITERARY QUIZ

- | | |
|----------------------|------------|
| I. Swarna Shetty | I BCA 'A' |
| II. Syeda Mehrunnisa | I BBA 'C' |
| III. Sushma | I BBA 'C' |
| Nishal D. Silva | II BBA 'A' |

SPELL ME

- | | |
|------------------------|------------|
| I. Smriti S. Shettigar | I BCA 'B' |
| II. Fathima Nashvana | II BBA 'A' |
| III. Mahima & | I BBA 'A' |
| Vinutha V. Rao | II BBA 'A' |

ಕನ್ನಡ ವಿಭಾಗ 'ವಿಕಸನ'ದ ಸಾಹಿತ್ಯ ಚಟುವಟಿಕೆಗಳ ವರದಿ

ಸಾಹಿತ್ಯ ಸಂಘದ ಒಂದು ಅಂಗವಾದ ಕನ್ನಡ ವಿಭಾಗ 'ವಿಕಸನ'ದ ಮೂಲಕ 2018-2019ರ ಶೈಕ್ಷಣಿಕ ವರ್ಷದಲ್ಲಿ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಸಾಹಿತ್ಯ ಚಟುವಟಿಕೆಗಳನ್ನು ಹಂತಹಂತವಾಗಿ ಹಮ್ಮಿಕೊಳ್ಳಲಾಯಿತು.

ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಪರಿಸರ ಜಾಗೃತಿಯನ್ನು ಉಂಟುಮಾಡುವ ಉದ್ದೇಶದಿಂದ 29 ಜೂನ್ 2018ರಂದು 'ನಮ್ಮ ಪರಿಸರ' ಎಂಬ ವಿಷಯಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ ಘೋಷಣೆ ಬರೆಯುವ ಸ್ಪರ್ಧೆಯನ್ನು ಆಯೋಜಿಸಲಾಯಿತು. ಇದರಲ್ಲಿ ಸುಮಾರು 20 ವಿದ್ಯಾರ್ಥಿಗಳು ಭಾಗವಹಿಸಿ ಪ್ರಥಮ ಬಹುಮಾನವನ್ನು ತನುಶ್ರೀ, ದ್ವಿತೀಯ ಬಿ.ಕಾಂ, ದ್ವಿತೀಯಾ ಸ್ಥಾನವನ್ನು ಅಂಕಿತ ಎಂ., ದ್ವಿತೀಯ ಬಿ.ಕಾಂ, ತೃತೀಯ ಸ್ಥಾನವನ್ನು ಮಹಿಮಾ, ಪ್ರಥಮ ಬಿಬಿಎ 'ಎ' ಪಡೆದರು.

ವಿದ್ಯಾರ್ಥಿಗಳ ಸಭಾಕಂಪನವನ್ನು ಹೋಗಲಾಡಿಸುವ ದೃಷ್ಟಿಯಿಂದ ವಿದ್ಯಾರ್ಥಿ ಸಿಬ್ಬಂದಿ ಕಾರ್ಯಕ್ರಮವನ್ನು ದಿನಾಂಕ 30-06-2018ರಂದು ಪ್ರಥಮ ಬಿ.ಕಾಂ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಆಯೋಜಿಸಲಾಯಿತು. ಇದನ್ನು ದ್ವಿತೀಯ ಬಿ.ಕಾಂನ ಅಂಕಿತಾ ನೆರವೇರಿಸಿದರು. ದಿನಾಂಕ 2-07-2018ರಂದು ದ್ವಿತೀಯ ಬಿಬಿಎ ವಿದ್ಯಾರ್ಥಿ ಅನ್ವಿಕಾಳಿಂದ ಬಿಎ(ಎಚ್.ಆರ್.ಡಿ) ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ 'ಸಂತೆ' ಕವನ ವಿಶ್ಲೇಷಣೆ ಎಂಬ ವಿಷಯದಲ್ಲಿ - ವಿದ್ಯಾರ್ಥಿ ಸಿಬ್ಬಂದಿ ಕಾರ್ಯಕ್ರಮವನ್ನು ನಡೆಸಲಾಯಿತು .

ದ್ವಿತೀಯ ಬಿಎ(ಎಚ್.ಆರ್.ಡಿ) ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ದಿನಾಂಕ 4-07-2018ರಂದು ದ್ವಿತೀಯ ಬಿ.ಕಾಂ ವಿದ್ಯಾರ್ಥಿ ಕಾವ್ಯಳಿಂದ 'ಪ್ರಬಂಧ ಮಂಡನೆ' ಮಾಡಿಸಲಾಯಿತು. ಹಾಗೆಯೇ ಕನ್ನಡ ಸಂಘದ ವತಿಯಿಂದ ಚಿತ್ರ ನೋಡಿ ಕವನ ಬರೆಯುವ ಸ್ಪರ್ಧೆಯನ್ನು ಆಯೋಜಿಸಲಾಯಿತು. ಇದರಲ್ಲಿ ಪ್ರಥಮ ಬಹುಮಾನವನ್ನು ಅಶ್ವಿತ್ ಕೆ. ಪ್ರಥಮ ಬಿ.ಕಾಂ, ದ್ವಿತೀಯ ಸ್ಥಾನವನ್ನು ಅಂಕಿತಾ, ದ್ವಿತೀಯ ಬಿ.ಕಾಂ, ತೃತೀಯ ಬಹುಮಾನವನ್ನು ಕಾವ್ಯ, ಪ್ರಥಮ ಬಿಬಿಎ 'ಬಿ' ಪಡೆದರು.

ಪ್ರಚಲಿತ ವಿದ್ಯಮಾನಗಳಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ತಿಳುವಳಿಕೆಯನ್ನುಂಟು ಮಾಡುವ ಹಾಗೂ ಬರವಣಿಗೆಯ ಸಾಮರ್ಥ್ಯವನ್ನು ವೃದ್ಧಿಸುವ ಉದ್ದೇಶದಿಂದ ದಿನಾಂಕ 23 ಜುಲೈ 2018ರಂದು 'ದೈನಂದಿನ ಜೀವನದಲ್ಲಿ ಪರಿಸರ' ಹಾಗೂ 'ಆಧುನಿಕತೆಯ ದಾವಂತದಲ್ಲಿ ಕಳೆದು ಹೋಗುತ್ತಿರುವ ಕನ್ನಡ' ಎಂಬ ವಿಷಯದ ಕುರಿತು ಪ್ರಬಂಧ ಸ್ಪರ್ಧೆಯನ್ನು ಆಯೋಜಿಸಲಾಯಿತು. ಇದರಲ್ಲಿ 15 ವಿದ್ಯಾರ್ಥಿಗಳು

ಭಾಗವಹಿಸಿದರು. ಪ್ರಥಮ ಬಹುಮಾನವನ್ನು ಸೌಂದರ್ಯ ಆರ್. ದೇವಾಡಿಗ, ತೃತೀಯ ಬಿಬಿಎ 'ಬಿ', ದ್ವಿತೀಯ ಸ್ಥಾನವನ್ನು ಮಹಿಮಾ, ಪ್ರಥಮ ಬಿಬಿಎ 'ಎ, ತೃತೀಯ ಸ್ಥಾನವನ್ನು ಅಕ್ಷಯ್ ಐತಾಳ್, ತೃತೀಯ ಬಿಬಿಎ 'ಸಿ' ಪಡೆದರು.

ದಿನಾಂಕ 28-7-2018ರಂದು ಪ್ರಥಮ ಬಿಬಿಎ ವಿದ್ಯಾರ್ಥಿಗಳಾದ ನಿಹಾಲ್, ಶ್ರಧನ್ ಕುಮಾರ್ ಹಾಗೂ ಸಚಿನ್ ಕುಮಾರ್ 'ನಮ್ಮ ತುಳುನಾಡು' ಎಂಬ ವಿಷಯಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ ಪವರ್ ಪಾಯಿಂಟ್ ಪ್ರೆಸೆಂಟೇಶನ್ ನೀಡಿದರು. ಇದರ ಪ್ರಯೋಜನವನ್ನು ಬಿಬಿಎ ವಿದ್ಯಾರ್ಥಿಗಳು ಪಡೆದರು. ಕನ್ನಡ ವಿಭಾಗದ ವತಿಯಿಂದ ವಿಸ್ತೃತ ಕಾರ್ಯ ಚಟುವಟಿಕೆಯನ್ನು ದಿನಾಂಕ 4-08-2018ರಂದು ಸರಕಾರಿ ಹಿ. ಪ್ರಾ. ಶಾಲೆ ಲೇಡಿಹಿಲ್ ಹಾಗೂ ಸ. ಹಿ. ಪ್ರಾ ಶಾಲೆ ಕಾಪಿಕಾಡ್ ಇಲ್ಲಿ ನೆರವೇರಿಸಲಾಯಿತು. ಈ ಕಾರ್ಯಕ್ರಮವು ಸಮಾಜಮುಖಿ ಧೋರಣೆಯನ್ನು ಒಳಗೊಂಡಿದ್ದು ಇದರ ಮುಖ್ಯ ಉದ್ದೇಶ ವಿದ್ಯಾರ್ಥಿಗಳ ವ್ಯಕ್ತಿತ್ವ ವಿಕಸನ ಹಾಗೂ ಪ್ರಾಥಮಿಕ ಹಂತದ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಆತ್ಮವಿಶ್ವಾಸವನ್ನು ಮೂಡಿಸುವುದೇ ಆಗಿದೆ.

'ಪ್ರಕೃತಿ ವಿಕೋಪಕ್ಕೆ ವೈಜ್ಞಾನಿಕ ಮುನ್ನಡೆಯೇ ಕಾರಣ' ಹೌದು/ಅಲ್ಲ ಈ ವಿಷಯಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ ದಿನಾಂಕ 29-08-2018ರಂದು ಚರ್ಚಾ ಸ್ಪರ್ಧೆಯನ್ನು ಏರ್ಪಡಿಸಲಾಯಿತು. ಇದರಲ್ಲಿ ಸುಮಾರು 10 ವಿದ್ಯಾರ್ಥಿಗಳು ಭಾಗವಹಿಸಿ ಪ್ರಥಮ ಬಹುಮಾನವನ್ನು ಸಂದೀಪ್ ಜಿ. ಭಂಡಾರಿ, ಪ್ರಥಮ ಬಿ.ಸಿ.ಎ 'ಎ', ದ್ವಿತೀಯ ಸ್ಥಾನವನ್ನು ಮಹಿಮಾ, ಪ್ರಥಮ ಬಿಬಿಎ 'ಎ' ಹಾಗೂ ತೃತೀಯ ಸ್ಥಾನವನ್ನು ಸರಸ್ವತಿ, ಪ್ರಥಮ ಬಿ.ಕಾಂ ಗಳಿಸಿದರು. ಹಾಗೆಯೇ ವಿದ್ಯಾರ್ಥಿಗಳು ಭಾವಗೀತೆ ಸ್ಪರ್ಧೆಯಲ್ಲಿ ಭಾಗವಹಿಸಿ ಪ್ರಥಮ ಬಹುಮಾನವನ್ನು ಅಂಕಿತಾ. ಎಂ., ದ್ವಿತೀಯ ಬಿ.ಕಾಂ, ದ್ವಿತೀಯ ಬಹುಮಾನವನ್ನು ಮಹಿಮಾ, ಪ್ರಥಮ ಬಿಬಿಎ 'ಎ' ಹಾಗೂ ತೃತೀಯ ಸ್ಥಾನವನ್ನು ಅನ್ವಿಕಾ ಡಿ., ಪ್ರಥಮ ಬಿಬಿಎ 'ಬಿ' ಪಡೆದರು. ಸ್ಪರ್ಧೆಯಲ್ಲಿ 13 ವಿದ್ಯಾರ್ಥಿಗಳು ಭಾಗವಹಿಸಿದರು.

ಕಥೆ ಹೇಳುವ ಸ್ಪರ್ಧೆಯನ್ನು ದಿನಾಂಕ 12-09-2018ರಲ್ಲಿ ನಡೆಸಲಾಯಿತು ಇದರಲ್ಲಿ 12 ವಿದ್ಯಾರ್ಥಿಗಳು ಭಾಗವಹಿಸಿ ಪ್ರಥಮ ಬಹುಮಾನವನ್ನು ಸರಸ್ವತಿ, ಪ್ರಥಮ ಬಿ.ಕಾಂ, ದ್ವಿತೀಯ ಸ್ಥಾನವನ್ನು ನಿಶಿತಾ, ತೃತೀಯ ಬಿ.ಕಾಂ ಹಾಗೂ ತೃತೀಯ ಸ್ಥಾನವನ್ನು ನಿರೀಕ್ಷಾ ಶೆಟ್ಟಿ, ಪ್ರಥಮ ಬಿ.ಕಾಂ. ಕ್ರಮವಾಗಿ ಪಡೆದರು.

‘ಸಂಸರ್ಗ ವಶದಿಂ ದೋಷಮಂ’ ಪತ್ತುವಿಡಿವುದು ಎಂಬ ವಿಷಯದಲ್ಲಿ ಸೆಪ್ಟೆಂಬರ್ 20, 2018ರಂದು ಅತಿಥಿ ಉಪನ್ಯಾಸ ಕಾರ್ಯಕ್ರಮವನ್ನು ಬಿಸಿಎ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಆಯೋಜಿಸಲಾಯಿತು. ಸಂಪನ್ಮೂಲ ವ್ಯಕ್ತಿಯಾಗಿ ಶ್ರೀಯುತ ನಟೇಶ ಆಳ್ವ ಸಹಪ್ರಾಧ್ಯಾಪಕರು, ಶ್ರೀ ರಾಮಕೃಷ್ಣ ಕಾಲೇಜು, ಮಂಗಳೂರು ಇವರು ಆಗಮಿಸಿದರು. ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಸೃಜನ ಶೀಲತೆಯನ್ನು ಹುಟ್ಟುಹಾಕುವ ಕಾರಣದಿಂದ ದಿನಾಂಕ 30-9-2018ರಂದು ಕವನ ವಚನ ಸ್ಪರ್ಧೆಯನ್ನು ನಡೆಸಲಾಯಿತು. ಈ ಸ್ಪರ್ಧೆಯಲ್ಲಿ 12 ವಿದ್ಯಾರ್ಥಿಗಳು ಭಾಗವಹಿಸಿದರು. ಪ್ರಥಮ ಬಹುಮಾನವನ್ನು ಅಕ್ಷತಾ, ತೃತೀಯ ಬಿ.ಕಾಂ, ದ್ವಿತೀಯ ಸ್ಥಾನವನ್ನು ಅಂಕಿತಾ, ದ್ವಿತೀಯ ಬಿ.ಕಾಂ. ಹಾಗೂ ತೃತೀಯ ಸ್ಥಾನವನ್ನು ಅಂಬಿಕಾ, ತೃತೀಯ ಬಿ.ಕಾಂ. ಪಡೆದರು.

ಸಾಹಿತ್ಯದ ಬಗೆಗಿನ ಜ್ಞಾನ ಮತ್ತು ಅರಿವನ್ನು ಒರೆಗಹಚ್ಚುವ ಉದ್ದೇಶದಿಂದ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ರಸಪ್ರಶ್ನೆ ಸ್ಪರ್ಧೆಯನ್ನು ದಿನಾಂಕ 10-1-2019ರಂದು ಆಯೋಜಿಸಲಾಯಿತು. ಈ ಸ್ಪರ್ಧೆಯಲ್ಲಿ ಸುಮಾರು 15ವಿದ್ಯಾರ್ಥಿಗಳು ಭಾಗವಹಿಸಿದ್ದು, ಪ್ರಥಮ ಬಹುಮಾನವನ್ನು ಸೊನಾಲಿ, ಪ್ರಥಮ ಬಿಸಿಎ’ಬಿ’ ಪಡೆದು, ದ್ವಿತೀಯ ಸ್ಥಾನವನ್ನು ರಕ್ಷಿತಾ ಬಿ. ಜೆ., ದ್ವಿತೀಯ ಬಿಬಿಎ.’ಎ’ ಹಾಗೂ ತೃತೀಯ ಬಹುಮಾನವನ್ನು ಸ್ವಾತಿ ಎಂ., ದ್ವಿತೀಯ ಬಿಬಿಎ.’ಎ’ ಪಡೆದರು. 14-01-2019ರಂದು ನಡೆಸಿದ ಹಳೆಯ ಚಲನಚಿತ್ರಗೀತೆ ಸ್ಪರ್ಧೆಯಲ್ಲಿ ಭಾಗವಹಿಸಿ ಪ್ರಥಮ ಬಹುಮಾನವನ್ನು ಸುಭೀಕ್ಷ ರೈ, ಪ್ರಥಮ ಬಿಬಿಎ.’ಬಿ’, ದ್ವಿತೀಯ ಸ್ಥಾನವನ್ನು ದೀಕ್ಷಾ ರಾವ್, ತೃತೀಯ ಬಿ.ಕಾಂ. ಹಾಗೂ ತೃತೀಯ ಸ್ಥಾನವನ್ನು ಅಂಕಿತಾ ಎಂ. ದ್ವಿತೀಯ ಬಿ.ಕಾಂ. ಪಡೆದರು.

ದಿನಾಂಕ 16-01-2019ರಂದು ಸಾಹಿತ್ಯದಲ್ಲಿ ‘ಬ್ಯಾರಿಭಾಷೆ’ ಎಂಬ ವಿಷಯದಲ್ಲಿ ಅತಿಥಿ ಉಪನ್ಯಾಸಕ ಕಾರ್ಯಕ್ರಮವನ್ನು ದ್ವಿತೀಯ ಬಿ.ಕಾಂ. ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಆಯೋಜಿಸಲಾಯಿತು. ಸಂಪನ್ಮೂಲ ವ್ಯಕ್ತಿಯಾಗಿ ಲೇಖಕಿ ಜ್ಯೋತೀ ನಿಲೇಶ್ವರ್ ಆಗಮಿಸಿದರು.

ದಿನಾಂಕ 30-1-2019ರಂದು ವಿದ್ಯಾರ್ಥಿ ಸಿಬ್ಬಂದಿ ಕಾರ್ಯಕ್ರಮವನ್ನು ಅನ್ನಿಕಾ, ದ್ವಿತೀಯ ಬಿಬಿಎ.’ಬಿ’ ನಡೆಸಿಕೊಟ್ಟರು. ಲೇಖಕಿ ದೇವನೂರು ಮಹಾದೇವ ಅವರ ‘ದತ್ತ’ ಕಥೆಯ ವಿಶ್ಲೇಷಣೆ ಮಾಡುವ ಮೂಲಕ ಪ್ರಥಮ ವರ್ಷದ ಬಿಎ(ಎಚ್.ಆರ್.ಡಿ) ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ವಿಶಿಷ್ಟ ಅನುಭವವನ್ನು ಉಂಟುಮಾಡಿದರು. ಹಾಗೆಯೇ ದ್ವಿತೀಯ ಬಿಎ(ಎಚ್.ಆರ್.ಡಿ) ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ‘ನೊಂಬಾಲ’ ಬ್ಯಾರಿ ಕವನ ವಿಶ್ಲೇಷಣೆ ಮಾಡಿಸುವ ಮೂಲಕ ವಿದ್ಯಾರ್ಥಿ ಸಿಬ್ಬಂದಿ ಕಾರ್ಯಕ್ರಮವನ್ನು ದ್ವಿತೀಯ ಬಿ.ಕಾಂ ಅಂಕಿತಾ ಮೂಲಕ ಆಯೋಜಿಸಲಾಯಿತು.

ದಿನಾಂಕ 9-02-2019ರಂದು ಸೈಂಟ್ ಮೇರೀಸ್ ಹಿ.ಪ್ರಾ. ಶಾಲೆ, ಪಳ್ಳೀರ್ ಹಾಗೂ ಮೊಗವೀರ ಹಿ. ಪ್ರಾ. ಶಾಲೆ, ಉಳ್ಳಾಲ ಇಲ್ಲಿ ವಿಸ್ತೃತ ಕಾರ್ಯ ಚಟುವಟಿಕೆಯನ್ನು ಆಯೋಜಿಸಲಾಯಿತು. ಸರಾಸರಿ 75 ಪ್ರಾಥಮಿಕ ವಿದ್ಯಾರ್ಥಿಗಳು ಇದರ ಪ್ರಯೋಜನವನ್ನು ಪಡೆದರು.

‘ಸ್ವಚ್ಛ ಭಾರತ್’ ಶೀರ್ಷಿಕೆಯಡಿಯಲ್ಲಿ ದಿನಾಂಕ 15-02-2019ರಂದು ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ‘ಭತ್ತಿಪತ್ರ’ ರಚನಾ ಸ್ಪರ್ಧೆಯನ್ನು ನಡೆಸಲಾಯಿತು. ಇದರಲ್ಲಿ ಪ್ರಥಮ ಬಹುಮಾನವನ್ನು ಬೃಜೇಶ್ ಮತ್ತು ಕ್ಷಮನ್, ದ್ವಿತೀಯಾ ಬಿ.ಸಿ.ಎ.’ಎ’ ದ್ವಿತೀಯ ಬಹುಮಾನವನ್ನು ಭೂಮೀಕಾ, ದ್ವಿತೀಯ ಬಿ.ಬಿ.ಎ.’ಬಿ’ ಮತ್ತು ಲಿಖಿತ, ತೃತೀಯಾ ಬಿ.ಕಾಂ. ಹಾಗೂ ತೃತೀಯಾ ಬಹುಮಾನವನ್ನು ರಿಶಿಕಾ ಮತ್ತು ಸರಸ್ವತಿ, ಪ್ರಥಮ ಬಿ.ಕಾಂ ಪಡೆದರು.

ದಿನಾಂಕ 5-3-2019ರಂದು ಪ್ರಥಮ ಬಿಬಿಎ ಕನ್ನಡ ವಿಭಾಗದ ವತಿಯಿಂದ ಪ್ರಥಮ ಬಿಬಿಎ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ‘ಪುಸ್ತಕ ವಿಮರ್ಶೆ’ ತರಗತಿಯನ್ನು ನಡೆಸಲಾಯಿತು. ಹಾಗೆಯೇ ಪ್ರಥಮ ಬಿಸಿಎ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ದಿನಾಂಕ 18-03-2019ರಂದು ‘ಸರಕು ಮತ್ತು ಸೇವೆತೆರಿಗೆ’ ಎಂಬ ವಿಷಯಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ ಅತಿಥಿ ಉಪನ್ಯಾಸ ಕಾರ್ಯಕ್ರಮವನ್ನು ಆಯೋಜಿಸಲಾಯಿತು. ಇದಕ್ಕೆ ಸಂಪನ್ಮೂಲ ವ್ಯಕ್ತಿಯಾಗಿ ಜಿನಿಫರ್ ಮೃದುಲ ಆಳ್ವ, ಸಹಪ್ರಾಧ್ಯಾಪಕರು, ವಾಣಿಜ್ಯ ವಿಭಾಗ, ಶ್ರೀ ರಾಮಕೃಷ್ಣ ಕಾಲೇಜು ಮಂಗಳೂರು ಇವರು ಆಗಮಿಸಿ ಜಿ.ಎಸ್.ಟಿ ಕುರಿತಂತೆ ವಿಸ್ತಾರವಾಗಿ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ವಿವರಿಸಿದರು. ಹಾಗೆಯೇ 22-03-2019ರಂದು ಲಿಟಲ್ ಆರ್ಟ್ಸ್‌ಕಿಂಡರ್ ಗಾರ್ಡನ್ ಸ್ಕೂಲ್‌ನಲ್ಲಿ ಸಂಯೋಜಕರ ಮಾರ್ಗದರ್ಶನದಲ್ಲಿ ವಿಸ್ತೃತ ಕಾರ್ಯ ಚಟುವಟಿಕೆಯನ್ನು ವಿದ್ಯಾರ್ಥಿಗಳು ಆಯೋಜಿಸಿದರು.

ದಿನಾಂಕ 30-03-2019ರಂದು ‘ಹಣಕಾಸು ನಿರ್ವಹಣೆ’ ಕುರಿತಂತೆ ಆಂತರಿಕ ಸಿಬ್ಬಂದಿ ಕಾರ್ಯಕ್ರಮವನ್ನು ದ್ವಿತೀಯ ಬಿ.ಕಾಂ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಸಂಯೋಜಿಸಲಾಯಿತು. ಮೇಲಿನ ವಿಷಯಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ ಕಾಲೇಜಿನ ಸಹಪ್ರಾಧ್ಯಾಪಕಿ ಕುಮಾರಿ ಸೌಮ್ಯ ಹೆಗ್ಡೆ ಅವರು ಉಪನ್ಯಾಸ ನೀಡಿದರು.

ಈ ಮೇಲಿನ ಎಲ್ಲ ಚಟುವಟಿಕೆಗಳನ್ನು ಸಾಹಿತ್ಯ ಸಂಘದ ಅಡಿಯಲ್ಲಿ ಕನ್ನಡ ವಿಭಾಗ ಹಾಗೂ ಕನ್ನಡ ವಿಕಾಸನದ ಸಂಯೋಜಕರಾದ ಶ್ರೀಮತಿ. ಜೀವಿತಾ ಡಿ. ಹಾಗೂ ರೇಣುತಾಕ್ಷಿ ಇವರ ನೇತೃತ್ವದಲ್ಲಿ ಸಾಹಿತ್ಯ ಸಂಘದ ಕಾರ್ಯದರ್ಶಿಯವರ ಸಹಕಾರದೊಂದಿಗೆ ಸಂಯೋಜಿಸಲಾಯಿತು.

शैक्षणिक वर्ष 2018-2019 हिन्दी साहित्यिक संघ स्पुरण द्वारा आयोजित विविध प्रतियोगिताएँ

उद्घाटन समारोह

शैक्षणिक वर्ष 2018-2019 के हिन्दी साहित्यिक संघ स्पुरण का उद्घाटन समारोह 10/7/2018 को प्रोफेसर मारिया.सी.डी कोस्टा, डायरेक्टर ऑफ़ उक्स्सल, मंगलुरु इन्होंने उद्घाटित कर प्रतियोगिताओं को चालन दिया ।

प्रचार वाक्य

दिनांक 16/07/18 को भ्रष्टाचार और सुरक्षा विषय पर प्रचार वाक्य लिखने की प्रतियोगिता का आयोजन किया गया । डॉ.शालिनी और डॉ.ज्योति निर्णयकार बने । इसमें प्रथम स्थान निधि शेट और सुजल भू तृतीय बि.सी.ए ए और द्वितीय स्थान स्वाथि यम और नश्वाना द्वितीय बि.बि.ए ए और तृतीय स्थान प्रवीण और अक्षय तृतीय बि.बि.ए सी को मिला ।

शायरी स्पर्धा

दिनांक 24/07/18 को कमरा संख्या 301 में शायरी स्पर्धा का आयोजन किया गया । डॉ शालिनी और डॉ.ज्योति निर्णयकार बने । इसमें प्रथम स्थान रफ़ा फ़ातिमा प्रथम बि.एच.आर.डी, को और द्वितीय स्थान चित्रा द्वितीय बि.बि.ए ए और तृतीय स्थान फर्दीम अहमद प्रथम बि.बि.ए. सी को मिला ।

प्रबंध स्पर्धा

दिनांक 24/8/18 को प्रबंध स्पर्धा का आयोजन किया गया । प्रबंध का विषय था देश की प्रगती में युवाओं का योगदान । श्रीमती शालिनी और डॉ.ज्योति निर्णयकार बने । इसमें कुल 10 विद्यार्थियों ने भाग लिया । इसमें प्रथम स्थान मैथिलि.यम तृतीय बि.बि.ए. ए और द्वितीय स्थान विजयलक्ष्मी तृतीय बि.कॉम और वैशाली कुडवा तृतीय बि.बि.ए सी को मिला ।

कहानी कथन

दिनांक 30/08/18 को कहानी कथन की प्रतियोगिता का आयोजन किया

गया । डॉ शालिनी और डॉ .ज्योति निर्णयकार बने । इसमें कुल 10 विद्यार्थियों ने भाग लिया । इसमें प्रथम स्थान वैशाली कुडवा तृतीय बि.बि.ए सी और द्वितीय स्थान नेल्सन जैक्सन लोबो तृतीय बि.सी.ए. सी और तृतीय स्थान अभिषे बि.बि.ए. सी को मिला ।

कहानी लिखना

दिनांक 12/09/18 को कहानी लिखने की प्रतियोगिता का आयोजन किया गया । डॉ शालिनी और डॉ.ज्योति निर्णयकार बने । इसमें कुल 10 विद्यार्थियों ने भाग लिया । इसमें प्रथम स्थान तृप्तिप्रथम बि.कॉम और द्वितीय स्थान भूमिका तृतीय बी.कॉम और तृतीय स्थान मानसा प्रथम बि.कॉम को मिला ।

भाषण स्पर्धा

दिनांक 19 /09/18 को आज के युग में किताब और अंतरजाल विषय पर विद्यार्थियों को भाषण स्पर्धा का आयोजन किया गया । इसके निर्णयकार डॉ शालिनी और डॉ .ज्योति बने । इसमें प्रथम स्थान वैशाली कुडवा तृतीय बि.बि.ए सी और द्वितीय स्थान भूमिका तृतीय बि.कॉम , तृतीय स्थान रक्षा तृतीय बि.कॉम को मिला ।

देशभक्ति गीत

दिनांक 18/01/19 को देश भक्ति गीत की प्रतियोगिता का आयोजन किया गया । डॉ शालिनी और डॉ .ज्योति निर्णयकार बने । इसमें कुल १२ विद्यार्थियों ने भाग लिया । इसमें प्रथम स्थान सोलो में दीक्षा राव तृतीय बि.कॉम और द्वितीय स्थान महिमा प्रथम बि.बि.ए. ए, तृतीय स्थान प्रगती प्रथम बि.बि.ए. बि , और श्रीजा रेड्डी तृतीय बि.कॉम, को मिला । ग्रुप में प्रथम स्थान सुबीक्षा, अर्चना, प्रगती, शनया, सहारा, और द्वितीय स्थान दीक्षा, श्रीजा तृतीय बि.कॉम, और तृतीय स्थान निश्मिता, लिखिता तृतीय बि.कॉम, को मिला ।

चित्र देखकर कविता लिखना

दिनांक 28/01/19 को चित्र देखकर कविता लिखने कि प्रतियोगिता का आयोजन किया गया। डॉ. शालिनि और डॉ.ज्योति निर्णयकारबने। इसमें प्रथम स्थान चित्रा द्वितीय बि.बि.ए,और द्वितीय स्थान दीक्षा राव तृतीय बि.कॉम, तृतीय स्थान वैशाली कुडवा तृतीय बि.बि.ए सीकोमिला।

प्रश्नोत्तर रीस्पर्थ

दिनांक 11/2/19 को प्रश्नोत्तरी प्रतियोगिता को विद्यार्थियों के लिए आयोजन किया गया। इसके निर्णयकार डॉ शालिनि और डॉ .ज्योति बने। इसमें प्रथम स्थान मानसा प्रथम बि.कॉम द्वितीय स्थान पूजाश्री प्रथम बि.कॉम, और तृतीय स्थान लिखिता तृतीय बि.कॉम को मिला।

अतिथि उपन्यास

- दिनांक 12/9/2018 को विद्यार्थियों को शम्बूक काव्य में व्यक्त शम्बूक की आत्मकथा विषय में डॉ.कविता, माप्स कॉलेज, मंगलोर इनके द्वारा अतिथि उपन्यासका आयोजन किया गया। डॉ.ज्योति जी ने इस कार्यक्रम को आयोजित किया।
- दिनांक 20/9/2018 को विद्यार्थियों को बैंकिंग क्षेत्र में हिन्दी का महत्व विषय में यू.टी.उषारानी हिन्दी ऑफिसर, स्टेट बैंक ऑफ़ इंडिया मंगलोर इनके द्वारा अतिथि उपन्यासका आयोजन किया गया। डॉ.शालिनिजी ने इस कार्यक्रम को आयोजित किया।
- दिनांक 30/01/19 को विद्यार्थियों को रक्शाबंदन नाटक विषय में डॉ.जयंती प्रसाद नौटियाल, डायरेक्टर ग्लोबल इंस्टिट्यूट ऑफ़ बैंकिंग, फाइनेंसियल एजुकेशन एंड रिसर्च, देहरादून.इनके द्वारा अतिथि उपन्यासका आयोजन किया गया। डॉ.ज्योति जी ने इस कार्यक्रम को आयोजित किया।

हिन्दी दिवस समारोह :

दिनांक 20/9/18 को हिन्दी दिवस समारोह का आयोजन किया गया। टी .आर उषारानी,हिन्दी लेखिका,स्टेट बैंक ऑफ़ इंडिया इस समारोह के मुख्य अथिती बने।इन्होंने विद्यार्थियों कोहिन्दी के महत्व के बारे में

जानकारी दी।डॉ.शालिनि और डॉ .ज्योतिनेअतिथि उपन्यास का आयोजन किया

छात्र अध्यापक कार्यक्रम

- दिनांक 14/7/2018 कोविद्यार्थियों को शिवाजी का सच्चा स्वरूप विषय में रक्षिता लल्लू बी.कॉम, इनके द्वारा प्रथम वर्ष के बि.सी.ए के विद्यार्थियों को छात्र अध्यापक कार्यक्रम का आयोजन किया गया। डॉ.शालिनिजी ने इस कार्यक्रम को आयोजित किया।
- दिनांक 29/01/2019 को विद्यार्थियों को स्मशान विषय में रेशमा लल्लू बी.कॉम, इनके द्वारा प्रथम वर्ष के बी.कॉम के विद्यार्थियों को छात्र अध्यापक कार्यक्रम का आयोजन किया गया। डॉ.ज्योति जी ने इस कार्यक्रम को आयोजित किया।
- दिनांक 27/02/2019 कोविद्यार्थियों को मीडिया और हिन्दी साहित्य विषय में तस्बिहा बी.सी.ए, इनके द्वारा प्रथम वर्ष के बि.सी.ए के विद्यार्थियों को छात्र अध्यापक कार्यक्रम का आयोजन किया गया। डॉ.शालिनिजी ने इस कार्यक्रम को आयोजित किया

प्रपत्र मंडन

- दिनांक 18/1/2019 कोप्रथमवर्ष बि.बि.ए सी केनिश्मिथा इन्होने वीमेन एम्पोवेमेंट विषय में अपनाप्रपत्र मंडन किया। श्रीमतीशालिनि जी ने इस कार्यक्रम को आयोजित किया।
- दिनांक 29/1/2019 कोप्रथमवर्षबि.सी.एके सुष्मिताइन्होने योग अ वे टू हेल्थ मैनेजमेंट विषय में अपनाप्रपत्र मंडन किया। श्रीमतीशालिनि जी ने इस कार्यक्रम को आयोजित किया।

विस्तरण कार्य

- दिनांक 4/8/2018 को दक्षिणा कन्नडाहायर प्राइमरीस्कूल,कावूर मंगलौर में हिन्दी विभाग के विद्यार्थियोने विस्तरण कार्य का आयोजन किया।
- दिनांक 9/1/2019 को प्रिज्म जॉनसन लिमिटेड बैंकम्पाडीमंगलौर में हिन्दी विभाग के विद्यार्थियोने विस्तरण कार्य का आयोजन किया।

FINE ARTS ASSOCIATION - Kala Vaibhav

Motto/Vision : **Seeing which is invisible to others.**

Theme : **Innovation meets refinement of culture.**

Objectives

- To provide the stage for 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 : **Ms. Sowmya Hegde**
Mrs. Deepa D. Hegde

Student Coordinators : **Sanjana** III B.Com
Sawan Salian III BA(HRD)

Student Secretaries:

III BBM 'A'	Wafa Naaz
III BBM 'B'	Namrutha
III BBM 'C'	Manasa
III B.Com	Gouthami Shetty
III BCA 'A'	Shivangi
III BCA 'B'	Pooja Chowta
III BA (HRD)	Vinay

ACTIVITIES

Inaguration and Orientation

The Fine Arts association was inaugurated on 4 July 2018 in the conference hall. Ms. Shabari Y. Ganiga, an International Glow Art artist, Singer and also an alumna was the chief guest. The chief guest in her

inaugural address stated that students must have an appropriate goal in life and must inculcate life skills among themselves. She opined the students to balance both curricular and co-curricular activities for their overall development. The programme was presided over by the Principal, Prof. Aruna. P. Kamath. Plan of action for the academic year was presented by student coordinator. The programme was coordinated by Ms. Sowmya Hegde and Mrs. Deepa D. Hegde.

EXTENSION ACTIVITIES

Visit to Saanidhya Residential School

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

Visit to Govt. Primary School, Mannagudda

The association conducted an extension activity at Government Primary School, Mannagudda, Mangalore on 24 December 2018. The objective was to help the students to learn different forms of craft. The members of the association taught different kinds of craft to the school children. Ms. Sowmya Hegde coordinated the programme.

Visit to Canara School, Dongerekere

The association conducted an extension activity at Canara School, Dongerekere, Mangaluru on 22d March 2019. The objective was to impart training on patriotic songs to school children. The members of

the association taught patriotic songs to the students. Ms. Somwya Hegde coordinated the programme.

Traditional Day

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

SKILL ENHANCEMENT ACTIVITIES

Inter Class Variety Competition

The Fine Arts association organized the interclass variety competition on 16 August 2018. The theme of the competition was "Patriotism in Contemporary World", "Contribution of youth to build better India" and "Empowering India to be global leader" for the first, second and third year respectively. The objective of the activity was to create positive attitude, hard work and honesty in life. The students showcased their talents through mime shows, skit, singing and dance. Mr. Sharath Kadri, Rangabhumi Kalavida, Mr. Karthik, Programmer and Anchor, Spandana Channel, Udupi and Mrs. Vidya Shetty, Movie Artist, Lecturer, Dept. of Business Management, Srinivas College were the judges. Ms. Sowmya Hegde and Mrs. Deepa D. Hegde coordinated the programme.

Sthavana Dina Celebration

The Fine Arts association organized College anthem singing competition on 18 August 2018 in the college auditorium to mark the founders' day celebration. Students of all the classes sang the college anthem in groups. Mr. Jagadeesh Shetty, Ghazal Singer and President of Karavali Sangeetha Kalaavidara Okkoota, Dakshina Kannada & Udupi District, Ms. Keerthana Sujir, Employee at MRPL, Mangaluru and Ms. Sanjana judged the event. Mrs. Jeevitha D., spoke about the importance of college anthem singing competition. The aim of the competition was to make the students learn and master the college anthem which embodies the vision and mission of the college. As the institution was established in the year 1978 and the BBM course was formally inaugurated in the month of August, it is more appropriate to hold the competition on the foundation

day. As Sthavana means praise in Kannada, praising the almighty Manjunatha Swamy whose divine spirit guides the institution through college anthem is the best way to show respect to the Alma mater.

Nail Art

The association conducted nail art competition on 24 July 2018 with an objective to enhance the creativity of the students. The event was judged based on their creativity, design and color combination. Large number of participants participated in this event. The judges were Mrs. Renuthakshi and Mrs. Veena D. Kotian.

Clay Modeling

The association conducted Clay Modeling competition on 9 August 2018. The objective of the event was to enhance the imagination and creativity of the students. The event was judged based on the creativity, presentation and neatness. Large number of participants participated in this event. Mr. Arun F. Sequeria and Mrs. Shashikala Shetty judged the event.

Face Painting

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

Pencil Sketch

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

Singing

The Fine Arts association organised Eastern signing competition on 9 January 2019. The objective of this activity was to encourage and develop vocal talent of the students. It helped the students to achieve a high level of expertise within the choir promoting self-esteem and self-worth. Large number of students actively participated in the activity. Ms. Sowmya Hegde coordinated the activity.

The Fine Arts association organised eastern group singing competition on 12 January 2019. The objective of the activity was to develop an analytical, creative, and intuitive understanding of music as a cultural language. Large number of students actively participated in the activity. Ms. Sowmya Hegde coordinated the activity.

Mehendi

The Fine Arts association organised Mehendi competition on 17 January 2019. The objective of the activity was to improve skill of art and creativity among students. Large number of students actively participated in the activity. Ms. Sowmya Hegde coordinated the activity.

Rangoli

The Fine Arts association organised Rangoli competition on 30 January 2019. The objective of the activity was to motivate the student to perform and outshine in their creative skill. The event was judged based on presentation, creativity and colors used. Mrs. Shashiprabha & Ms. Sanjana judged of the event. Students actively participated in the activity. Ms. Sowmya Hegde and Mrs. Deepa D. Hedge coordinated the activity.

Dance

The Fine Arts association organized a Dance competition on 20 February 2019. The objective was to provide platform for showcasing the artistic skill of the participants. Large number of students actively participated in the activity. Mrs. Sneha Bhat and Mr. Akshith K. were the judges. Ms. Sowmya Hegde and Mrs. Deepa D. Hegde coordinated the activity.

Street Play

On the occasion of 150th birthday of Mahatma Gandhi, Fine Arts association organized Street play competition on 26 February 2019 the theme "Gandhi principles in day today life". The objective of this activity was to inculcate Gandhian principles in day today life of students. Large number students actively participated in the activity. Mr Anirudh and Mr. Paresh were the judges. Ms. Sowmya Hegde and Mrs. Deepa D. Hegde coordinated the activity.

List of Prize winners

Nail Art

- | | | |
|-----|--|-----------------------|
| I | Chandini Shet & Anirudh Nagesh | III BBA 'A' |
| II | Tashbiha Kausar & Anviksha D | I BCA 'B' |
| III | Megha L & Dhanyalakshmi and Pooja & Suraksha | II BA(HRD)
I B.Com |

Clay Modelling

- | | | |
|-----|------------------------------------|------------|
| I | Shivani Karandoor & Prapthi Shetty | II B.Com |
| II | Rafa Fathimath & Siddhi Sulae | I BA (HRD) |
| III | Brijesh & Amman D'souza | I BCA 'A' |

Face Painting

- | | | |
|-----|---------------------------|--------------------------|
| I | Sreeja
Karthik Suvarna | III B.Com
II BCA 'B' |
| II | Krithi
Brijesh | III BCA 'A'
I BCA 'A' |
| III | Athul S K
Krithi Pal | I BCA 'A'
III B.Com |

Pencil Sketch

- | | | |
|-----|---------------------|-----------|
| I | Prathvik | I BBA 'A' |
| II | N B Vaishnavi | II B.Com |
| III | Smrithi S Shettigar | I BCA 'B' |

Eastern Singing Competition - SOLO

- | | | |
|-----|-----------------------|-------------------------|
| I | Megha | II BBA 'C' |
| II | Vaishnavi | II BBA 'A' |
| III | Chithra
Anviksha D | II BBA 'A'
I BCA 'B' |

Eastern Singing Competition - Group

- | | |
|----|--------------------|
| I | Anviksha D & Group |
| II | Pragathi & Group |

Mehendi

- | | | |
|-----|--------------------------------------|-------------------------|
| I | Tasbhiha & Anviksha | I BCA 'B' |
| II | Aishwarya Shetty & Anush Shetty | III B.Com |
| III | Shvithi & Rimsha
Priyanka & Megha | I BA(HRD)
II BA(HRD) |

Rangoli

I	Shashank & Apoorva	I B.Com
II	Sakshy & Sanjana	I BCA 'A'
III	Poojashree & Manasa	I B.Com

Dance (Solo)

I	Manasa	III BBA 'C'
II	Deepthishree	I BBA 'A'
III	Rajath	II BBA 'A'

Dance (Group)

I	Prathiksha & Group	II BA(HRD)
II	Lavanya A & Group	III B.Com
III	Shruthi & Group	III BBA 'C'

Street Play

I	Dhanya and Group	I BBA 'C'
II	Suraksha and Group	I B.Com
III	Barghavi and Group	II BBA 'C'

Best actor award - Suraksha I B.Com

Interclass College Anthem Singing Competition

CLASS	I PLACE	II PLACE	III PLACE
I Year	BBA 'A'	BBA 'C' & BCA 'B'	BA (HRD)
II Year	B.Com	BBA 'A'	BA (HRD)
III Year	B.Com	BCA 'B'	BA (HRD)

Inter Class Variety Entertainment Competition

CLASS	I PLACE	II PLACE	III PLACE
I Year	BBA 'C'	BCA 'A'	BBA 'A'
II Year	BCA 'B'	BBA 'C'	BCA 'A'
III Year	BBA 'B'	BBA 'C'	B.Com

Best MC Award

CLASS		
I Year	Sandeep	I BCA 'A'
II Year	Ankitha	II B.Com
III Year	Rashmi Acharya Rakshitha	III BBA 'C' & III B.Com



FEST FORUM

Motto /Vision : **To provide Training and Opportunities for the Young intellects to face the Corporate World.**

Theme : **MAJESTRO ORBIS (Employees World)**

Staff Coordinator : **Mr. Arun F. Sequeira**
Mrs. Veena D. Kotian

Student Coordinators : **Amar Raj** III BA(HRD)
Nelson Jack Lobo III BCA 'A'

ACTIVITIES

Management Training

The Fest forum of the college conducted a training programme for the first year students in their respective classes from 28 June to 4 July from 3.00 p.m. to 4.00 p.m. The training program was organized and conducted by a group of final year and second year students of the college. The Training focused on development of skill and enhancement of abilities which are used and adhered in the management fests conducted by various colleges. The intension of the training was to give experience and knowledge of what exactly happens in the corporate world and the challenges which are faced in working environment. The students were given a brief introduction about the opportunities that are available to them and the exposure they receive by attending the training and fests. A demonstration of Stress interviews, Allegations and product launch was given to the students. It created awareness about the various dimensions of management fests. The core team in charge of training was Amar Raj. Mrs. Veena D. Kotian coordinated the programme.

IT Training

A training programme was organized for I BCA on 2 and 6 July, 2018 by

Fest Forum at 3 pm in their respective class rooms. The objective of this training programme was to enlighten the students about the various events organized by SCAN association and IT Fest events organized by our college and other colleges, improve the communication and technical skills, recognize the aspiring talents, give a broader vision of how to face IT Fests with confidence and positive attitude and train every first year student about information technology.

A brief introduction of the session was given by the fest forum secretary Nelson Jack Lobo of III BCA 'A'. Events such as Coding, Web Designing, IT Quiz, IT Debate, Allegation, Group Discussion, Treasure Hunt, IT advertisement, Photography, Paper Presentation and Stress Interview were explained with a demo. The session enhanced the confidence and competency level of the students. Joel D'Souza, Manjunath Shenoy, Manoj Churya, Anurag, SharathRao, Soujanya, Payal Shetty, Sujal Bhat, Reshma P. N, Anushree Shenoy, Pooja Chowta and Twisha Amin were involved in the training session.

Visit to Government First Grade College

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

Always ask yourself if what you're doing today is getting you closer to where you want to be tomorrow. - Paulo Coelho

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**
Mrs. Shalini M.

Student coordinators : Adithya
Chitra Rao K. P.
Jayaraj
Shriniha
Karthik Suvarna
Bhargavi Shetty

ACTIVITIES

Orientation

The NSS unit organized an orientation program for the first year students on 6 July 2018. The objective of the program was to enlighten the students about the objectives, motto and activities of NSS. Prof. Nanda Kishore was the chief guest who addressed the gathering, sharing his experiences and various incidents that took place in his life as inspiration to the upcoming NSS volunteers. He spoke about the importance of being bold, taking initiative and making proper use of their skills. A video clip depicting the activities conducted in the previous year was displayed to motivate the volunteers. Jayraj of II BBA 'A'

welcomed the gathering and the guest. The daily activity report was read by Nihal of II BBA 'A', Aditya Raj of II BCA 'B' compeered the program. The NSS officers Mrs. Renuthakshi and Dr. Shalini were present in the program.

Inauguration

The NSS unit was inaugurated on 13 July 2018 in the college auditorium. Dr. Kishore Kumar Sheni, Principal, Ramakrishna P. U. College, was the inaugurator. In his inaugural address, he made the students understand the real purpose of NSS. He also stated his own experiences in NSS and also about how NSS can build one's personality. By participating in various NSS activities students get an opportunity to experience the real joy through sharing and giving. Mr. Pradeep P. S., alumnus, 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 program and asked the students to have dedication and sincerity in whatever work they do. NSS oath was administered to volunteers by the NSS Program Officer, Mrs. Renuthakshi. Vaishnavi welcomed the gathering. Niveditha and Amogh introduced the guests to the audience. Adithya presented the plan of action. Neha proposed the vote of thanks, Anvika compeered the program. Mrs. Renutakshi, Dr. Shalini, NSS Unit Officers, Adithya and Chitra, NSS secretaries were present.

Guest lecture

Youth and Social Media

A guest lecture on the topic "Youth and Social Media" was held on 17 September 2018 in the conference hall. Mr. Srivasta Vittal was the resource person. He inspired the volunteers by narrating few life stories and told how to make good use of social Medias. Mrs. Renutakshi and Dr. Shalini coordinated the programme.

Soft Skill Training Programme

The NSS unit organized a soft skill development programme on 17 July 2018 for I and II year students. The objective was to develop leadership qualities and confidence among the volunteers. Mr. Jaykishan Bhat, Principal, Western Institute of Technology was the resource person.

Principal, Prof. Aruna P. Kamath, NSS officers Mrs. Renutakshi and Dr. Shalini were present in the program. Mr. Jaykishan conducted an activity teaching importance of coordination. He shared the experiences from his life which inspired the volunteers. Followed by this he showed a video about the importance of motherhood and also told the story of an eagle who went through the challenges of hard times and about its struggles to get back to its proper young form. He showed a motivational video showcasing the importance of support and encouragement from people around us. Chaitrali of II BCA 'A' welcomed the gathering. Megha of II BBA 'C' led us with the prayer. Shreya of II BCA 'A' delivered the vote of thanks.

Blood Donation Camp

The NSS unit organized Blood Donation Camp in association with Wenlock Hospital, Mangaluru on 30 July 2018 in the college auditorium. The objective of the programme was to motivate the students to donate blood. Dr. Sharath Kumar Rao, Medical Officer, Blood Bank Wenlock Hospital, Mangaluru inaugurated the programme. In his inaugural address, he enlightened the need of donating blood. Principal, Mrs. Aruna P. Kamath presided over the function. 85 students voluntarily donated Blood. Mrs. Renuthakshi and Dr. Shalini coordinated the programme.

Vanamahotsava

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

Swchatha Programme

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

One Day Camp at Bejai Museum

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

Campus Cleaning

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

Swaccha Gelathi Programme

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

One Day Camp at Tumbe Gram Panchayat

One day camp was held on 16 September 2018 at Tumbe Gram Panchayat. The objective of the programme was to understand the problems faced by the people and to promote "Swaccha Tumbe" campaign. The camp started with a survey regarding the problems faced by the village residents in disposal of wastes, cleanliness and hygiene of the village. Information regarding compost and usage of green waste and about disposal of plastics were explained to 180 houses in the village. Followed by this a street play held in order to create awareness regarding Swachha Bharath, the clean India campaign. The camp was successfully conducted under the guidance of Tumbe Gram Panchayat and NSS program officers Mrs. Renuthakshi and Dr. Shalini.

NSS Annual Special Camp

The NSS Annual special camp was held at Government Higher Primary School, Kairabettu, Karkala, from 22 to 28 December 2018. 100 NSS

volunteers participated in the camp. Mrs. Nagaveni, President, Gram Panchayat, Kalya and Mrs. Malini J. Shetty, President, Thaluk Panchayat, Karkala inaugurated the camp by Lighting the lamp on 22 December 2018 at 3.30 p.m. In her inaugural address the inaugurator, Mrs. Nagaveni 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. The NSS program officer, Mrs. Renuthakshi welcomed the guest. NSS oath was administered to volunteers by Dr. Shalini M., NSS program officer.

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 days. They were divided into 4 groups. Each group was assigned two group leaders. Every day began with a prayer session at 6 am, Flag hoisting and exercise at 6.30 am. On 22 December 2018 "Gramasameekshe" program was conducted by the volunteers. On 23rd December free Medical Checkup by Alvas Medical College, Moodabidri was organized. On 24 December 2018, guest lecture was conducted by Mr. Nasir Hussain, Inspector, Rural Police Station, Karkala, on the topic "Awareness on Rules, Security and Protection". On 25 December 2018, the volunteers went on an agricultural visit (Krashi Darshana) at 2.30pm. On 26 December 2018, various activities were conducted for the students of the school. On 27 December afternoon guest lecture on the topic "Nammura Sasya Namagaagi" was organized by Dr. T. N. Anchan, Padubidri. On the same day in the evening Shibirajyothi program to recollect the memories and experience of the camp was organized, volunteers and localities lit diyas around Indian map which was drawn by volunteers. This was followed by cultural program on the theme Tulunada Vibhava.

On 28 December 2018, the valedictory program was held at 11 a.m. Mr. Laxmikanth Bhat, Vice President, Gram Panchayat, Kalya, Mr Suresh S., Publisher, Syndicate Bank, Chandrahas Nayak, President, SDMC, Mrs. Shashikala Shetty, Headmistress, Govt. Higher Primary School, Kairabettu, Nithin Kumar, President, alumni association, Kairabettu

School were the guests for the program. Dr. Muralidhar Rao, Vice Principal of the college was the president. Prize distribution was held for various categories for the volunteers. All the seven days camp was filled with activities which were planned during pre-camp meeting.

National Youth Day Celebration

NSS conducted 'National Youth Day' and the release of 'Vivek Band' on 17 January 2019. Dr. Ananth Prabhu G., Director, Vikas Edu Solutions, Professor, Sahyadri Educational Institutions was the resource person. The resource person spoke about the importance of youth in India and other parts of the world. He stressed on how youth in India brought revolutionary changes in society. The session was very informative and interactive. He concluded the talk by quoting the following words, "Plant a Tree, Donate Blood and Vote responsibly". Principal Prof. Aruna P. Kamath, presided over the programme. Vaishnavi welcomed the gathering, Kavya introduced the guest, Niriksha delivered vote of thanks. Staff coordinators Mrs. Renuthakshi, Dr. Shalini and Mr. Gururaj were present in the programme.

EXTENSION ACTIVITIES

Visit to Ramakrishna Mission

The members of the association visited Ramakrishna Mission on 9 February 2019. The volunteers explained regarding Vermiculture and activities held in the Ashram. Mrs. Renuthakshi and Dr. Shalini coordinated the programme.

Visit to Abhaya Ashram

The members of the association visited Abhaya Ashram' on 25 March 2019. The volunteers entertained the inmates of the ashram with various activities. Mrs. Renuthakshi and Dr. Shalini M. coordinated the activity.

SKILL ENHANCEMENT ACTIVITIES

Essay and Poster Making

NSS association conducted Essay and Poster Making competition on 27 February 2019 on the topic 'Implementation of Gandhian Principles

in the past and future'. The objective was to make students understand the Gandhian principles. The participants were asked to write an essay and make poster on the given topic. Large number of students participated in the event.

Janapada Kammata

The NSS association conducted 'Janapada Kammata' program on 28 March 2019. Mr. Sheena Naadoli, Ninasam, Asst. Professors, Pre-University College, Punjalakatte was the resource person. He created awareness regarding the importance of conservation of Janapada skills. NSS Volunteers actively participated in the program. Mrs. Renuthakshi and Dr. Shalini M. coordinated the activity.

Valedictory programme

Valedictory function of NSS was held on 28 March 2019 in the college auditorium. Dr. Santhosh Pinto, Asst. Professor, Government First Grade College, Haleyangdi was the chief guest. The chief guest 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. The principal, Professor Aruna P. Kamath delivered the presidential address. Mrs. Renuthakshi, NSS Programme Officer presented the annual report of the activities.



YOUTH RED CROSS ASSOCIATION

Motto/ Vision : **With Humanity, Towards Peace**

Theme : **Find the volunteer inside you.**

Staff Coordinators : **Mr. Prassanna Kumar T.**
Mrs. Kavya U.

Student Coordinators : **Mr. Anil**
Ms. Sreeja Reddy

ACTIVITIES

Inauguration

The inaugural of Youth Red Cross Association and First Aid Training program was organised on 26 July 2018 at SDM College of Business Management. The guest of honour, Dr. Madhusudan Upadya, anesthesiologist, KMC Hospital, the chief guest, Mr. Santosh Peter, Advocate & Legal Consultant, Principal Prof. Aruna P. Kamath and the staff coordinator Mr. Prassanna Kumar were present. The sacrifice of our brave soldiers was remembered on the occasion as 26 July is remembered as Kargil Diwas as a tribute to the victory our nation achieved in Kargil War. The guest of honour addressed the students about the importance of youngsters who can achieve great heights in their life. He added that learning is a continuous process which is unending. At every stage of our life we learn something new & each experience should be a learning experience. Mr. Santosh Peter explained about the importance of the activities conducted by the Red Cross Association. He also added that knowledge about disaster management is very vital to save the life of people who are in need of help. Principal Prof. Aruna P. Kamath motivated the students with her inspiring words and encouraged the students to take the best from the first aid training program.

The inaugural was followed by a first aid training session by Dr. Madhusudan Upadya. He spoke about the various critical situations and how an individual can be of help to the society. The knowledge of first aid enables a person to act immediately at the time of emergency. He gave a practical demonstration about CPR wherein the do's and don'ts were clearly explained to the students. He added that with the

knowledge of first aid an individual can stop further worsening of the condition till he or she receives expert help.

Ms. Annapurna welcomed the gathering, Mr. Anil read the plan of action for the academic year 2018-19, Mr. Chirag delivered vote of thanks and Ms. Sreeja compered the program.

Oral Dental Checkup : The Red Cross association organized Oral Dental Checkup in association with KMC Dental Hospital and College, Mangaluru. The Oral Dental Checkup programme was organised from 17 September 2018 to 19 September 2018. It was held in Tutorial room no 1. 167 students were benefited from this programme. Mr. Prassanna Kumar T. 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 February 2019. 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. Prassanna Kumar T. coordinated the programmes.

Blood Donation Camp : The Red Cross unit organized Blood Donation Camp in association with KMC Hospital Mangaluru on 23 February 2019 in the KMC Blood Bank. 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 & Red Cross coordinators were present in the occasion. Around 105 students voluntarily donated blood.

The Medical Camp : The Medical Camp was conducted by Dr. Prem Kotian and his team from KMC Hospital, Attavar in association with Youth Red Cross Association on 28 February 2019. Dr. Prem Kotian said that it is very necessary to spread medical awareness among villagers and the efforts taken by the association are commendable. More than 150 villagers had been benefited from this medical camp, were also given free medicines and spectacles. ●

ROVERS AND RANGERS

Theme : **The Feature Belongs To those Who Prepare for It Today**

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 good and mankind.
- Participate in national priorities.
- Become such diplomatic leaders who will progress along with their group

Staff Coordinators : **Dr. Jyothi**
Mrs. Shashikala K. G.
Mr. Akshith Kumar

Student Coordinators : **Nishimtha III B.Com**
Aishwarya III B.Com

Student Secretaries :

III BBA 'A' : B H Rakhsha
III BBA 'B' : Ashish Prasad
III BBA 'C' : Manisha
III B.Com : Anusha Shetty
III BCA 'A' : Manish B Karkera
III BCA 'B' : Veeraj
III BA (HRD) : Mrinal Shetty

ACTIVITIES

Inauguration

The Rovers and Rangers association was inaugurated on 30 June 2018 in conference hall. Mr. Kushalappa Gowda N., Yoga Therapist was the

chief guest for the programme. The chief guest in his inaugural address told that yoga helps in controlling an individual's mind, body and soul. It brings together physical and mental disciplines to achieve a peaceful body and mind. Principal, Mrs. Aruna P. Kamath, in her presidential remarks added that yoga helps in developing strength, flexibility and confidence. Anusha Shetty welcomed the gathering, Nishmitha proposed the vote of thanks. Dr. Jyothi, Mrs. Shashikala K.G. & Mr. Akshith Kumar coordinated the programme.

Yoga Training Programme

Rovers & Rangers organized a Yoga Training program from 3 July 2018 to 7 July 2018 in the college auditorium. Ms. Savitha, Yoga Therapist, Bharathiya Vidhyabhavana, Pandeshwar and also the Yoga instructor at St. Agnes School, Mangaluru was the resource person. The objective of the camp was to enhance concentration and to maintain physical and mental health. Dr. Jyothi, Mrs. Shashikala K.G. and Mr. Akshith coordinated the programme.

Traffic Management and Road Safety

An awareness programme on "Traffic Management and Road Safety" was organized by Rovers and Rangers Association for the members of the Student Council on July 7 2018 to create awareness among the students about road safety. Mrs. Uma Prashanth, Deputy Commissioner of Police. Mr. Manjunath Shetty, Assistant Commissioner of Police, Dr. Arjun Shetty, MS, Neurosurgeon, Police Inspectors Mr. Amanulla and Mr. Kumaraswamy and Principal Mrs. Aruna P. Kamath were also present. The chief guest Mr. Arjun Shetty addressed the students about various road safety measures and guidelines to be followed for a safe journey. He stressed that following the traffic rules will reduce the number of accidents. He urged the students to be more responsible towards themselves and others. Mrs. Uma Prashant addressed to the students to be more responsible by narrating some instances of

accidents. Mr. Manjunath Shetty called upon the students to have knowledge of traffic rules and follow them strictly. A video showcasing the need for following traffic rules and instances of accident was shown to sensitize the students. The program concluded with an interactive session between the students and the speakers. Mrs. Kavya U. compeered the programme. Dr. Jyothi coordinated the programme.

Women and Human Rights

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

Anti Drug Awareness Programme

Rovers and Rangers associations organised a guest lecture on the topic "Anti Drug Awareness programme" on 21 August 2018 for IBA(HRD) & I BBA(C) students by Mrs. Lydia lobo, an Administrator, Link Integrated Rehabilitation Centre, Mangaluru. The objective of this programme was to make students aware about bad effects of drug on them and also how to get rid of it. She also spoke about the importance of de addiction centre. Through this programme the students were made to realize the different health effects and how they could avoid themselves from getting into drug addictions. This session was very interactive and the programme was coordinated by Mr. Akshith Kumar K.

Essay

The Rovers and Rangers association conducted Essay competition on 14 January 2019. The objective of the event was to enrich the knowledge of the students. Large number of students took part in the event. The competition was judged by Mrs. Jeevitha. Dr. Jyothi coordinated the programme.

Elocution

The Rovers and Rangers association conducted Elocution competition on 17 January 2019. The objective of the event was to improve the confidence and speaking abilities of the students. Large number of students took part in the event. The competition was judged by Mr. Praveen. Dr. Jyothi coordinated the programme.

Quiz

Quiz competition was conducted on January 29 2019 at 3 PM on class room number 303 in SDM College of Business Management by Rovers and Ranges association. Topic is related to voting system. Many of the students took part and competition was went well. Dr. Jyothi coordinated the programme.

Election Awareness Programme

The Rovers& Rangers association organized Election awareness programme on 18 March 2019. The Chief guest Mr. Madhu N. Manohar, addressed the gathering and encouraged the students to get themselves registered in the electoral roll, cast their valuable vote and exercise their rights as a citizen of the country. The Principal Prof. Aruna P. Kamath administered voter awareness pledge to the teachers and students. The method of casting a vote in the polling booth was demonstrated to the students and pamphlets were also distributed. The programme was concluded with a vote of thanks by Ms. Anusha. The dignitaries on the dais were Mr. Balakrishna Gowda, Town Planning Officer Mangalore City Corporation, Mr. Dilip S Gadyal , Assistant Town Planning Officer Mangalore City Corporation, Mr. Devraj , Assistant Executive Engineer, Mr. Madhu N. Manohar, Environmental Engineer, Prof. Aruna P. Kamath, Principal. Dr. Jyothi coordinated the programme

Animal Welfare

The Rovers & Rangers association organized a guest lecture on the topic "Animal Welfare" on 28 March 2019. Ms. Meghna Adhikari, Volunteer, Fiapo Organizations was the resource person. The objective was to provide an insight into various forms of animal abuses. The volunteer explained about veganism and created awareness on the dangers

imposed on the animal kingdom due to veganism. Dr. Jyothi coordinated the programme.

EXTENSION ACTIVITIES

● One Day Medical Camp

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

● Tree Plantation

The association conducted extension activity at Bhagini Samaja, Jeppu Market, Mangaluru on 23 March 2019. The objective of the programme was to create awareness on the importance of tree plantation and conducted various activities to children of orphanage center. The programme was coordinated by Mr. Akshith Kumar K.

Date	Venue	Faculty In Charge
04-8-2018	St. Lawrence Primary School Bondel	Dr. Jyothi
09-2-2019	Retail Shops near KSRTC, Mangaluru	Dr. Jyothi
16-2-2019	Mangala cashew Factory, Padavinangady	Dr. Jyothi & Mr. Akshith Kumar

List of Prize Winners

Essay Competition

- 1 Place : Vijayalaxmi III B.Com
 2 Place : Krithi Pal III B.Com
 3 Place : Ramyashree III B.Com

Elocution Competition

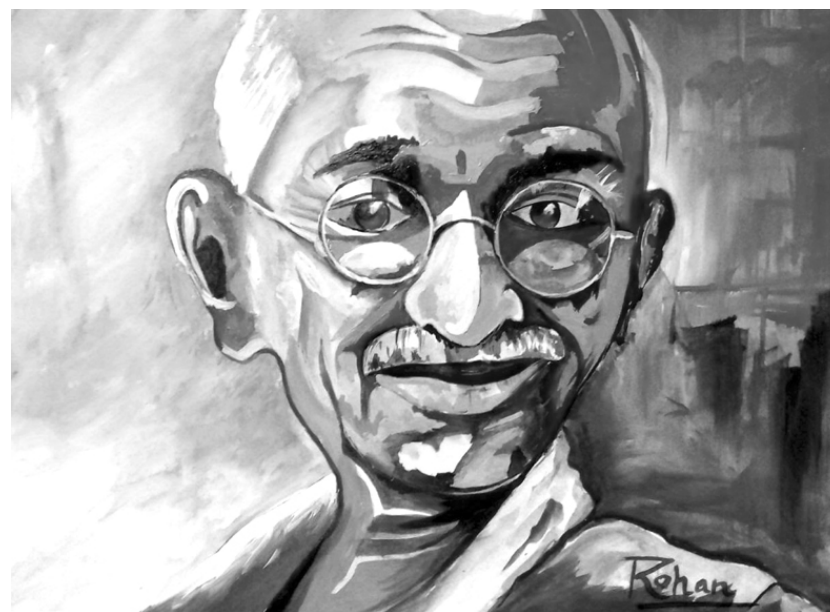
- 1 Place : Krithi Pal III B.Com
 2 Place : Prithvi Raj K III B.Com
 3 Place : Aishwarya V III B.Com

Debate Competition

- 1 Place : Vaishali Kudwa III BBA
 Bhoomika II BBA
 2 Place : Likhitha & Sucheth K III B.Com
 Sucheth K III BBA
 3 Place : Vandan Rai & I B.Com
 Layo Xavier I B.Com

Quiz Competition

- 1st place : Likhitha & Sucheth K III B.Com
 Sucheth K III BBA
 2nd place : Bhumika & III B.Com
 Tarun III B.Com
 : Aishwary & III B.Com
 Megha III B.Com
 3rd place : Skanda & I BBA
 Prithvik I BBA
 : Prakyath & I BBA
 Nevil I BBA



LIBRARY DEPARTMENT

Theme : **Books are not just a Source of Knowledge they are Messengers of Life**

Staff Coordinators : **Mr. Muralidhar Hegde**
: **Mrs. Manju H.**
: **Mr. Adarsh D. Devadiga**

Student Coordinators : **Akshay Aithal** III BBA 'C'
: **Chithra Rao** II BBA 'A'

ACTIVITIES

Orientation Programme

Library Orientation programme was conducted for first year students from 23 to 28 July 2018. The objectives of the programme were to familiarize students with the library facilities, resources and 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.

Essay Competition

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

STUDENT FACULTY PROGRAMME

E- Learning

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

Saraswathi Pooja

On the occasion of Navarathri festival the Library department organized Saraswathi Pooja on 17 October 2018 at college library, in order to seek the blessings of Goddess Saraswathi for the betterment of our college, students and all the staffs. On behalf of this students and staffs actively involved themselves in the bhajan ceremony, followed by pooja and prasad distribution. All the teaching, non-teaching and students of UG and PG department were present for the occasion.

Library Book Exhibition

On the Occasion of 156th Swami Vivekananda Jayanthi, Library department organized one day Book Exhibition programme in library on 31 January 2019. The main purpose of this exhibition was to acquaint and familiarize the students of the collection available in library related to Swami Vivekananda. This is one way to inculcate and promote reading habits amongst the students. Faculty members and Students from BBA, B.Com BCA and BA (HRD) were present on the occasion.

List of Prize Winners

Essay Competition

I Syeda Mehrunnisa IBBA 'C'

II Mahima I BBA 'A'

SPORTS AND GAMES ASSOCIATION

Motto / Vision : **Develop Physical, Spiritual, Overall Development & Competitive awareness among the students.**

Theme : **Sporty**

Staff Coordinator : **Mr. Bharath Kumar Jain**

Student Coordinators: **Nishal Kunder** III B.Com
Yajnesh Bengre III BBA 'B'

Student Secretaries

III BBA 'A'	Alminaz
III BBA 'B'	Sourav
III BBA 'C'	Suma
III BCOM	Thushar G.
III BCA 'A'	Manoj
III BCA 'B'	Rakesh
III BA(HRD)	Sumanth

ACTIVITIES

Annual Athletic Meet

College Annual Athletic meet was held on 22 February 2019, at Mangala Stadium. Students assembled in the stadium at 8.15 am. Mr. Supreeth Raj, National Athlete, Senior officer, LIC of India, Mangaluru inaugurated it. After the march past, the athletic meet was formally inaugurated by hoisting the college flag. Prayer song was sung by Shreyanka and group. Ms. Rakshitha welcomed the gathering. Ms. Meghana Rao introduced the guests. Principal Mrs. Aruna P. Kamath handed over bouquet and memento to the guest. The guest, in his inaugural address, said that students must come forward and use their talents. A sport is very

essential in life because it helps to maintain health and physique, he said. The oath was administered by College National Athlete Mr. Rohan D. Kumar. Ms. Prashobitha compeered the programme. The vote of thanks was proposed by Mr. Yajnesh Bengre. The events started soon after the inauguration and large number of students actively participated in all the events. All the faculties served as officials for the athletic meet. Mr. Joyel Monthero I BBA 'A' and Miss Sharaddha II BA(HRD) where the Individual Champion Respectively in Men and women Section.

Interclass Competitions

- Foot Ball Inter class competitions were conducted at Football Pavilion, Neharu Maidan on 7, 14 July 2018. 9 teams of the college were participated.
- Interclass Chess competitions were conducted 4 to 6 July 2018 for both Men and Women sections.
- Interclass Carrom competitions were conducted from 24 to 28 July 2018 for both Men and Women section in singles and doubles.
- Interclass Table Tennis competition and selection trails for College Table Tennis team were conducted on 6 to 10 August 2018
- Interclass March Past competition conducted on the occasion of Independence Day Celebrations.
- Shuttle Badminton team for both Men and Women selection Trails will be conducted on 23 and 24 August 2018.
- Interclass Kabaddi competitions conducted in the college ground with Mat Court on Oct 11 and 12 2018. All the 18 class are participated in the tournaments.
- Interclass Throwball competitions conducted at College ground on 12 and 13 February 2019. 12 Women Teams Participated in the tournament.

- Interclass Volleyball competitions conducted on 15 and 16 February 2019 at Mangala Stadium Valley Ball court. 18 Men team and 4 Women teams participated in the tournament.
- College Annual Athletic meet will be conducted on 22 February 2019 at Mangala Stadium. Students are actively participated in Athletic meet
- Following are the Prize Winners in the Sports & Team Games organized by Sports & Games Association for this academic year 2018-19.

Event	Place Name & Class		
Carrrom Singles(BOYS)	I	Darshan B.	III B.Com
	II	Subhash A.	II BCA'B'
Chess(BOYS)	I	Shreesha	I BCA 'B'
	II	Pancham D Devadiga	I BBA 'B'
Table Tennis Singles(BOYS)	I	Mahammad Sinan	I B.Com
	II	Dev P Banker	II BBA 'A'
Carrrom Doubles(BOYS)	I	Gagan A. P. & Revanth Ganesh Ullal	II B.Com
	II	Jason Xavier D'Souza & Sandeep Bhandari	I BCA'A'
Football(BOYS)	I	Mohammed Anas & Party	III BBA 'A'+ 'B'
	II	Zainuddin Raed & Party	II BBA'A'+ 'B'
Kabaddi(BOYS)	I	Nithesh Gatty Mundoli & Party	I B.Com
	II	Karthik R Suvarna & Party	II BCA'A'+ 'B'
Volleyball(BOYS)	I	Rakesh G Shetty & Party	III BCA 'A'+ 'B'
	II	Deepak B G & Party	III BBA'B'+ III B.Com
Carrrom Singles(GIRLS)	I	Gagana B.	III BCA 'B'
	II	Imaan	II BBA 'B'
Carrrom Doubles(GIRLS)	I	Hegde Nidhi Suresh & Suma,	III BBA 'C'
	II	Neha & Pooja S.	I BCA'A'
Chess(GIRLS)	I	Maya D. Vyas	II BBA 'A'
	II	Gagana B.	III BCA 'B'
Table Tennis Singles(GIRLS)	I	Pooja S.	I BCA 'A'
	II	S. J. Sreeja	III B.Com

Throwball(GIRLS)	I	Shreya & Party	III BBA 'B'
	II	Yashashvi Kadri & Party	I BBA'C'
Volleyball(Girls)	I	Megha & Party	III B.Com

Following are the Individual Champions in Athletic Meet held on 22 February 2019

Men	:	Joyal Monthero	I BBA 'A'
Women	:	Shraddha	II BA(HRD)

Inter Class March Past Competition held on Independence Day 2018

I Year	I	I B.Com
	II	I BBA 'C'
	III - Shared by Two	I BCA 'A' & I BCA 'B'
II Year	I	II B.Com
	II	II BCA 'B'
	III	II BBA 'A'
III Year	I	III B.Com
	II	III BCA 'A'



CAREER GUIDANCE AND PLACEMENT CELL

Motto/Vision : **Building a Better Life through a Better Career**

Theme : **Shaping a Better Career**

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 showcase their skills during the interview.
- To co-ordinate the on-campus and off-campus placements.
- To display information about higher education courses and various off-campus placement drives.

Staff coordinators : **Mrs. Sowmya Jyothi**
Mr. Prasanna Kumar T.
Mrs. Anasuya
Mr. Gururaj

Student coordinators : **Soujanya M.** III BCA 'B'
K. Aishwarya Shenoy III B.Com
Sharanya Karanth III B.Com

Student Secretaries

III BBM 'A' : Sandhya T.
III BBM 'B' : Pooja T. K.
III BBM 'C' : Sucheth
III BCOM : Sharanya
III BCA 'A' : Kazi Mohammed Suhaib
III BCA 'B' : Sanjana S. Pai
III BA(HRD) : Sagar

ACTIVITIES

Inauguration and Orientation

Career Guidance and Placement Cell was inaugurated on 7 July 2018. Mr. Shivaprasad Bhat, UX Automation in Envestnet | Yodlee, Bengaluru was the chief guest for the occasion. The guest in his inaugural address advised the students to set a goal and to work hard to reach that goal. He told the students to develop skills like problem-solving, working with others in a team and communication. He motivated the students to appear for the competitive exams in management, computers and public services. He also added that students should study the job potentials available in the job market and guided the students on pre-interview preparations, skills required to face the interview, and Do's and Don'ts during the interview. Mr. Prasanna Kumar T. spoke on the importance of career guidance and placement cell. Saujanya, student coordinator read the plan of action for the academic year 2018-19. K. Aishwarya Shenoy welcomed the gathering, Pooja T. K. proposed the vote of thanks. The programme was compeered by Gauthami. Mrs. Sowmya Jyothi, Mr. Prasanna Kumar T. and Mrs. Anasuya coordinated the programme.

GUEST LECTURES

Awareness on Higher Education in Abroad

The Career Guidance and Placement Cell organized a guest lecture on 27th July 2018 with an objective to create awareness on Higher education in Abroad for III B.Com and BA (HRD). The resource person was Mr. Imran, Planet Education. The speaker provided a brief overview various courses offered to get placed abroad. Mr. Prasanna Kumar T. and Mr. Gururaj G. coordinated the programme.

Campus to Corporate

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

Awareness on Aptitude Test

The Career Guidance and Placement Cell organized a guest lecture on the topic "Awareness on Aptitude Test" on 18 September 2018 for II BBM, BCA and B.Com in the conference hall. The objective was to create awareness about aptitude tests and to facilitate the students to improve competency skills. The trial aptitude test was conducted by Mr. Ganesh Hebbar, Director, TIME Institute, Mangaluru. Students took active part in answering the test. Mr. Prasanna Kumar and Mrs. Sowmya Jyothi coordinated the programme.

Challenges faced in the Current Business Scenario

A guest lecture was organized by the Career Guidance and Placement Cell on the topic "Challenges faced in the Current Business Scenario" for II and III BBA, BCA and BA(HRD) on 13 February 2019. The resource person was Mr. Mohammed Parker, Global Business Leader. Mr. Parker while addressing the students spoke on concepts like current business scenario & its Implications, skill set required to meet the competition. He worked out practical examples related to cost of production, Environmental Taxes, Competition, Expected profit levels, Business Expansion, Safety Measures and Ethical Issues to be followed while running a business. He discussed the different concepts and issues related to upcoming entrepreneurs with reference to global examples and challenges in the world economy. Large number of students benefited. Mr. Prasanna Kumar and Mrs. Sowmya Jyothi coordinated the programme.

Awareness on Aviation Course

A guest lecture was organized by the Career Guidance and Placement Cell on "Awareness on Aviation Course" on 28 February 2019. The resource person was Mr. Mohan, Managing Director, Dell -Bee Aviation

Academy. The objective of this programme was to make students aware about different course of aviation and job opportunities. He spoke on curriculum like soft skill training programme, cabin crew and conversation proficiency etc. The programme was coordinated by Mr. Prasanna and Mrs. Anasuya.

EXTENSION ACTIVITIES

Visit to Canara High School

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

Campus Placement

- All India Online test conducted by Tata Consultancy Services on 6 January 2019, 10 BCA students answered the online test of which 3 were selected.
- Career Guidance & Placement Cell organized on-campus placement by Goan Institute International Consociation of Education [GICE] on 16 February 2019 for the post of 'Skill Development Faculty Trainer'. 9 BBA and B.Com students have been short-listed.
- Pooja Chowta of III BCA 'B' was selected in off-campus placement held at Alva's Institute of Engineering and Technology on 13 February 2019, Tek Systems for the post of Assistant Service Manager.

Pre-placement Talk and Interview

The Career Guidance and Placement Cell organized Pre-placement Talk and Interview for the final year students on 15 March 2019. Mr. Dheeraj and team members of Perform Media, Mangalore gave a brief introduction about their company and also provided information regarding the different phases of interview process. 45 students attended the pre-placement talk followed by the interview process. 13 students were shortlisted by the company. The program was coordinated by Mrs. Anasuya, Mr. Prasanna T. and Mrs. Sowmya Jyothi.

SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALORE

List of Rank Holders 2017-2018

1.	BA(HRD)	SAMANTHA VIRGINIA DSOUZA	I Rank	3.	BBM	NIDHI BHANDARKAR	X Rank
2.	BBM	SANDRA MERIN RONALD	II Rank	4.	BCA	NISHMITHA K M	II Rank

GENERAL PROFICIENCY PRIZES

The following students have got the first 3 places in the University Semester Exams.

I Semester BBA Oct/Nov 2017

I	Place :	P VAISHNAVI BHAT	685
II	Place :	V NEHA KAMATH	658
III	Place :	VINUTHA V RAO	648

II Semester BBA May 2018

I	Place :	P VAISHNAVI BHAT	708
II	Place :	VINUTHA V RAO	675
III	Place :	V NEHA KAMATH	669

III Semester BBA Oct/Nov 2017

I	Place :	DEEKSHA V	787
II	Place :	NISHMITHA B	714
III	Place :	SANDRA ROVEENA DSOUZA	711

IV Semester BBA May 2018

I	Place :	DEEKSHA V	808
II	Place :	VIVEK MITHRA M	765
III	Place :	NISHMITHA B	750

I Semester B.COM Oct/Nov 2017

I	Place :	SOWMYA S RAO	781
II	Place :	MELISHA DSOUZA	748
III	Place :	G RAJEEVI KAMATH	746

II Semester B.COM May 2018

I	Place :	PRATIKSHA BALIGA B	743
II	Place :	SANGEETHA	736
III	Place :	G RAJEEVI KAMATH	732

III Semester B.COM Oct/Nov 2017

I	Place :	NISHA	690
II	Place :	ANIL P N	672
III	Place :	RAKSHITHA	665

IV Semester B.COM May 2018

I	Place :	NISHA	677
II	Place :	ANANYA SAHANA	666
III	Place :	GAUTHAMI NAYAK	662

I Semester BCA Oct/Nov 2017

II	Place :		
II	Place :	ALFIN BANU	714
III	Place :	POOJALAKSHMI	690

II Semester BCA May 2018

I	Place :	RUSHALI K	754
II	Place :	ADITYA	750
III	Place :	KALPITHA V PUTHRAN	732

III Semester BCA Oct/Nov 2017

I	Place :	SOJANYA M	718
II	Place :	SUSHMITHA P BOLAR	713
III	Place :	THANAZ	697

IV Semester BCA May 2018

I	Place :	SUSHMITHA P BOLAR	710
II	Place :	SOJANYA M	697
III	Place :	THANAZ	680

I Semester BA(HRD) Oct/Nov 2017

I	Place :	SEEMA JOSLIN DSOUZA	687
II	Place :	TEHSEEN ANWAR	669
III	Place :	STANLY SONAL DSOUZA	664

II Semester BA(HRD) May 2018

I	Place :	TEHSEEN ANWAR	710
II	Place :	SEEMA JOSLIN DSOUZA	698
III	Place :	DEEKSHITHA SHETTY	680

III Semester BA(HRD) Oct/Nov 2017

I	Place :	ADVITHA A	618
II	Place :	NISHA K	617
III	Place :	AMRA ZUMAN	614

IV Semester BA(HRD) May 2018

I	Place :	AMRA ZUMAN	661
II	Place :	ADVITHA A	655
III	Place :	NISHA K	627

THEY BROUGHT LAURELS TO THE COLLEGE

1.	Mr. Venkatesh G. Hegde	- II	rank Final BBM	April 1982	39.	Mr. HariKrishna Maheshwari	- II	rank Final BBM	April 1989
2.	Mr. Renukananda M.G.	- V	rank Final BBM	April 1982	40.	Miss. Sandhya Shenoy	- III	rank Final BBM	April 1989
3.	Miss Sreekala Nadakarni	- I	rank Final BBM	April 1983	41.	Miss. Kodancha Veena	- IV	rank Final BBM	April 1989
4.	Miss Sunitha P.	- II	rank Final BBM	April 1983	42.	Miss. Triveni Nayak	- V	rank Final BBM	April 1989
5.	Miss Cynthia menezes	- VI	rank Final BBM	April 1983	43.	Miss Kavitha Hedge	- VI	rank Final BBM	April 1989
6.	Miss Sumithra Baliga	- VIII	rank Final BBM	April 1983	44.	Miss. Neena S. Kudva	- I	rank Final BBM	April 1990
7.	Miss Kasturi Sumathi Pai	- IX	rank Final BBM	April 1983	45.	Miss. Bernadette E. Rodrigues	- IV	rank Final BBM	April 1990
8.	Mr. Narasimha Shenoy K. P.	- X	rank Final BBM	April 1983	46.	Mr. Chandrashekar	- V	rank Final BBM	April 1990
9.	Miss Lydia Linet D'souza	- II	rank Final BBM	April 1984	47.	Miss Naina Agnes	- V	rank Final BBM	April 1990
10.	Miss Nalini Ramaswamy	- IV	rank Final BBM	April 1984	48.	Miss Meena A. Dias	- X	rank Final BBM	April 1990
11.	Miss Rony Ferrao	- VII	rank Final BBM	April 1984	49.	Miss Sandhya. S. Shenoy	- I	rank Final BBM	April 1991
12.	Miss Zelia Albuquerque	- X	rank Final BBM	April 1984	50.	Miss Oreena Jeena Lobo	- I	rank PGDBM	April 1992
13.	Mr. Madhusudhan Bhat	- II	rank Final BBM	April 1985	51.	Miss Anuradha S. Kamath	- I	rank Final BBM	April 1993
14.	Miss Madhumathi H. S.	- III	rank Final BBM	April 1985	52.	Miss Anjali Dayananda Achar	- I	rank PGDBM	April 1994
15.	Miss Collette Noronha	- IV	rank Final BBM	April 1985	53.	Miss Anuradha Kamath	- I	rank PGDBM	April 1994
16.	Mr. Francis Alfred Concessao	- IV	rank Final BBM	April 1985	54.	Miss Vidya R. Gadiyar	- I	rank Final BBM	April 1994
17.	Miss Shailaja R. Bhat.	- I	rank Final BBM	April 1986	55.	Mr. Rao Radhakrishna Rama	- IV	rank Final BBM	April 1994
18.	Miss Shaila Shevgor	- II	rank Final BBM	April 1986	56.	Miss Sapna Dimple	- I	rank Final BBM	April 1995
19.	Miss Shaima Naik M.	- III	rank Final BBM	April 1986	57.	Miss Divya Jalan	- I	rank Final BBM	April 1996
20.	Miss Garaldine Laveena M.	- IV	rank Final BBM	April 1986	58.	Mr. Shrikanth A. Marate	- IV	rank Final BBM	April 1996
21.	Miss Leza Saldanha	- V	rank Final BBM	April 1986	59.	Miss Sheela Prabhu	- III	rank Final BBM	April 1997
22.	Miss Rosette A.Rasquiniha	- VI	rank Final BBM	April 1986	60.	Miss Gayathri J. Kamath	- III	rank Final BBM	April 1998
23.	Miss Supriya Chaudhry	- VII	rank Final BBM	April 1986	61.	Miss Nandini M. Kini	- V	rank Final BBM	April 1998
24.	Miss Helen M. Alvarez	- VIII	rank Final BBM	April 1986	62.	Mr. Narasimha P. Gadiyar	- I	rank PGDBM	April 1999
25.	Miss Sahana Rani R. K.	- I	rank Final BBM	April 1987	63.	Miss Rashmi Hande	- VIII	rank Final BBM	April 1999
26.	Miss Shailaja Nayak U.	- II	rank Final BBM	April 1987	64.	Mr. Shiva Prasad	- I	rank PGDBM	April 2000
27.	Mr. Gopalakrishna Shenoy	- III	rank Final BBM	April 1987	65.	Miss Rashmi Kodical	- III	rank Final BBM	April 2000
28.	Mr. Vishnu Murthy	- IV	rank Final BBM	April 1987	66.	Miss Bindu	- V	rank Final BBM	April 2000
29.	Miss. Juliet Rodrigues	- IX	rank Final BBM	April 1987	67.	Miss Seema Kudva	- VII	rank Final BBM	April 2001
30.	Miss Prathibha Shetty	- III	rank Final BBM	April 1988	68.	Miss Ujwala Rao	- II	rank Final BBM	April 2002
31.	Mr. Ravindra K.	- IV	rank Final BBM	April 1988	69.	Miss Joshana Alphonso	- V	rank Final BBM	April 2002
32.	Miss. Maya Kamath	- IV	rank Final BBM	April 1988	70.	Miss Aparna K. V.	- I	rank PGDBM	April 2002
33.	Miss. Vidya Pai Kasturi	- VI	rank Final BBM	April 1988	71.	Miss Renuka M. V.	- V	rank Final BBM	April 2003
34.	Mr. Ashok	- VIII	rank Final BBM	April 1988	72.	Mr. Avinash	- II	rank Final BCA	April 2004
35.	Mr. Rego Vincent Thomas	- IX	rank Final BBM	April 1988	73.	Miss Hamsa Shenoy	- III	rank Final BCA	April 2004
36.	Mr. Pangal Devadas Nayak	- X	rank Final BBM	April 1988	74.	Mr. Venugopal Gaonkar	- II	rank Final BBM	April 2005
37.	Mr. Christopher George Pereira	- X	rank Final BBM	April 1988	75.	Miss Sneha Kamath N.	- V	rank Final BBM	April 2005
38.	Miss. Pramila Martis	- I	rank Final BBM	April 1989	76.	Miss Sangeetha K. S.	- II	rank Final BCA	April 2005

77.	Ms. Shilpa Pai B.	- I	rank Final	BCA	April 2006	115.	Miss Afsana	- I	rank Final	PGDBM	May 2012
78.	Miss Rekha K. S.	- VI	rank Final	BCA	April 2006	116.	Miss Swathi Bhat B.	- II	rank Final	PGDBM	May 2012
79.	Miss Bhavya	- IX	rank Final	BCA	April 2006	117.	Miss Shashiprabha	- III	rank Final	PGDBM	May 2012
80.	Miss Sneha Acharya B.	- I	rank Final	BCA	April 2007	118.	Miss Shilpashri A.	- I	rank	MBA	May 2012
81.	Miss Kripa P. B.	- I	rank Final	BBM	April 2007	119.	Miss Preetika P. C.	- II	rank	MBA	May 2012
82.	Miss Shilpa B.	- IX	rank Final	BBM	April 2007	120.	Mrs. Usha Prabha Kamath B.	- IV	rank	MBA & Gold Medal in Marketing Management	May 2012
83.	Mr. Chethana Kamath	- I	rank Final	PGDBM	April 2008	121.	Mr. Padmanabha Bhat A. V.	- IV	rank	BCA	May 2013
84.	Miss Shruthi Prabhu	- V	rank Final	BBM	April 2008	122.	Miss. Ankitha Kamath S.	- VI	rank	BCA	May 2013
85.	Miss Liezel Janet Nazreth	- VI	rank Final	BBM	April 2008	123.	Miss. Sarika N. Khandare	- VIII	rank	BCA	May 2013
86.	Mr. Pradeep Kamath	- X	rank Final	BBM	April 2008	124.	Miss. Fathima Ifra Adka	- I	rank	PGDBM	May 2013
87.	Miss Anusuya Baliga	- I	rank Final	PGDBM	April 2009	125.	Miss. Shwetha	- II	rank	PGDBM	May 2013
88.	Miss Shubha Pai	- II	rank Final	BBM	April 2009	126.	Miss Sana Kausar	- I	rank Final	BA(HRD)	April 2014
89.	Miss Sowmya	- IV	rank Final	BCA	April 2009	127.	Mr. Gautam R.	- II	rank Final	BA(HRD)	April 2014
90.	Miss Deepthi Shetty	-	Gold Medal	MBA	April 2009	128.	Miss Rameeza	- III	rank Final	BA(HRD)	April 2014
91.	Miss Kavyashree Gatty	- I	rank Final	BA(HRD)	April 2010	129.	Miss Sindura	- III	rank Final	BBM	April 2014
92.	Miss Annie Supreetha	- II	rank Final	BA(HRD)	April 2010	130.	Miss Shreya D. Suvarna	- VI	rank Final	BBM	April 2014
93.	Miss Jayashree H.	- I	rank Final	BCA	April 2010	131.	Miss Soumya	- IX	rank Final	BBM	April 2014
94.	Miss Namrutha K.	- X	rank Final	BCA	April 2010	132.	Miss Nandini Rohidas Shriyan	- VIII	rank Final	BCA	April 2014
95.	Miss Shilpashri A.	- III	rank Final	BBM	April 2010	133.	Miss Sanjana K. Kamath	- III	rank Final	BBM	April 2015
96.	Miss Megha M. Kamath	- VII	rank Final	BBM	April 2010	134.	Mr. Vignesh Kamath	- VIII	rank Final	BBM	April 2015
97.	Miss Navya Shetty	- IX	rank Final	BBM	April 2010	135.	Mr Srikanth Nayak	- IX	rank Final	BBM	April 2015
98.	Miss Shahina P.	- I	rank Final	PGDBM	April 2010	136.	Miss Dhamini	- II	rank Final	BA(HRD)	April 2015
99.	Miss Sridevi B.	- II	rank Final	PGDBM	April 2010	137.	Miss . Simona Denise Fernandes-	- II	rank Final	BBM	April 2016
100.	Mr. Vadiraja Acharya K.	- III	rank Final	PGDBM	April 2010	138.	Miss .SVaralaxmi Bhat P.	- IV	rank Final	BBM	April 2016
101.	Mr. Vivek T. S.	-	Gold Medal in	MBA	April 2010	139.	Miss .Keerthi Kumari U. P.	- V	rank Final	BBM	April 2016
102.	Miss Aparna Mallya	- I	rank Final	BBM	April 2011	140.	Miss Sara Nazareth	- II	rank Final	BA(HRD)	April 2016
103.	Miss Harshitha K.	- I	rank Final	PGDBM	April 2011	141.	Miss Nifa Ali	- III	rank Final	BA(HRD)	April 2016
104.	Mr. Abhishek D. Toprani	- II	rank Final	PGDBM	April 2011	142.	Miss Sushmitha S.	- II	rank Final	BA(BBM)	April 2017
105.	Miss Akshatha C. Rai	- III	rank Final	PGDBM	April 2011	143.	Miss Leeta Welsy Aranha	- III	rank Final	BA(BBM)	April 2017
106.	Shama N.	- IV	rank Final	BCA	April 2011	144.	Mr. Kriti Nahata	- IX	rank Final	BA(BBM)	April 2017
107.	Miss Supriya	- II	rank	MBA	April 2011	145.	Miss Chithra Shree L.	- X	rank Final	BA(BBM)	April 2017
108.	Miss Shetty Shilpa Chandrshasa	- Laxmi-III	rank	MBA	April 2011	146.	Miss Alminaaz	- I	rank Final	BA(BA(HRD))	April 2017
109.	Miss Kavitha A. Nayak	- IV	rank	MBA	April 2011	147.	Samantha Virginia Dsouza-	- I	rank Final	BA(BA(HRD))	April 2018
110.	Miss Meghana	- I	rank Final	BA(HRD)	May 2012	148.	Sandra Merin Ronald	- II	rank Final	BBM	April 2018
111.	Miss Shreya C.	- II	rank Final	BA(HRD)	May 2012	149.	Nidhi Bhandarkar	- X	rank Final	BBM	April 2018
112.	Miss Saumya S. Shetty	- III	rank Final	BA(HRD)	May 2012	150.	Nishmitha K M	- II	rank Final	BCA	April 2018
113.	Miss Shwetha	- VII	rank Final	BBM	May 2012						
114.	Miss Varsha Pai G.	- X	rank Final	BBM	May 2012						

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%
1999-Apr	76	67	88%	69	55	80%	72	70	97%

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-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%
2018 Apr	203	152	75%	192	156	81%	191	166	87%
2018 Nov	223	154	69%	196	144	73%	189	170	90%

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%
2018 Apr	114	75	66%	109	81	74%	115	115	100%
2019 Nov	120	98	82%	116	93	80%	110	86	78%

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%
2018 April	53	41	77%	48	38	79%	43	38	88%
2018 Nov	56	42	75%	52	42	81%	44	21	48%

DETAILS OF B. COM RESULTS

	I SEM. & II SEM. APR			III SEM. & IV SEM. APR			V SEM. & VI SEM. APR		
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%
2017 Nov	74	68	92%	75	73	97%	71	69	97%
2018 April	73	63	86%	75	73	97%	73	70	96%
2018 Nov	86	78	91%	77	71	92%	76	70	92%

SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALURU

STATEMENT OF SUBJECTWISE RESULTS OF MANGALORE UNIVERSITY

FINAL YEAR BBM - APRIL / MAY 2018 EXAMINATION

31 FIRST CLASS WITH DISTINCTION, 48 FIRST CLASS, 24 HIGH SECOND CLASS, 24 SECOND CLASS, 03 PASS CLASS,

PASSED BUT NOT COMPLETED THE LOWER EXAMINATIONS : 29

<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.M. VI SEMESTER		191	166	87%
B.B.A. IV SEMESTER		192	156	81%
B.B.A. II SEMESTER		203	152	75%
SUBJECTWISE RESULTS				
B.B.M. VI SEMESTER				
Company Law	Preethika	193	177	92%
Investment Management	Rashmi T/Prasanna Kumar T	193	181	94%
Cost & Management Accounting	Smitha/Thilakraj G	196	182	93%
Auditing	SumeshMatada	31	26	84%
Financial Management	Supritha/Gayathri/Sowmya	98	93	95%
Marketing Management	Manju/Shwetha/Sanchitha	193	187	97%
Human Resource Management	Anasuya	95	89	94%
Project Work		159	159	100%
B.B.M. IV SEMESTER				
Business Statistics	Praveena D. /Gururaj G	195	187	96%
Modern Banking Management	Sanchitha B/Shashikala K G	196	180	92%
Computer Applications in Mgt.	Shashikala Shetty/Deepa Hegde/Shashiprabha	195	177	91%
Fundamentals of Financial Mgt.	Rashmi T/Sowmya Hegde	194	172	89%
Human Resource Management	Dr. Muralidhar RaoK S	193	177	92%
Corporate Accounting - II	Salian Parinitha/Kavitha Prabhu	194	173	89%
CC&EC		196	196	100%
B.B.M. II SEMESTER				
English	Kavya/Madhumathi J Raja	205	205	100%
Kannada	Renuthakshi	65	63	97%
Hindi	OShalini	140	140	100%
Managerial Economics	Aruna Kamath/Shashikala K G	205	196	96%
Business Environment & Entrepreneurship	Sanjana	205	203	99%
Accounting - II	Supritha/Shwetha	203	160	79%
Managerial Communication	Deepashree G Shenoy	205	190	93%
Human rights, Gender equity & Environmental studies	Kavitha /Sanchitha B/Priya Kamath	206	203	99%
CC&EC		206	206	100%

SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALURU

STATEMENT OF SUBJECTWISE RESULTS OF MANGALORE UNIVERSITY

FINAL YEAR BCA - APRIL / MAY 2018 EXAMINATION

68 DISTINCTION, 19 FIRST CLASS , HIGH SECOND CLASS, PASSED BUT NOT COMPLETED THE LOWER EXAMINATIONS : 28

<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.C.A. VI SEMESTER		115	115	100%
B.C.A. IV SEMESTER		109	81	74%
B.C.A. II SEMESTER		114	75	66%
SUBJECTWISE RESULTS				
BCA VI SEMESTER				
Project Work		115	115	100%
BCA IV SEMESTER				
Computer Graphics & Multimedia	Shashikala Shetty/Shashiprabha	111	94	85%
Visual Basic Net Programming	Arun F Sequerira/Deepa D Hegde	111	97	87%
Principles of TCP/IP	Divya Uchil	111	106	95%
E-Commerce	Reshmi B.R.	111	107	96%
System Analysis & Design	Divya Naveen	110	89	81%
Computer Graphics Lab	Shashiprabha/Shashikala Shetty	111	107	96%
VB NET Lab	Arun F Sequerira/Deepa D Hegde	110	108	98%
CC& EC		111	111	100%
B.C.A. II SEMESTER				
English	Kavya/Madhumathi J Raja	118	118	100%
Kannada	Jeevitha D.	66	64	97%
Hindi	Jyothi	52	51	98%
Basics Of Networking	Arun F Sequerira/Sowmya Jyothi	118	97	82%
Object Oriented Programming Using C++	Divya Uchil/ Divya Naveen	118	83	70%
Database Concepts And Oracle	Sowmya Jyothi/Reshmi	115	90	78%
C++ Programming - Lab 1	Divya Uchil/Divya Naveen	118	118	100%
Oracle - Lab II	Reshmi B.R.	118	117	99%
Human Rights, Gender Equity & Environmental Studies	Supreetha/Priya Kamath	117	116	99%
CC&EC		118	118	100%

SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALURU

STATEMENT OF SUBJECTWISE RESULTS OF MANGALORE UNIVERSITY

FINAL YEAR BA(HRD) - APRIL / MAY 2018 EXAMINATION

11 DISTINCTION, 11 FIRST CLASS 05 HIGH SECOND CLASS , PASSED BUT NOT COMPLETED THE LOWER EXAMINATIONS : 07

<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.A(H.R.D) VI SEMESTER		43	38	88%
B.A(H.R.D) IV SEMESTER		48	38	79%
B.A(H.R.D) II SEMESTER		53	41	77%
SUBJECTWISE RESULTS				
B.A.(H.R.D.) VI SEMESTER				
Management Information Systems	Anasuya	46	46	100%
Trends in Human Resource Development	Gururaj G	44	44	100%
Organisation Development & Mgt. of Change	Deepashree G Shenoy	45	42	93%
Labour Legislation	Kavitha K	43	39	91%
Global Human Resource Management	Salian Parinitha	44	43	98%
Train& DevelopmentEdu./ NGO/Corporate		47	44	94%
B.A.(H.R.D.) IV SEMESTER				
Gen.Proficiency & Communicative English	Madhumathi J Raja	50	49	98%
Kannada	Jeevitha D	24	20	83%
Hindi	Jyothi	28	27	96%
Financial Management	Salian Parinita	50	45	90%
Employee Relations	Manju H	49	47	96%
Administration & Management of NGOs	Priya Kamath	50	45	90%
Strategic Mgt. & Corporate Policies	Gayathri K	49	43	88%
CC&EC		52	52	100%
B.A.(H.R.D.) II SEMESTER				
Gen. Proficiency & Communicative English	Kavya	56	55	98%
Kannada	Jeevitha D	37	35	95%
Hindi	Jyothi	19	18	95%
Business Economics	Shashikala K G	53	45	85%
Basics of Marketing	Praveea D	55	45	82%
Dynamics of Human Behaviour	PreethikaDharmapal	56	53	95%
Professional Skill Development	Anasuya	55	53	96%
Human rights, Gender equity & Environmental studies	Rashmi T/Gururaj G	56	56	100%
CC&EC		57	57	100%

SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALURU

STATEMENT OF SUBJECTWISE RESULTS OF MANGALORE UNIVERSITY

B. Com. - APRIL / MAY 2018 EXAMINATION

49 DISTINCTION, 11 FIRST CLASS 07 HIGH SECOND CLASS, 02 SECOND CLASS, 5 PASSED BUT NOT COMPLETED THE LOWER EXAMINATIONS : 01

<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.COM VI SEMESTER		73	70	96%
B.COM IV SEMESTER		75	73	97%
B.COM II SEMESTER		73	63	86%
SUBJECTWISE RESULTS				
B.COM VI SEMESTER				
Indian Corporate Law	Kavitha K	73	72	99%
Auditing	Sumesh Matada	73	71	97%
Financial Management II	Soumya Hegde	73	71	97%
Financial Accounting VI	Gayathri K	73	71	97%
Cost and Management Accounting-IV	Veena D Kotian/Priya Kamath	73	71	97%
Human Resource Management - IV	Kavitha Prabhu	25	24	96%
Business Taxation-IV	Smitha M	48	48	100%
B.COM IV SEMESTER				
English	Madhumathi J Raja	75	75	100%
Hindi	Shalini M	46	45	98%
Kannada	Renuthakshi	29	29	100%
International Trade & Finance - II	Prasanna Kumar T	75	73	97%
Financial Accounting-IV	Gururaj G	75	74	99%
Cost & Management Accounting II	Thilakraj G	75	75	100%
Human Resource Management - II	Praveena D	50	50	100%
Business Taxation -II	Smitha M	25	25	100%
Ec/Cc		75	75	100%
B.COM II SEMESTER				
English	Sushma	77	77	100%
Hindi	Jyothi	49	49	100%
Kannada	Jeevitha D	27	27	100%
Money And Public Finance	Prasanna Kumar T	74	69	93%
Financial Accounting - II	Shwetha	77	71	92%
Modern Banking	Manju H	76	70	92%
Business Statistics & Mathematics	Thilakraj G	77	76	99%
Human Rights, Gender Equity & Environmental Studies	Sanjana	77	77	100%
EC & CC		78	78	100%

SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALURU

STATEMENT OF SUBJECTWISE RESULTS OF MANGALORE UNIVERSITY

BBA - NOVEMBER 2018 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. I SEMESTER		223	154	69%
B.B.A. III SEMESTER		196	144	73%
B.B.A. V SEMESTER		189	170	90%
SUBJECTWISE RESULTS				
B.B.A. I SEMESTER				
English	Mrs.Kavya/Madhumathi J Raja	229	227	99%
Kannada	Mrs.Jeevitha	65	64	98%
Hindi	Mrs.Jyothi/Shalini	162	155	96%
Accounting - I	Mrs.Shwetha Y/Supritha	228	224	98%
Principles of Economics	Mrs. Aruna P Kamath/ Mrs. Shashikala K G	227	211	93%
Principles of Management	Mr. Muralidhar Rao K S	229	216	94%
Business Organisation	Mrs.Pritheeka/Mr.Praveen /Shreeprajna	229	170	74%
Indian Constitution	Ms.Mural/Mrs.Supritha/Sreepranja	228	219	96%
EC & CC		229	229	100%
B.B.A. III SEMESTER				
Business Mathematics	Mr.Praveen/Mr.Gururaj	202	186	92%
Business Economics	Mrs. Shashikala K.G/Mr.Prasanna Kumar	201	182	91%
Commercial Law	Ms.Mural/Mrs. Kavitha K	200	158	79%
Marketing Management	Mr.Praveen/Mrs. Anasuya	201	199	99%
Income Tax	Mrs. Smitha/Ms. Sowmya Hegde	200	189	95%
Corporate Accounting - I	Mr.Akshith Kumar/Mrs.Kavitha Prabhu	200	182	91%
EC & CC		204	204	100%
B.B.A. V SEMESTER				
Organisational Behaviour	Ms.Sanjana/Shreeprajna	190	176	93%
Project Management	Mrs.Pritheeka/Mrs.Rashmi	191	186	97%
Export Management	Mr.Akshith Kumar/Prasanna Kumar	190	183	96%
Cost Accounting	Mrs.Veena D Kotian/Mr.Thilakraj/Sumesh	189	182	96%
Financial Management - I	Mrs. Gayathri k/Mrs. Supritha	100	97	97%
Marketing Management - I	Mrs.Rashmi/Manju	190	184	97%
Human Resource Mgt. - I	Mrs. Anasuya	90	86	96%

SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALURU
STATEMENT OF SUBJECTWISE RESULTS OF MANGALORE UNIVERSITY
BCA - NOVEMBER 2018 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.C.A. I SEMESTER		120	98	82%
B.C.A. III SEMESTER		116	93	80%
B.C.A. V SEMESTER		110	86	78%
SUBJECTWISE RESULTS				
B.C.A. I SEMESTER				
English	Mrs.Madhumathi J Raja/Kavya	120	119	99%
Hindi	Mrs.Shalini	75	74	99%
Kannada	Mrs.Renuthakshi	45	43	96%
Fundamentals of Information Technology	Mrs.Sneha/Deepa Hegde	120	117	98%
Computer Organisation	Mrs. Divya	120	105	88%
Programming Language C	Mrs. Shashikala Shetty	120	110	92%
Fund. Info. Tech. - Lab	Mrs.Sneha	120	119	99%
Prog. Lang. C- Lab	Mrs.Shashikala Shetty	120	119	99%
Constitution of India	Ms.Sanjana/Shwetha	120	119	99%
EC & CC		120	120	100%
B.C.A. III SEMESTER				
Basic Mathematics	Mrs. Shashiprabha	119	108	91%
Microprocessors	Mr. Arun F Sequeira	119	112	94%
Data Structures	Mrs. Divya Naveen/Sowmya Jyothi	119	110	92%
Operating System	Ms.Prakrithi	118	103	87%
Data Mining	Mrs. Reshmi B R	117	106	91%
Microprocessor Lab	Mr. Arun F Sequeira	119	119	100%
Data Structures & Os Lab	Mrs. Divya Naveen/Sowmya Jyothi	119	119	100%
EC & CC		119	119	100%
B.C.A. V SEMESTER				
Software Engineering	Mrs. Deepa D.Hegde	111	111	100%
Linux environment	Mrs. Sowmya Jyothi	110	105	95%
Web development in NET	Ms.Prakrithi/Reshmi	111	109	98%
Java Programming	Mrs.Shashiprabha/Divya	111	89	80%
Distributed computing	Mrs.Sneha	111	93	84%
Management Information Systems	Mrs.Divya Naveen	111	111	100%
Lab I - Web Technology	Ms.Prakrithi/Reshmi	111	110	99%
Lab II - DC/JAVA	Mrs.Shashiprabha/Divya	110	110	100%

SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALURU

STATEMENT OF SUBJECTWISE RESULTS OF MANGALORE UNIVERSITY

BA(HRD) - NOVEMBER 2018 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.A(H.R.D) I SEMESTER		56	42	75%
B.A(H.R.D) III SEMESTER		52	42	81%
B.A(H.R.D) V SEMESTER		44	21	48%
SUBJECTWISE RESULTS				
B.A(H.R.D.) I SEMESTER				
General Profi.&Communicative English	Mrs.Kavya	58	58	100%
Hindi	Mrs.Shalini	33	31	94%
Kannada	Mrs.Renuthakshi	24	19	79%
Principles And Practice Of Management	Mr.Muralidhar Rao K S	58	52	90%
Computer Applications	Mrs.Anasuya	58	53	91%
Business & Society	Mr.Sumesh Matada	57	52	91%
Individual Development	Mr. Thilakraj	56	55	98%
Consitution of India	Ms.Shreeprajna	57	55	96%
EC & CC		59	59	100%
B.A(H.R.D.) III SEMESTER				
General Profi.&Communicative English	Mrs. Madhumathi J Raja	52	51	98%
Hindi	Mrs. Jyothi	16	16	100%
Kannada	Mrs. Jeevitha D	36	33	92%
Basic Accounting	Mrs.Gayathri K	53	52	98%
Organisational Behaviour	Mrs. Pritheeka	53	47	89%
HR Research & Devlopment Methodologies	Mrs.Rashmi	53	52	98%
Human Resource Management	Ms.Sowmya Hegde	53	53	100%
EC & CC		54	54	100%
B.A(H.R.D) V SEMESTER				
Strategic Human Resource Management	Ms.Mural/Mrs.Kavitha Prabhu	49	48	98%
Principles Of Training And Development	Mrs.Smitha	49	48	98%
Business Law	Mrs. Kavitha K	48	24	50%
Corporate Communications & Public Relations	Mrs. Gururaj G	47	45	96%
Business Ethics & Corporate Governance	Mr.Sumesh/Ms.Sowmya Hegde	49	47	96%
Field Study - Corporate		45	45	100%

SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALURU

STATEMENT OF SUBJECTWISE RESULTS OF MANGALORE UNIVERSITY

B. Com. - NOVEMBER 2018 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.COM I SEMESTER		86	78	91%
B.COM III SEMESTER		77	71	92%
B.COM III SEMESTER		72	70	97%
B.COM V SEMESTER		76	70	92%
SUBJECTWISE RESULTS				
B.COM I SEMESTER				
English	Mrs. Madhumathi J Raja	86	85	99%
Hindi	Mrs.Jyothi	55	55	100%
Kannada	Mrs.Jeevitha	31	30	97%
Business Economics	Mrs.Shashikala K G	86	80	93%
Financial Accounting-I	Mrs.Shwetha Y	86	84	98%
Principles Of Management	Mr.Gururaj	86	84	98%
Business Statistics & Mathematics	Mr.Thilakraj	86	83	97%
Indian Constitution	Ms.Shreeprajna	86	86	100%
EC & CC		86	86	100%
B.COM III SEMESTER				
English	Mrs. Madhumathi J Raja	77	77	100%
Hindi	Mrs.Jyothi	49	49	100%
Kannada	Mrs.Jeevitha	28	28	100%
International Trade & Finance - I	Mr. Prasanna Kumar	77	71	92%
Cost & Management Accounting-I	Mr.Thilakraj	77	77	100%
Human Resource Management-I	Mrs.Manju	30	30	100%
Business Taxation	Mrs. Smitha M	47	47	100%
Financial Accounting-III	Mrs.Veena D Kotian	77	77	100%
EC & CC		78	78	100%
B.COM V SEMESTER				
Business Law	Mrs. Kavitha K	76	74	97%
Modern Marketing	Mrs. Manju	76	74	97%
Financial Management I	Mrs.Veena D Kotian	76	74	97%
Financial Accounting V	Mrs. Gayathri K	76	72	95%
Cost and Management Accounting III	Mr.Sumesh Matada	76	75	99%
Business Taxation III	Ms.Sanjana	50	50	100%
Human Resource & Management-I	Mrs.Kavitha Prabhu	26	25	96%

PROJECT REPORT OF III BBM - 2018-'19

Reg No.	Name of the student	Project Title
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Project Guide : DR. MURALIDHAR RAO K. S.

164590301	A. Pramith Rai	Customer Satisfaction at Nilgiris, Mangalore
164590303	Abhijith D. Rao	A study of customer satisfaction at Nissan Datsun, Mangalore
164590307	AfridAhamed	Customer satisfaction on Panasonic at, Panchami electronics, Mangalore
164590315	Anush G. S.	A study on Financial Analysis at Bhagavathi Co- operative Bank, Mangalore
164590319	Arjun K. Nair	A study on customer satisfaction at Amana Toyoto, Kasaragod
164590326	Azeem Abdul Razak	Customer satisfaction at Apple Mart, Mangalore

Project Guide : Mrs. SMITHA M.

164590349	Joshua Geo Reji	A study on customer satisfaction with reference to E Men Exclusive
164590352	KaziAfnan	A study on customer satisfaction with special reference to Bata India Ltd.
164590358	Mac Ken Karat	A study on employee satisfaction in Sterling Foods
164590373	Mranal S Rao	A study on customer satisfaction with special reference to Shreyas Sweets.
164590380	Niriksh R Shetty	A study on Customer satisfaction in MRF Bombay Tyres , Mangalore

Project Guide : Mrs. MANJU H.

164590400	Roshan Monterio	A study on employee satisfaction with reference to Talwalker gym
164590413	Sharan Kp	A study on employee satisfaction with reference to Yenepoya Medical College
164590420	Shrdish J Shetty	A study on consumer satisfaction with reference to KMF.ctd
164590437	Vinyas R Kumar	A study on employee satisfaction with reference to Corporation Bank. ltd
164590438	Vishal Nikhil Mascarenhas	A study on employee satisfaction with reference to Durga Motors.co. ltd
164590442	Winkle Monterio	A study on social security benefits to Government employees with reference to Mangaluru Taluk office

Project Guide : Mrs. GAYATHRI K.

164590327	B. H. RAKSHA	A Study on Analysis of Employee Satisfaction of GWSF Quality Casting Private Limited.
164590330	CHANDINI SHET	A Study on Effective Sales Promotion with special reference to SMJW Office Supplies, Bangalore.
164590341	G. SAHANA PAI	A Study on Customer Satisfaction of Pantaloons, Mangalore
164590362	MANISHA	A Study on Customer Satisfaction towards BMW at Navnit Motors, Mangalore.
164590379	NIREEKSHA	A Study on Employees Satisfaction with reference to Karnataka Bank Ltd., Balmatta.

Project Guide : Mrs. KAVITHA PRABHU

16128	Pooja T.K.	A study on Customer satisfaction at Margin free market ,Kasaragod
16044	Sushma	A study on employee satisfactonwith special reference to City Real estate builders and developers
16047	WafaNaaz	A study on customer satisfaction with reference to TVS Sai Radha Motors
16048	ZainabaNishath	A Stud on Job Satisfaction with special reference to Ideal Travels Mangalore
16114	Sushanth Kumar	A study on customer satisfaction with referenceto Titan Watches ,Mangalore
16051	Akshay S.	A study on customer satisfaction with reference to Nilgiris ,Mangalore

Reg No.	Name of the student	Project Title
Project Guide : Mr. THILAKRAJ G.		
164590403	Saideepa	A study on customer satisfaction with reference to Suzuki Access 125cc at Pai sales, Pandeshwar
164590408	SanjanaKarkera	A study on customer satisfaction with reference to Laxmi Cloth store, Mangaluru
164590415	Sharanya	A study on consumer satisfaction based on Employee services with reference to Laxmi Cloth store, Mangaluru
164590416	Sharanya S P	A study on Employee satisfaction with reference to TVS Sairadha Motors, Mangalore
164590419	Shravya	A study on consumer satisfaction Regarding retail lending with reference to Karnataka Bank Ltd, Mangaluru
164590424	Sonal	A study on Digital Media Marketing And Consumer Buying Behaviour with reference to Forum Fiza Mall, Mangaluru.
Project Guide : Mrs. SHASHIKALA K. G.		
Reg. No	Name of the Student	Project Title
164590454	CanishSoans	A study on customer satisfaction with reference to Mahindra At Karnataka Agencies
164590452	AnirudhNagesh	A study on employee satisfaction with reference to Samboy Company Baikampady, Mangalore.
164590461	KarthikBhandary	A study on consumer satisfaction with reference to Sulthan Diamonds And Gold Kankanady branch Mangalore
164590462	Kaushik Bhandary	A study on customer satisfaction towards TVS vehicle with reference to Novel Motors Mangalore
164590474	Nishanth N	A study of job satisfaction with Special reference to Vrakshaa Ply
Project Guide : Mrs. SUPRITHA A.		
164590459	Halima razeenabanu	A Study On Employee Satisfaction On ONGC, Manglore Petrochemicals Limited Permude Mangalore
164590465	Maithili M	A Study On Employee Satisfaction On Dakshina Kannada Milk Union, KulshekarManglore
164590451	Ananyahegde	A Study On Customer Satisfaction Of Yamaha Motor Cycles With Reference Of Shri Sai Motors, Bolwar, Puttur
164590467	Meghana M	A Study On Customer Satisfaction On VIP Lounge With Reference To City Center Mall, Manglor e
164590503	Thanvi S Shetty	A Study On Consumer Perception On Service On Bharath Auto Cars With Reference To Maruti Suzuki, Manglore
164590337	Fakruddeen Ali	A Study On Employee Satisfaction Adopted By AK VENEERS, Baikampady, Manglore
Project Guide : Mrs. ANASUYA		
164590342	HamrazAhamed	A Study on Marketing strategy with reference to Golden Wood Palace Kasargod
164590345	Imran Ubaidullah	A Study on Customer satisfaction with reference to city diamonds and Gold Kasargod
164590365	Mohammad Sharafath	A study on customer satisfaction towards H.H. Ceramics Pvt.Ltd. Mangalore
164590367	Mohammed Anas	A Study on Market Survey of Mango Juice on Hindustan Coca Cola Beverages PVT.LTD.
164590370	Mohammed Ruwaise	A Study on customer preference towards the product of UK Traders Hosangadi, Kasargod
164590371	Mohammed Suhail	A study on Employees job satisfaction with reference to group 4
164590385	Pavan Raj	A Study on customer satisfaction with reference to Royal Enfield
Project Guide : Mrs. SHWETHA Y		
164590440	VishnurajPadmaraj	A study on Financial statement Analysis with reference to UNO pack Industries
164590305	Aditi De Souza	A study on Job satisfaction in Electrical point, Mangalore.
164590317	Aparna R	A study on effectiveness of advertisement with reference to Bata, Bejai.
164590324	Ayesha Anam	A study on customer satisfaction on Mahindra Motorcycle with reference Taj Motors, Mangalore.
164590332	Deeksha S	A study on impact of loyalty programs to customer with reference to Big Bazar, Attavar.
164590339	Fathima Subhana	A study on customer satisfaction on Bisleri product with reference to Deepthi Enterprises.
164590347	Janifa Begum	A study on customer satisfaction on Tyres with reference to Automotive Agencies J.K Tyres.

Reg No.	Name of the student	Project Title
Project Guide : Mrs. VEENA D. KOTIAN		
164590350	K Prakrithi Rai	A Study on employee satisfaction with reference to exide life insurance corporation limited
164590377	Namritha B Suvarna	A study on customer satisfaction with reference to Ford Figo cars, Mangalore
164590384	Namana	A study on employee satisfaction with reference to Zuese Fitness Gym, Mangalore.
164590399	Roohi Zainab	A study on customer satisfaction on Samsung mobile with reference to Shiddas Electronic store, Mangalore
164590412	ShahinParveen	A study on customer satisfaction towards home appliances with reference to Harsha
164590430	Sushmitha J Devadiga	A Study on employee satisfaction with reference to DigantaMudrana, Mangalore
164590458	Deepak	A Study on consumer behaviour with reference to Vaidyanatha Wood Furniture and Interior
Project Guide : Mrs. PREETHIKA DHARMAPAL		
164590308	Aisha Maimoona	A study on customer satisfaction with special reference to PurpankaraPvt Ltd DerebailKonchandy Mangalore
164590464	Likitha.R	A study on customer satisfaction at Niligiries supermarket Attavara Mangalore
164590472	Nidhi B Gambhira	A study on customer satisfaction towards the services provided by Goldfinch The Finest Boutique Hotel Mangalore
164590478	Ramzeena	A study on employee satisfaction with special reference to Sultan Diamond And Gold Mangalore
164590482	Sadhvi	A study on customer satisfaction of buying SUV car with reference to Maroor Motors Mangalore
164590509	Yash R Sanil	A study on employees satisfaction with special reference to Café Coffee Day Mangalore
Project Guide : Mrs. RASHMI		
164590504	Vaishak	A Study On Customer Satisfaction Towards Plastic Processing Machines At Gurucharan Industries, Mangaluru
164590498	Suhan Raj	A Study On Employee Satisfaction At School Book Company, Carstreet, Mangaluru
164590497	Suchith M	A Study On Consumer Behaviour At Atul Auto Ltd.,(3 Wheeler Auto)
164590495	Sourav	Training And Development At Mandovi Motors, Near Milagres College, Mangalore
164590502	Swapnil	A Study On Employee Satisfaction At Fin Power Aircon System Pvt Ltd., (Refrigerator, AC Manuf), Baikampady
164590485	Shaaz V H	A Study On Job Satisfaction At Yafco Wood Industries
1645904	Krishnaprasad	A Study On Employee Satisfaction At Big Bazar, Bharath Mall, Mangaluru
164590468	Mohammad Rameez	A Study On Employee Satisfaction At Coastal Boards, Manjeshwar
Project Guide : Ms. SOWMYA HEGDE		
164590483	Sarika J. B	A study on financial statement analysis at South Canara District Central Co-opertave Bank Ltd. Mangaluru.
164590487	Shreya	A study on customer satisfaction with reference to Pizza Hut Mangaluru.
164590488	Shruthi	A study on Employee satisfaction with reference to Atharva Enterprises Bantwal.
164590490	Sithara	A study on customer satisfaction with reference to Provident Housing Private Ltd. KonchadyMangaluru.
164590491	Sneha	A study on Employee satisfaction with reference to Gurudeva plastics.
164590494	Soundarya P	A study on employee satisfactyion with reference to Kanchana Auto Cars.
164590496	Srinidhi D	A study on employee satisfaction with reference to Veenu enterprises Maroli.

Reg No.	Name of the student	Project Title
Project Guide : Mr. PRASANNA KUMAR T		
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	ThohirSaadulla	A study on Customer Satisfaction with Reference to NASH Trading Company Mangalore.
158730363	Harshitha V A	A Study On Employee Satisfaction With Reference To General Mills India Pvt Ltd, Mangalore.
158730352	Ananya A. Hegde	A Study On Customer Satisfaction With Reference To Puma Products, Mangalore.
158730122	MohiyaddiMeharaz III BA(HRD)	A Study On Job Satisfaction With Reference To Bmw Cars, Mangaluru.
148040116	Mohamed Ishtiaf Sheikh III BA(HRD)	A Study On Training And Development With Reference To Nilgiris, Attavar.
Project Guide : Mrs. DEEPASHREE G. SHENOY		
164590304	ABHISHEK	A study on employee engagement of AIR India (Sats), Mangalore
164590309	AKSHAY.B.R	A study on customer perception towards effectiveness of sales promotion activity of Galaxy Tiles, Kasaragod
164590310	AKSHITH KUMAR	A study on customer satisfaction with reference to "Blue Dart Express Courier Service"Attavar, Mangalore
164590311	AMRATH SAGAR PUNJA	A study on customer satisfaction with special reference to Cotton Kng,Balmatta, Mangalore
164590318	ARBAZ ALI	A study on customer satisfaction with special reference to Ideal Travels,Surathkal, Manglore
164590510	ZEBA	A study on customer satisfaction with special reference to Aditya Birla Sun Life Insurance, Manglore
Project Guide : Mr. GURURAJ G		
164590383	Sucheth Pc	Analysing The Effectiveness Of Perfomence Appraisal System At Bharath Auto Cars (P) Limited, Mangalore
164590388	Prajwal	A Study Of Customer Satisfaction On Ashok Leyland, Kanchana Autumotives
164590392	Rajab Shaqib	A Study On Custmer Satisfaction With Reference To Tocco Tiles Co Banglore
164590393	Rakesh	A Study On Sales Promotion On Adidas Company City Center Mangalore
164590397	Rohan	A Study Of Consumer Buying Behaviour Of Park Avenue
Project Guide : Ms. PARINITA		
164590356	M. AkshayAithal	A Study on Training & Development of Employees with reference to Justice K.S. Hegde Charitable Hospital, Mangalore
164590364	Mohammed Shihad	A Study on Sales Promotion of LG products with special reference to Mangalore Digiwhale Corporation
164590368	Mohammed Arif	A Study on Customer Perception towards effectiveness of Sales Promotion of MKH Tiles
164590369	Mohammed Faran	A Study on Employee Job Satisfaction with special reference to Blue Marine Bottling Company, Kasargod
164590372	MoidinAfnan	A Study on Customer Satisfaction with special reference to Chocolate Room, Mangalore.
164590374	Muhammad Nihal	A Study on Training and Development with special reference to SBI Life Insurance, Mangalore
164590381	Nisar Hussain	A Study on Customer Satisfaction with special reference to LG Electronics at Best shop, Mangalore.

Reg No.	Name of the student	Project Title
Project Guide : Mr. SUMESH MATADA		
164590421	Shreekanth Bhat	A study on customer satisfaction with reference to Car Décor Mangalore
164590428	Supreeth T L	A study on customer satisfaction with reference to Nike products, Forum Fizza Mall Mangalore.
164590414	Sharan Shetty	A study on employee satisfaction with reference to koel care kirloskar Mangalore.
164590409	Sanjay S Kumar	A study on customer satisfaction on WILDCRAFT company in relation to its performance & service in Mangalore.
164590405	Samarth Shetty	A study on consumer behavior on marketing strategy with special reference to KA boards and Flush doors.
164590417	Shashank Rao	A study on employee engagement on "Perform group company" Mangalore.
Project Guide : Mrs. PRAVEEN D		
164590312	Anchaljain	A study on employee satisfaction with reference to SCDCC bank, Mangalore
164590333	Deeksha V	A study on training and development with reference to SCDCC bank, Mangalore
164590343	Nidhi Hegde	A study on training and development with reference to union bank of India, Mangalore
164590338	Fathimasimran	A study on customer satisfaction with reference to Bamboo restaurant-kankanadymangalore
164590431	Thowhid	A Study on customer satisfaction with reference to RMX concrete India- Baikampady, mangalore.
164590306	Afreenafakiza	A study on customer perception with reference to MUFTI India Ltd. city center mall Mangalore
164590439	Vishnu Mohan	A study based on customer satisfaction with reference to Royal Enfield, Kannur
Project Guide : Ms. SANJANA		
164590427	Sunaiza	A study on customer satisfaction with reference to Raymond's, City Centre, Mangaluru
164590446	Zeabanaaz	A study on customer satisfaction and expectation with reference to Odhni ladies boutique, Attavar, Mangaluru
164590396	RifaRukshath	A study on customer satisfaction with reference to Reebok, City Centre, Mangaluru
164590423	Sinchana	A Study on Customer Satisfaction with special reference to Puma, Forum Fiza mall, Mangaluru
164590407	Sandra Roveena Dsouza	A study on employee job satisfaction with reference to Cauvery ford, Mangaluru
164590426	Suma	A study on Job satisfaction with reference to PLAMA PLASTICS (P) LTD
164590410	Sarwana	A study on customer satisfaction with reference to Panasonic India Private limited, Balmata, Mangaluru
Project Guide : Mr. AKSHITH KUMAR K		
164590353	Krithi Shetty	A Study On Financial Statement At Dsaj Precision Pvt, Ltd Manglore
164590354	Krupali P Thakar	A Study On Customer Satisfaction With Adidas Product City Centre Mangalore
164590395	Rashmi R A	A Study On Employee Satisfaction With Reference To Skilled Answers Information Solution Bangalore
164590376	Nafisa Thaseen	A Study On Customer Satisfaction On Karavali Marbles And Granites Pvt, Ltd Kulai Mangalore
164590360	Manasa	A Study On Training And Development On Konkan Speaciaty Poly Products Pvt, Ltd.
164590361	Manisha	A Studybon Customer Satisfaction With Reference Tofordfigo With Reference To Cauver Ford Mangalore
164590355	Kshithi G. M	A Study On Loans Ajd Advances Offered By Karavali Credit Co Operation Society Limited Mangalore

PROJECT REPORT OF III BCA - 2017-'18

Reg No.	Name of the student	Project Title	Reg No.	Name of the student	Project Title
Project Guide :- Mrs. DIVYA UCHIL			Project Guide: Mrs. SHASHIKALA SHETTY		
164591001	A ManojChurya	Online Departmental store System	16459009	Chaithra	Electro gadget service system(online)
164591031	Nelson jack lobo	Online Project on Goal management	164591019	K. G. Vishal	Twinstabook social network(online)
164591046	Raksha AP	Online System for Catering Service	164591021	Krithi	Guest feedback system(online)
164591049	Sagar	Online Food Management System	164591027	Mohammed Mohidin Shaad	Car services and accessories(online)
164591054	Prathiksha B. Shetty	Online Courier Tracking System	164591030	Nashath Moideen	Car services and accessories(online)
164591062	Swasthi	Online System for Co-operative Bank	164591039	Pooja Ananda Chowta	Agriculture Management system(online)
164591065	Thanaz	Ebus-Pass and Booking	164591050	Sanath Kumar D. Shetty	College management system(online)
164591071	Vishal	Online Printing Press Application	164591056	Shraddha Shetty	Construction system(online)
164591074	Aishwarya	EFASIONESTA-online Fashion designing	164591079	Ashwin	Tender management system(online)
164591075	Akarsh	Online System for Temple Management	164591091	Prajwal Kumar D.	Tender management system(online)
164591081	Dhanush	Online Printing Press Application	164591093	Rakesh G. Shetty	Bus maintenance sy(online)stem
164591082	Gagana.B	Online Blood Bank System	164591094	Rakshitha	Medical Store Management system(offline)
164591084	Kaushik Shetty	Online System for Hotel management	164591102	Sagar M.	"Lib - Tech"(online)
164591110	Swathik	Online System for Hotel Management	164591112	Vijitha V.	"Lib - arcade"(online)
Project Guide: Mr. ARUN FRANCIS SEQUEIRA			Project Guide : Mrs. SOWMYA JYOTHI		
164591024	Manish B Karkera	E-Train- Railway Management System	164591007	Arpitha Shetty V	Online Loan Management System
164591053	Sharan Prakash	MovieMate-Movie Ticket Booking System	164591036	Olivia Jane Lobo	Online Loan Management System
164591058	Srinivas Shenoy	E-Train- Railway Management System	164591078	Varshitha	Song Application System
164591032	Nidhi Nagaraj Shet	Royal Kudla-Hall Management System	164591078	Anurag Makkimane	Event Management
164591035	Nishmitha	OAM-Online Apartment Mart	164591011	Deeraj J Salian	It Management System
164591051	Sanjana Kotian	OAM-Online Apartment Mart	164591060	Sushanth V Kotian	Traffic Accident Management System
164591057	Sneha Bolar	Digital Municipal System	164591111	Thejas H	Traffic Accident Management System
164591100	Reshma P N	AutoSparX-Vehicle Service Management System	164591003	Abhishek U Uchil	University Voting System
164591002	Abdur Rahman	BusYathri-Bus Ticket Booking System	164591023	Lavanya Shetty	Cargo Portal
164591064	Syed Junaid Iqbal	GridExpress-Online Shopping	164591016	Indrani Singh	Online Vehicle Workshop
164591066	Thrishul H Adappa	Sheraton-Hotel Management System	164591025	Manisha D Shetty	Postal Network Management
164591040	Prajna	Auction Management System	164591088	Nishmitha V.	Post Office Administration
164591092	Rahul K Uchil	A2ZHome Services	164591022	Namratha	Health Care System
164591105	Shreya	Digitalized Petrol Token	164591059	Sujal Bhat	Cream Paradise

Reg No.	Name of the student	Project Title	Reg No.	Name of the student	Project Title
Project Guide : Mrs. DEEPA D. HEGDE			Project Guide: Mrs. RESHMI B R		
164591005	Akshay Kumar K	E-governance	164591026	ManjunathShenoy M	iShop
164591010	Deekshith Dinkar S	Sports Hub	164591028	Mohammed Safwan	News Portal
164591013	Faraz Moarroof	E-governance	164591034	Nireeksha Rani	Online Courier Servide Management
164591015	Harikesh	Train Seat Allocating	164591061	Sushmitha P Bolar	KKBT - ViewXable
164591033	Nireeksha	Interiosite	164591063	Swathi	Bus Payment
164591037	Pavithra K	Administrative Training Institute	164591072	WasimUmmer	News Portal
164591038	Payal Shetty	Ocean Of Word - A Library Network	164591073	Aditi J	Forward Focused
164591042	Pranay Raj	Web Matrix	164591077	Amith K	Solar Power Management
164591043	Pratheeksha	Smart City Complaint Tracker	164591083	Harshith	Solar Power Management
164591067	Twisha Y Amin	Coal Transportation System	164591087	Nisarduddin	Payana
164591068	Varsha	Police Station Administartion	164591096	Ramnath A Prabhu	Online Stationery Shopping
164591076	Akarsh M	Sports Hub	164591098	Ranjitha R	Vehicle Showroom Management
164591108	Soujanya M	Online Fest Management System	164591105	Shreya	Laboratory Prototype
164591113	Yashashree I	Property Seizure	164591114	Yathiraj	News Paper Sales Management
Project Guide : Mrs. SHASHIPRABHA			Project Guide : Mrs. BHAT S. SNEHA GANESH		
164591004	Adline Sandra D'Mello	E-Pooling	164591017	Ismail Thaiseer	Question Generator
164591006	AnushreeShenoy	Dealers Network	164591018	Joel D' Souza	Proform
164591012	Dhanush	Travel Agency Management System	164591029	Muhammed Sahad Bin Abdul Samed	Trip Planner
164591014	FarzeenRahaman K.	Hunger Lust	164591044	Prathiksha Rai	RTOSYS-Issuing Driving License Online
164591020	Kazi Mohammed Suhaib	Advan Traffic management System	164591048	RoopalShettigar	Postal Account Commencement
164591041	Prajnaja Shetty	Karate Tournament Admini System	164591052	Sanjana S. Pai	Digital Library
164591045	Prathiksha Shetty	Plant Disease Detection System	164591055	Shivangi	Chartered Accountant Administration
164591047	Rikaz P.M	Hunger Lust	164591080	Bhavyashree P. S.	Service Centre for United Solutions
164591070	Veeraj V. Acharya	Motomend Apparatus	164591086	Nikhil	Citi-Voice
164591090	Pragathi M.	Budget Management System	164591089	Pooja D.	Medical Prescription
164591097	Ranjitha K.M	Docket System	164591095	Rakshitha H. N.	Service Centre for United Solutions
164591103	ShivaprasadNayak	Jewellery Management System	164591101	Sabith A. K.	Question Generator
164591104	Shravanya	Mom's Food Delivery	164591107	Shreeja	Online Campus Recruitment
164591109	Soundarya R.	Docket System			

PROJECT REPORT OF III BA(HRD) - 2017-'18

Reg No.	Name of the student	Project Title
Project Guide : Mrs. SMITHA M		
164590057	Vinaya Prasad	A study on employee satisfaction with reference to Maruthi Hi Tech Gym
Project Guide : Mrs. MANJU H.		
164590056	Varun Bhat	A study of training and development with reference to Mandovi motors PVT.LTD.Mangaluru.
Project Guide : MRS. GAYATHRI K.		
164590055	SUSHEETH	A Study on Employee Satisfaction with reference to Ford, Mangalore
Project Guide : Mr. THILAKRAJ G		
164590051	Shreyas K	A study on Employee satisfaction with reference to Shoppers Stop Ltd, Managaluru.
164590052	Shwetha P	A study on Employee satisfaction with reference to School Book Company, Managaluru.
164590053	Sudeeksha	A study on Employee satisfaction with reference to IRC Concretemix India Pvt Ltd, Managaluru.
164590054	Sumanth P	A study on Employee satisfaction with reference to Talwalkars Spreading Fitness, Mangaluru
Project Guide : Mrs. KAVITHA PRABHU		
164590047	Niharika S.M.	A Study on training and development of employee with reference to Gold Finch Mangalore
164590048	Rithesh Shetty	A Study on Employee satisfaction with reference to AravindSpecial Products
164590049	Sagar	A Study on Employee satisfaction with reference to Saamvi Automobile Kottara
164590050	SaavanSalian	A Study on training and development of employee with reference to Blue Dart Service Magalore
Project Guide : Mrs SHASHIKALA K. G.		
164590046	NageshM.S	A study on Employee satisfaction with special reference to Kamila chemical Industries
164590045	Mranal Shetty	A study on Employee satisfaction with reference to Rajkumar travels, Mangalore
Project Guide : Mrs. SUPRITHA A		
164590044	Mohith	A study on Employee Satisfaction at Boiler Room Lounge,Mangaluru
164590043	Ramzeen	A study on Employee Satisfaction With Special Reference To Phoenix Motors Defends Of TVS Company Ltd Mangaluru
Project Guide : Mrs. ANASUYA		
164590041	Sushanth Acharya	A Study on Training and development with reference to Brand Factory, Mangalore
164590042	Mohammed KasimAsiq	A Study on Training and Development of employees with reference to Group4 company
Project Guide : Mrs. SHWETHA Y		
164590039	FathimaNishana	A Study on employee engagement with reference to Deccan Plast Industries Baikampady
164590040	Ibrahim Rameez	A Study on Employee satisfaction at Mufti India Ltd, City center Mall, Mangalore

Reg No.	Name of the student	Project Title
Field Study Guide : Mrs. VEENA D KOTIAN		
16638	Deeksha	A Study on employee satisfaction with reference to LaxmiCryojenicsBaikampady.
Project Guide : Mrs. PREETHIKA DHARMAPAL		
164590034	Ananyadevadiga	A study on training and development at Canara Springs Mangalore
164590035	Bhavishm.ullal	A study on training and development At Zabt Fitness Club Mangalore
Project Guide : Ms. SOWMYA EGDE		
164590028	Shreelaxmi	A study on employee satisfaction with reference to Campco Pvt. Ltd. Mangalore
164590029	Tushargaganshetty	A study on employee satisfaction in Maya Darshini Restaurant mangalore
164590030	Trevor joseph	A study on employee satisfaction with reference to ZABT fitness club Mangalore
Project Guide : Mrs. DEEPASHREE G SHENOY		
164590025	Shetty greeshmasudhakar	Employee satisfaction at "shrilaxmi cloth store"
164590026	Shiyaz Ahmed	Job satisfaction with "reference to BMW cars"
Project Guide : Mr. GURURAJ G		
164590015	Mohammed Nabeel Mulki	A Study On Employee Satisfaction With Reference To Finpower Aircon System Pvt. Limited, Mangalore
164590016	Moinuddin Afreed	A Study On Training And Development With Reference To Nilgiris, Dairy Farm Pvt Ltd, Attavar
Project Guide: Ms. PARINITA		
164590017	Nafiya	A Study on Work Life Balance with special reference to Perform Sports Media Indian Pvt. Ltd., Mangalore
164590018	Naquib Abdul Nasir	A Study on Performance Appraisal of Employees in Venkateshwara Enterprise, Dealers in Adidas, Mangalore
164590020	Nisha K	A Study on Employee Retention and Job Satisfaction of Employees with reference to Diganta Mudrana Ltd., Mangalore
164590021	Parinita K N	A Study on Quality of Work Life with special reference to Sheshadri Cashews, Karkala
Project Guide : Mr. PRAVEEN D		
164590006	Deekhsa	A study on training and development with reference to camco ltd.
164590008	Dhanyashree	A study on employee satisfaction with reference to R.J.C concrete mix pvt.LtdBaikampady
Project Guide : Ms. SANJANA		
164590001	Advitha	A study on Training and development of employees in Aithal Group of Industries
164590002	Amar Raj	A study on Training and development of employees with special reference to Karnataka Agencies, Mangaluru
Project Guide : Mr. AKSHITH KUMAR K		
164590003	Amra Zuman	"Employee Work Life Balance In State Bank of India,Mangalore"
164590005	Chandrakanth	' A Study on Employee Satisfaction with reference to Infinity Fitness and Spa'

MANGALORE UNIVERSITY - ELIGIBILITY LIST : DEGREE: B.B.M : 2017-18

S.NO.	REG. NO.	NAME OF THE CANDIDATE	CLASS OBTAINED	S.NO.	REG. NO.	NAME OF THE CANDIDATE	CLASS OBTAINED
1	158730202	A MOHAMMED SUHAID	H II CLASS Passed in	33	158730251	MANISH CHOWTA	II CLASS
2	158730203	ABDUL AHAD	I CLASS WITH DISTINCTION	34	158730252	MANISH MOHAN DEVADIGA	H II CLASS
3	158730204	ABDUL AL ARMAAN	I CLASS	35	158730253	MAROUF MANSOOR HASSAN	H II CLASS
4	158730205	ABDUL RAHMAN	I CLASS	36	158730254	MEGHANA M	FIRST CLASS
5	158730207	ABU HYSUM DAMUDI	II CLASS	37	158730255	MEGHANA PRABHU S	I CLASS
6	158730208	ADHARSH ABHIRAM	I CLASS	38	158730256	MELISSA LUBNA DSOUZA	I CLASS
7	158730210	ADITYA S KARKERA	H II CLASS	39	158730257	MOHAMMAD AFREED	H II CLASS
8	158730212	AFRIED	II CLASS	40	158730258	MOHAMMAD AMAN	I CLASS
9	158730216	AMINA SANA	I CLASS	41	158730259	MOHAMMAD HARFAZ	II CLASS
10	158730218	ANASWARA LAKSHMI M	I CLASS	42	158730262	MOHAMMED AFRIDI	I CLASS
11	158730220	ANUSHA SUVARNA	H II CLASS	43	158730263	MOHAMMED AZEEM	I CLASS
12	158730222	AYSHATH SHANI SHIRIN	H II CLASS	44	158730264	MOHAMMED MISBA	H II CLASS
13	158730224	BHUSHAN	I CLASS	45	158730266	MOHAMMED RIZWI	II CLASS
14	158730225	CHRISMITA MARY D COSTA	I CLASS WITH DISTINCTION	46	158730267	MOHAMMED SAFVAZ	H II CLASS
15	158730226	CLENSTER ANTHONY LOBO	H II CLASS	47	158730268	MOHAMMED SHAFEEQ MUSTHAF A	I CLASS
16	158730227	DAVAN S	II CLASS	48	158730269	MOHAMMED SHAFIQ	II CLASS
17	158730228	DEEKSHA	I CLASS	49	158730270	MOHAMMED ZANNOON Z A	II CLASS
18	158730229	DEEKSHA G	H II CLASS	50	158730271	MOIDEEN MAHSHOOK	I CLASS WITH DISTINCTION
19	158730231	DHANALAKSHMI O C	I CLASS	51	158730274	MUKANDAR	I CLASS
20	158730232	DISHANT VARDHAN	I CLASS	52	158730275	MUNEERA B A	I CLASS
21	158730233	EDNA MELISSA D SOUZA	I CLASS WITH DISTINCTION	53	158730276	MUQARRAB WAQID AHMED	I CLASS
22	158730234	FAREEZ RASHEED	I CLASS WITH DISTINCTION	54	158730280	NIDHI B RAO	I CLASS WITH DISTINCTION
23	158730235	FATHIMA NEELOFER	I CLASS	55	158730281	NIDHI BHANDARKAR	I CLASS WITH DISTINCTION
24	158730239	HABEEBU RAHMAN M	I CLASS	56	158730283	NIREEKSHA	I CLASS WITH DISTINCTION
25	158730241	IBRAHIM NOUFAL I	H II CLASS	57	158730286	NITHESH CHARLES SEQUEIRA	I CLASS
26	158730242	JAYADEVA H	I CLASS WITH DISTINCTION	58	158730287	P DHANUSHA K KAMATH	I CLASS
27	158730243	JAYANT JAIN	I CLASS WITH DISTINCTION	59	158730291	PRATHIKSHA	I CLASS
28	158730244	JESTAN MAGNUS PEREIRA	I CLASS	60	158730292	PRATHIKSHA S BALA	I CLASS WITH DISTINCTION
29	158730245	KASHYAP BALAKRISHNA DIXIT	I CLASS	61	158730293	PRATHIKSHA S KAYYA	I CLASS WITH DISTINCTION
30	158730246	KAVANASHREE ALVA	I CLASS	62	158730295	PRINCETON CYRIL MENEZES	H II CLASS
31	158730248	KIRAN RAJ V ACHARY	H II CLASS	63	158730296	R DEEKSHITHA	I CLASS WITH DISTINCTION
32	158730250	MAHIN MOHAMMED HUSSAIN	II CLASS	64	158730298	RAMYA B	I CLASS

S.NO.	REG. NO.	NAME OF THE CANDIDATE	CLASS OBTAINED	S.NO.	REG. NO.	NAME OF THE CANDIDATE	CLASS OBTAINED
65	158730300	RISHABH LAXMINARAYAN KAMATH	I CLASS	100	158730346	ABDUL KHADER NASHEEL	I CLASS WITH DISTINCTION
66	158730301	RIZA MAGZIMA	II CLASS	101	158730348	AHAMED SUHAIL	PASS CLASS
67	158730302	ROHAN N SHETTY	I CLASS	102	158730350	AISHWARYA	I CLASS WITH DISTINCTION
68	158730303	RUMULLA NISHA PINTO	I CLASS	103	158730352	ANANYA A HEGDE	I CLASS
69	158730305	SAGAREEKA NAYAK M	I CLASS WITH DISTINCTION	104	158730353	ANNAPOORNA V	II CLASS
70	158730306	SAGARIKA	I CLASS WITH DISTINCTION	105	158730355	BHARATH KUMAR K	I CLASS
71	158730307	SAKKIB HUSSAIN	I CLASS	106	158730357	DEEKSHAY K R	H II CLASS
72	158730308	SAKSHI DEVENDRA SHETTY	I CLASS WITH DISTINCTION	107	158730359	DHARMIC V P	H II CLASS
73	158730309	SANDHYA S SHENOY K	I CLASS WITH DISTINCTION	108	158730362	HAFEEZA	H II CLASS
74	158730310	SANDRA MERIN RONALD	I CLASS WITH DISTINCTION	109	158730363	HARSHITHA V A	H II CLASS
75	158730311	SANJITH	I CLASS	110	158730364	HITHASHA	I CLASS WITH DISTINCTION
76	158730313	SAUPARNIKA B RAI	I CLASS WITH DISTINCTION	111	158730366	JEENITH KUMAR SHETTY	II CLASS
77	158730314	SAYED SAFFAF	PASS CLASS	112	158730368	KEERTHAN R M	II CLASS
78	158730316	SHARAL ANUSHA SALDANHA	I CLASS	113	158730370	MAHESHA SHETTY	II CLASS
79	158730317	SHARIQ ABDUL RAFIQ	II CLASS	114	158730371	MILAN KUMAR	H II CLASS
80	158730320	SHAWN STEEVEN RODRIGUES	H II CLASS	115	158730372	MOHAMMED MONISH SOWKAR	I CLASS
81	158730323	SHETTY KIRTHI KRISHNA	I CLASS	116	158730374	MOHAMMED SINAN	I CLASS
82	158730324	SHRAVAN	II CLASS	117	158730375	MOHAMMED ZEEHAB	I CLASS WITH DISTINCTION
83	158730325	SHREYA P	I CLASS	118	158730377	NAGARAJA	II CLASS
84	158730326	SHRIPRADA BHAT	I CLASS WITH DISTINCTION	119	158730378	NIKITH R KOTTARY	I CLASS
85	158730327	SOHAN G K	II CLASS	120	158730382	POOJASHREE S K	II CLASS
86	158730329	SREEKUTTAN P L	II CLASS	121	158730383	PRANJALI S N	II CLASS
87	158730330	SREELAKSHMI O C	I CLASS	122	158730385	R J SHRAMIK	I CLASS
88	158730331	SRISHTI RAI M	I CLASS WITH DISTINCTION	123	158730387	RAKESH BHAT	H II CLASS
89	158730332	SRIVASTHAV KADAMBALITHAYA	I CLASS	124	158730389	RANJITH	I CLASS
90	158730333	SUHAL A JOGI	I CLASS WITH DISTINCTION	125	158730393	SAHANA S	H II CLASS
91	158730334	SUSHMITHA K	I CLASS WITH DISTINCTION	126	158730395	SEEMA	I CLASS WITH DISTINCTION
92	158730335	TAMEEM HAMZA MOHAMMED	H II CLASS	127	158730396	SHAGNIK S RAJ	II CLASS
93	158730336	THAHA MAHAMOOD RABEEZ M A	II CLASS	128	158730398	SHAILESH G PRABHU	PASS CLASS
94	158730337	THANVEER AHAMMED KHADER	I CLASS	129	158730402	SHRIJEETH R KADRI	II CLASS
95	158730338	THRIPTHI	I CLASS	130	158730405	SWATHI	I CLASS WITH DISTINCTION
96	158730339	VARSHA BALAKRISHNA PAI	I CLASS WITH DISTINCTION	131	158730406	THOHIR SAADULLA	I CLASS
97	158730340	VINUTHA VEIGAS	I CLASS	132	158730407	VIJESH KUMAR	I CLASS WITH DISTINCTION
98	158730342	VISHNU KUMAR V P	H II CLASS	133	158730409	NEHA B SHETTY	I CLASS WITH DISTINCTION
99	158730345	ABDUL FAHAD	II CLASS	134	148040225	DANISH PATNI	PASS CLASS

S.NO.	REG. NO.	NAME OF THE CANDIDATE	CLASS OBTAINED
135	148040247	HITESH SHERIGAR K	PASS CLASS
136	148040278	MOHAMMED BASHIM	PASS CLASS
137	148040295	NIRMAL MALVIYA	PASS CLASS
138	148040302	PRATHVIRAJ N	PASS CLASS
139	148040314	SHARUN SHETTY	PASS CLASS
140	148040342	ABDUL HAFEEZ	PASS CLASS
141	148040353	ASHISH B SHETTY	PASS CLASS
142	148040367	KARTHIK	PASS CLASS
143	148040392	NISHA V AMIN	II CLASS
144	148040412	SHRISHAIL GADYAL	II CLASS
145	136940258	HRISHI CHANDRAN	II CLASS
146	136940457	NIHASH S B	PASS CLASS
147	136940475	SAMARTH R RAI	PASS CLASS
148	136940503	VIKAS	PASS CLASS
149	125620295	MOHAMMED HAFIZ P A	PASS CLASS
150	125620472	SACHIN P G	PASS CLASS
151	148040212	ANKITH K	II CLASS
152	148040234	ELTON VEIGAS	II CLASS
153	148040258	KEVAN	H II CLASS
154	148040280	MOHAMMED HANEEF FADIL	PASS CLASS
155	148040315	SHAUN MALLAN FREDERICK	PASS CLASS
156	148040319	SHODHAN	II CLASS
157	148040347	ADITHYA P KUMAR	II CLASS
158	148040356	DHANUSH B	PASS CLASS
159	148040373	KOUSHIK	PASS CLASS
160	148040374	LIKHITHA RAO U	H II CLASS
161	148040376	MANJUNATHA N	PASS CLASS
162	148040418	SUMANTH SHETTY	PASS CLASS
163	136940257	HITHESH H	PASS CLASS
164	136940298	MOHAMMED SAFDAR P A	PASS CLASS
165	136940304	MOHAMMED YASIN KEEKAN SHEIK	PASS CLASS
166	136940456	NIHAL V M	II CLASS
167	136940491	SUMAN	II CLASS
168	125620353	SAYEED P M	PASS CLASS
169	092000013	H M RASHMI	H II CLASS

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S.NO.	REG. NO.	NAME OF THE CANDIDATE	CLASS OBTAINED
1	158730102	AKSHATHA S V	I CLASS WITH DISTINCTION
2	158730106	DHANUSH	I CLASS
3	158730107	DHANUSH M SHETTY	I CLASS
4	158730109	DILAN VAXTAN PEREIRA	I CLASS
5	158730110	FATHIMA MISHCUATH	I CLASS WITH DISTINCTION
6	158730111	HEERA K	I CLASS WITH DISTINCTION
7	158730112	JAKE NAVYA RAVINDRA	I CLASS WITH DISTINCTION
8	158730113	KAJAL K RAI	I CLASS WITH DISTINCTION
9	158730114	KASIM NIHAL MAQSOOD	I CLASS
10	158730115	KISHAN M SHETTY	I CLASS WITH DISTINCTION
11	158730117	MEGHANA	I CLASS WITH DISTINCTION
12	158730119	MIRAS HASSAN	PASS CLASS
13	158730122	MOHIYADDI MEHARAZ	II CLASS
14	158730123	NAFLA	I CLASS WITH DISTINCTION
15	158730124	NAJEELA BEEGUM	I CLASS
16	158730125	NISHAN	I CLASS
17	158730127	NITHIN	I CLASS
18	158730129	PRANITHA N SHETTY	I CLASS WITH DISTINCTION
19	158730131	SAMANTHA VIRGINIA DSOUZA	I CLASS WITH DISTINCTION
20	158730132	SAROSH SHETTY	I CLASS
21	158730137	VIVEK GANGADHAR	H II CLASS
22	158730140	DEEKSHA N	I CLASS WITH DISTINCTION
23	158730141	GAURAV	H II CLASS
24	158730142	K PRANAM	H II CLASS
25	158730143	RAKSHA J	I CLASS
26	158730145	ROLMA JOTHSNA PINTO	I CLASS
27	158730147	SHRADDHA	I CLASS
28	158730149	SONIL S	H II CLASS
29	158730152	SUSHMA	I CLASS WITH DISTINCTION
30	158730153	YUDISHREE SHETTY	H II CLASS
31	136940145	KUSHALAPPA B K	PASS CLASS
32	125620134	SUKHETH KAVA	PASS CLASS
33	148040115	MICHAEL FABIAN BRANK	H II CLASS
34	148040118	MOHMAD AKHIB KHAN	PASS CLASS
35	148040120	SAURABH M	PASS CLASS
36	148040129	JACOB M JOHNSON	II CLASS
37	148040132	NISHAL	II CLASS

MANGALORE UNIVERSITY - ELIGIBILITY LIST : DEGREE: B.C.A : 2017-18

S.NO.	REG. NO.	NAME OF THE CANDIDATE	CLASS OBTAINED	S.NO.	REG. NO.	NAME OF THE CANDIDATE	CLASS OBTAINED
1	158730602	ADITI HARISH	I CLASS WITH DISTINCTION	30	158730640	RASHA SAYYED RAFEEQ	I CLASS WITH DISTINCTION
2	158730603	AKARSH NATEKAR	I CLASS WITH DISTINCTION	31	158730641	RAYESH S PAI K	I CLASS WITH DISTINCTION
3	158730604	AKASH RAJA	I CLASS WITH DISTINCTION	32	158730643	SAFA AYSHA	I CLASS WITH DISTINCTION
4	158730606	ANKITA R	I CLASS WITH DISTINCTION	33	158730645	SANJAY NAYAK K	I CLASS WITH DISTINCTION
5	158730607	ANKITHA	I CLASS WITH DISTINCTION	34	158730646	SANNIDHI LOKANATH SHETTY	I CLASS
6	158730608	ASHWINI KAMATH P	I CLASS WITH DISTINCTION	35	158730647	SHAISTA	I CLASS WITH DISTINCTION
7	158730609	CHAITHRA M	I CLASS WITH DISTINCTION	36	158730649	SHRAVYA BHARADWAJ	I CLASS WITH DISTINCTION
8	158730610	CHAITHRA U VALKE	I CLASS WITH DISTINCTION	37	158730650	SHREYA D S	I CLASS WITH DISTINCTION
9	158730611	DHANUSHA	I CLASS WITH DISTINCTION	38	158730651	SHRIJITH R	I CLASS WITH DISTINCTION
10	158730612	FAKRUDDIN DARVESH A K	I CLASS WITH DISTINCTION	39	158730652	SHWETHA M	I CLASS WITH DISTINCTION
11	158730613	FATHIMA M	I CLASS WITH DISTINCTION	40	158730653	SRIGOPAL V NAYAK	I CLASS
12	158730614	GOVIND CHOWDARI	I CLASS WITH DISTINCTION	41	158730654	SUHAG	I CLASS WITH DISTINCTION
13	158730615	H NIVEDITHA KAMATH	I CLASS WITH DISTINCTION	42	158730655	SUHANA B A	I CLASS
14	158730617	MANISHRAJ	I CLASS	43	158730656	UTTAM U B	I CLASS WITH DISTINCTION
15	158730618	MEET ASHOK KUMAR PATEL	I CLASS WITH DISTINCTION	44	158730657	VARADRAJ NAYAK C	I CLASS WITH DISTINCTION
16	158730619	MEGHANA B A	I CLASS WITH DISTINCTION	45	158730658	VENKATESH BHAT S	I CLASS WITH DISTINCTION
17	158730622	MOHAMMED FAAHIZ	I CLASS WITH DISTINCTION	46	158730660	ABHIJNA K T	I CLASS
18	158730623	NAGALAXMI	I CLASS	47	158730661	ABILASH P SHENOY	I CLASS WITH DISTINCTION
19	158730624	NAGARAJ BHAT K	I CLASS WITH DISTINCTION	48	158730662	AFNAZ	I CLASS WITH DISTINCTION
20	158730627	NISHAN C	I CLASS WITH DISTINCTION	49	158730665	ANUSH	I CLASS WITH DISTINCTION
21	158730629	NITHIN	I CLASS WITH DISTINCTION	50	158730666	ANVITHA	I CLASS WITH DISTINCTION
22	158730630	P L NISHANTH BHAT	I CLASS WITH DISTINCTION	51	158730667	AYSHATH SHUHAIMA	I CLASS WITH DISTINCTION
23	158730632	PRAJNA	I CLASS	52	158730668	B R KARUNA	I CLASS WITH DISTINCTION
24	158730634	PRANEETH J SHETTY	I CLASS WITH DISTINCTION	53	158730669	BABITHA SHETTY K	I CLASS WITH DISTINCTION
25	158730635	PRATHEEKSHA SHETTY	I CLASS WITH DISTINCTION	54	158730670	BHAGYASHREE	I CLASS WITH DISTINCTION
26	158730636	PRIYAMVADA UDUPA B	I CLASS WITH DISTINCTION	55	158730672	BHAVITH PUTHRAN	I CLASS
27	158730637	PRIYANKA D	I CLASS	56	158730673	CHAITHRA RAI K H	I CLASS WITH DISTINCTION
28	158730638	RACHANA R	I CLASS WITH DISTINCTION	57	158730674	CHAYA DATTATRAYA BHAT	I CLASS WITH DISTINCTION
29	158730639	RAMEES K A	I CLASS WITH DISTINCTION	58	158730675	DHANUSH K T	I CLASS WITH DISTINCTION
				59	158730677	HARSHITHA KOTTARI	I CLASS WITH DISTINCTION

S.NO.	REG. NO.	NAME OF THE CANDIDATE	CLASS OBTAINED
60	158730679	INDRAJITH ULLAL	I CLASS WITH DISTINCTION
61	158730680	JEEVITHA	I CLASS WITH DISTINCTION
62	158730682	JNANESH BALLAL	I CLASS WITH DISTINCTION
63	158730686	MEGHASHREE	I CLASS WITH DISTINCTION
64	158730687	MEGHAVI G M	I CLASS WITH DISTINCTION
65	158730688	MOHAMMAD SAFWAN A	I CLASS
66	158730693	NISHMITHA	I CLASS WITH DISTINCTION
67	158730694	NISHMITHA K M	I CLASS WITH DISTINCTION
68	158730695	NOUSHAD	I CLASS
69	158730697	PRATHIKSHA	I CLASS WITH DISTINCTION
70	158730698	PRATHVIRAJ	I CLASS WITH DISTINCTION
71	158730699	PREETHIKA D SHETTY	I CLASS
72	158730700	RAJAT BALACHANDRA HEGDE	I CLASS
73	158730701	RAMYASHREE	I CLASS WITH DISTINCTION
74	158730702	RANJITHA [s.t.]	I CLASS WITH DISTINCTION
75	158730705	RASHMITHA D AMIN	I CLASS WITH DISTINCTION
76	158730706	SAAD ISMAIL E K	I CLASS WITH DISTINCTION
77	158730707	SHRADHA C SHETTY	I CLASS WITH DISTINCTION
78	158730708	SHRAVAN KUMAR K	I CLASS
79	158730709	SHREYA M Y	I CLASS WITH DISTINCTION
80	158730710	SHRUTHI	I CLASS
81	158730711	SOUNDARYA S SHETTY	I CLASS WITH DISTINCTION
82	158730713	SUPREETHA	I CLASS
83	158730714	SUSHMITHA QUEENY DSOUZA	I CLASS
84	158730715	THANUSHREE	I CLASS WITH DISTINCTION
85	158730716	TRIVENI	I CLASS
86	158730717	VARSHITHA D	I CLASS
87	158730718	VARUN	I CLASS WITH DISTINCTION
88	136940659	SHRAMYA S KOTIAN	I CLASS
89	136940702	SAGAR	H II CLASS
90	060380337	MUNTASAR HAMOOD HILAL AL ZAKWANI	H II CLASS



MANGALORE UNIVERSITY - ELIGIBILITY LIST :
DEGREE : B.Com : 2017-18

S.NO.	REG. NO.	NAME OF THE CANDIDATE	CLASS OBTAINED	S.NO.	REG. NO.	NAME OF THE CANDIDATE	CLASS OBTAINED
1	158730501	ASHIKA	I CLASS WITH DISTINCTION	37	158730543	YASHASWINI ALIAS SUPARNA	I CLASS WITH DISTINCTION
2	158730503	ASHWINI V RAI	I CLASS	38	158730544	ADARSH KUMAR J	H II CLASS
3	158730504	AYSHATH HANAN K A	I CLASS WITH DISTINCTION	39	158730545	ADITHYA B P	H II CLASS
4	158730506	DEEKSHITHA B R	I CLASS WITH DISTINCTION	40	158730546	AISHWARYA S G	I CLASS WITH DISTINCTION
5	158730507	DEEPA A	I CLASS WITH DISTINCTION	41	158730547	ANUSHA R	I CLASS WITH DISTINCTION
6	158730508	DEEPIKA	I CLASS WITH DISTINCTION	42	158730548	ARPITHA	I CLASS WITH DISTINCTION
7	158730509	DHEERAJ SHETTY	I CLASS WITH DISTINCTION	43	158730549	BHARATH KUMAR RAI	I CLASS
8	158730510	IISHA SHAHEENA	I CLASS WITH DISTINCTION	44	158730550	BHAVISHA S R	I CLASS WITH DISTINCTION
9	158730511	JUNAID KASIM	H II CLASS	45	158730551	CHAITHANYA N M	I CLASS WITH DISTINCTION
10	158730513	KAVYA	I CLASS WITH DISTINCTION	46	158730552	DISHA	I CLASS
11	158730514	KSHITHI T A	I CLASS WITH DISTINCTION	47	158730553	KARTHIK J KUMAR	I CLASS WITH DISTINCTION
12	158730515	MADHUR MAHESHWARI	I CLASS	48	158730554	KAVERAMMA M U	II CLASS
13	158730517	MOHAMMED SAMRAN	H II CLASS	49	158730556	MAHIMA MACHAMMA	I CLASS
14	158730518	MOHAMMED ZIYAM	I CLASS WITH DISTINCTION	50	158730557	MANDARA D N	I CLASS WITH DISTINCTION
15	158730519	NIREEKSHA J	I CLASS WITH DISTINCTION	51	158730558	MANISHA R	I CLASS WITH DISTINCTION
16	158730520	NISHA	I CLASS WITH DISTINCTION	52	158730559	MANJUSHREE KAMATH M	I CLASS WITH DISTINCTION
17	158730521	POOJA	I CLASS WITH DISTINCTION	53	158730560	NAIRUTHYA H N	I CLASS WITH DISTINCTION
18	158730522	RAMADAS SHENOY D	I CLASS WITH DISTINCTION	54	158730561	NAMRATHA H	I CLASS WITH DISTINCTION
19	158730523	RANBIR SINGH	H II CLASS	55	158730562	NEEMA RAJ	H II CLASS
20	158730524	RASEEK P M	I CLASS WITH DISTINCTION	56	158730563	NIKHIN S DEVADIGA	I CLASS
21	158730525	RASHMI C RAI	I CLASS WITH DISTINCTION	57	158730564	NISHITH R GATTY	I CLASS WITH DISTINCTION
22	158730526	RICHA K PATEL	I CLASS WITH DISTINCTION	58	158730565	POOJA R	I CLASS WITH DISTINCTION
23	158730527	SABAH MISBAH	I CLASS WITH DISTINCTION	59	158730566	PRAJWAL SHETTY	I CLASS WITH DISTINCTION
24	158730528	SAHANA B S	I CLASS WITH DISTINCTION	60	158730567	PRIYANKA G N	I CLASS WITH DISTINCTION
25	158730530	SHAROON BABU K	I CLASS WITH DISTINCTION	61	158730568	PUNEETH K	I CLASS WITH DISTINCTION
26	158730532	SHRIRAKSHA V S	I CLASS WITH DISTINCTION	62	158730569	RANJAN S N	I CLASS
27	158730533	SIHAZ	H II CLASS	63	158730570	SAHANA MENDON	I CLASS WITH DISTINCTION
28	158730534	SOWPARNIKA V M	I CLASS WITH DISTINCTION	64	158730571	SATHWIK BHARADWAJ	I CLASS WITH DISTINCTION
29	158730535	SRISHA NAYAK U	I CLASS WITH DISTINCTION	65	158730572	THRUPTHI P K	I CLASS WITH DISTINCTION
30	158730536	SUMITH SHENOY M	I CLASS	66	158730573	U K IBRAHIM THOUFEER	II CLASS
31	158730537	SWATHI P	I CLASS WITH DISTINCTION	67	158730574	VAISHALI	I CLASS
32	158730538	UNNATH NAIK	I CLASS	68	158730575	YASHASWINI AMEEN	I CLASS WITH DISTINCTION
33	158730539	V A SRILAKSHMI	I CLASS WITH DISTINCTION	69	155941389	BHARATH KAMATH K	I CLASS
34	158730540	VARNITHA SHETTY	I CLASS WITH DISTINCTION	70	148040508	ATHUL KISHORE SHETTY	II CLASS
35	158730541	VISHAL S NAYAK	I CLASS WITH DISTINCTION	71	148040532	SIDDIQUE THASHIQ	PASS CLASS
36	158730542	VIVIAN GRESHEN PEREIRA	I CLASS WITH DISTINCTION				

SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALURU - 3
MANGALORE UNIVERSITY May 2018 EXAMINATION

DISTINCTION STUDENTS OF THE COLLEGE III Year BBM

DISTINCTION STUDENTS OF THE COLLEGE III Year B.A.(HRD)

SL.NO.	REG.NO.	NAME OF THE STUDENTS	MARKS/ 5000	SL.NO.	REG.NO.	NAME OF THE STUDENTS	MARKS/ 5000
1	158730310	SANDRA MERIN RONALD	4494	1	158730131	SAMANTHA VIRGINIA DSOUZA	4390
2	158730281	NIDHI BHANDARKAR	4245	2	158730140	DEEKSHA N	3989
3	158730334	SUSHMITHA K	4032	3	158730112	JAKE NAVYA RAVINDRA	3906
4	158730292	PRATHIKSHA S BALA	3988	4	158730117	MEGHANA	3829
5	158730233	EDNA MELISSA D SOUZA	3986	5	158730102	AKSHATHA S V	3824
6	158730364	HITHASHA	3922	6	158730129	PRANITHA N SHETTY	3711
7	158730225	CHRISMITA MARY D COSTA	3862	7	158730111	HEERA K	3653
8	158730234	FAREEZ RASHEED	3832	8	158730115	KISHAN M SHETTY	3613
9	158730339	VARSHA BALAKRISHNA PAI	3829	9	158730152	SUSHMA	3570
10	158730331	SRISHTI RAI M	3812	10	158730113	KAJAL K RAI	3535
11	158730308	SAKSHI DEVENDRA SHETTY	3785	11	158730110	FATHIMA MISHCUATH	3500
12	158730375	MOHAMMED ZEEHAB	3753	12	158730123	NAFLA	3500
14	158730333	SUHAL A JOGI	3749				
13	158730243	JAYANT JAIN	3716				
15	158730296	R DEEKSHITHA	3716				
17	158730309	SANDHYA S SHENOY K	3702				
16	158730405	SWATHI	3677				
18	158730350	AISHWARYA	3671				
19	158730283	NIREEKSHA	3654				
21	158730305	SAGAREEKA NAYAK M	3648				
22	158730313	SAUPARNIKA B RAI	3626				
23	158730409	NEHA B SHETTY	3625				
24	158730280	NIDHI B RAO	3611				
25	158730242	JAYADEVA H	3606				
26	158730407	VIJESH KUMAR	3585				
27	158730395	SEEMA	3571				
28	158730271	MOIDEEN MAHSHOOK	3543				
29	158730346	ABDUL KHADER NASHEEL	3540				
30	158730203	ABDUL AHAD	3518				
31	158730306	SAGARIKA	3515				
32	158730326	SHRIPRADA BHAT	3515				
33	158730293	PRATHIKSHA S KAYYA	3500				

**MANGALORE UNIVERSITY MAY 2018 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	158730694	NISHMITHA K M	4739	35	158730606	ANKITA R	3935
2	158730645	SANJAY NAYAK K	4598	36	158730607	ANKITHA	3914
3	158730636	PRIYAMVADA UDUPA B	4576	37	158730611	DHANUSHA	3857
4	158730669	BABITHA SHETTY K	4576	38	158730643	SAFA AYSHA	3856
5	158730650	SHREYA D S	4508	39	158730630	P L NISHANTH BHAT	3854
6	158730675	DHANUSH K T	4475	40	158730639	RAMEES K A	3807
7	158730673	CHAITHRA RAI K H	4435	41	158730652	SHWETHA M	3796
8	158730608	ASHWINI KAMATH P	4386	42	158730715	THANUSHREE	3795
9	158730647	SHAISTA	4380	43	158730618	MEET ASHOK KUMAR PATEL	3793
10	158730635	PRATHEEKSHA SHETTY	4294	44	158730622	MOHAMMED FAHIZ	3793
11	158730697	PRATHIKSHA	4285	45	158730615	H NIVEDITHA KAMATH	3792
12	158730668	B R KARUNA	4210	46	158730707	SHRADHA C SHETTY	3784
13	158730602	ADITI HARISH	4176	47	158730640	RASHA SAYYED RAFEEQ	3767
14	158730679	INDRAJITH ULLAL	4153	48	158730667	AYSHATH SHUHAIMA	3764
15	158730687	MEGHAVI G M	4132	49	158730603	AKARSH NATEKAR	3756
16	158730658	VENKATESH BHAT S	4131	50	158730619	MEGHANA B A	3734
17	158730614	GOVIND CHOWDARI	4118	51	158730641	RAYESH S PAI K	3724
18	158730627	NISHAN C	4106	52	158730701	RAMYASHREE	3706
19	158730705	RASHMITHA D AMIN	4102	53	158730649	SHRAVYA BHARADWAJ	3693
20	158730670	BHAGYASHREE	4085	54	158730654	SUHAG	3693
21	158730702	RANJITHA [s.t.]	4079	55	158730677	HARSHITHA KOTTARI	3692
22	158730613	FATHIMA M	4078	56	158730638	RACHANA R	3689
23	158730651	SHRIJITH R	4072	57	158730709	SHREYA M Y	3689
24	158730674	CHAYA DATTATRAYA BHAT	4068	58	158730609	CHAITHRA M	3662
25	158730665	ANUSH	4067	59	158730711	SOUNDARYA S SHETTY	3653
26	158730629	NITHIN	4064	60	158730624	NAGARAJ BHAT K	3647
27	158730634	PRANEETH J SHETTY	4045	61	158730682	JNANESH BALLAL	3645
28	158730718	VARUN	4018	62	158730662	AFNAZ	3626
29	158730666	ANVITHA	4012	63	158730610	CHAITHRA U VALKE	3609
30	158730706	SAAD ISMAIL E K	3998	64	158730686	MEGHASHREE	3607
31	158730604	AKASH RAJA	3994	65	158730657	VARADRAJ NAYAK C	3595
32	158730680	JEEVITHA	3994	66	158730656	UTTAM U B	3589
33	158730693	NISHMITHA	3953	67	158730698	PRATHVIRAJ	3575
34	158730661	ABILASH P SHENOY	3938	68	158730612	FAKRUDDIN DARVESH A K	3535

**MANGALORE UNIVERSITY MAY 2018 EXAMINATION
DISTINCTION STUDENTS OF THE COLLEGE III Year B.Com.**

SL.NO.	REG.NO.	NAME OF THE STUDENTS	MARKS/ 5000	SL.NO.	REG.NO.	NAME OF THE STUDENTS	MARKS/ 5000
1	158730535	SRISHA NAYAK U	4454	28	158730567	PRIYANKA G N	3858
2	158730526	RICHA K PATEL	4440	29	158730539	V A SRILAKSHMI	3846
3	158730557	MANDARA D N	4432	30	158730560	NAIRUTHYA H N	3838
4	158730559	MANJUSHREE KAMATH M	4325	31	158730508	DEEPIKA	3815
5	158730565	POOJA R	4323	32	158730551	CHAITHANYA N M	3794
6	158730521	POOJA	4290	33	158730514	KSHITHI T A	3793
7	158730547	ANUSHA R	4287	34	158730518	MOHAMMED ZIYAM	3780
8	158730507	DEEPA A	4250	35	158730550	BHAVISHA S R	3754
9	158730548	ARPITHA	4187	36	158730566	PRAJWAL SHETTY	3695
10	158730509	DHEERAJ SHETTY	4181	37	158730568	PUNEETH K	3680
11	158730543	YASHASWINI ALIAS SUPARNA	4160	38	158730534	SOWPARNIKA V M	3639
12	158730519	NIREEKSHA J	4143	39	158730571	SATHWIK BHARADWAJ	3625
13	158730510	IISHA SHAHEENA	4125	40	158730532	SHRIRAKSHA V S	3617
14	158730546	AISHWARYA S G	4095	41	158730513	KAVYA	3612
15	158730506	DEEKSHITHA B R	4091	42	158730558	MANISHA R	3596
16	158730537	SWATHI P	4070	43	158730553	KARTHIK J KUMAR	3544
17	158730501	ASHIKA	4049	44	158730542	VIVIAN GRESHEN PEREIRA	3541
18	158730561	NAMRATHA H	4004	45	158730575	YASHASWINI AMEEN	3534
19	158730570	SAHANA MENDON	3988	46	158730528	SAHANA B S	3521
20	158730572	THRUPTHI P K	3980	47	158730524	RASEEK P M	3520
21	158730504	AYSHATH HANAN K A	3969	48	158730527	SABAH MISBAH	3506
22	158730530	SHAROON BABU K	3954	49	158730522	RAMADAS SHENOY D	3500
23	158730525	RASHMI C RAI	3949				
24	158730520	NISHA	3870				
25	158730541	VISHAL S NAYAK	3865				
26	158730540	VARNITHA SHETTY	3858				
27	158730564	NISHITH R GATTY	3858				





DELUSION



Don't let the numbers
Pull the chain of your life
Don't let it sink in you
To the gloomy days
Bliss above the numbers
That we never go in search
Abandon your regrets
As you turn away from the path of your past
Sow the seed from your abominable fruit
Water it to grow out your potential
Rise from where you are because
It's only you who grasp out what's in you.

- Nafeesa Hanna, BBA

SILENCE



*Aroused from the patchy street;
Breeze called it like the sun in the dark.
The snowflake fell on the nib of its nose
And saw through it,
the crystal clear world with dusty clothes.
Its bones outlined like some artist passionately projected the
work.*

*Ran faster with its wobbly legs
to put the goosebumps to sleep.
Got used to the voice of the wolf;
Hunting for a treat was like
questing the empty treasure.
Something pulled its voice down,
Help was far off with its paralyzed leg
Surged footsteps and chanters
played all day long.
Everything became an illusion;
Someone lifted up in the air and the
sandcastles clinched on its top.
Heard the melodious lullaby
and it slowly fell asleep.*

- Nafeesa Hanna, BBA

STAND UP WHETHER IS SOLITUDE OR AMONGST THE CROWD

Differences in our life makes us unique .

So why havoc the time judging. Its just not me who has come across the stabbing judgements that shatter our confidence, strength and belief in ourselves. At some point of time i know you have also fallen into that hollow pit.

This generation takes social media as their key advisor. Some grasp and some leave their residuals of cynical buzz. And we the audience never know the chaos going on in the backstage. Rather than supporting their achievements or encouraging their talents we find ways to criticize. My question is, what's the point? If the size is right we fit in their shoes but fail to measure. Think not just twice; take your time before you utter the scattered thoughts. I won't step back if someone asks me whether I have judged or been so gullible to believe what has been framed by the ruthless folks. I can't blame when others have similar misconceptions about me because of the rumours. Dig out the change within you.

I can open doors to those times, where 'perfect' sounded astonishing in the young mind of mine. Society has more roles in our life rather than us and accomplishing the grandeur, for their approval. Sometimes it's difficult to erase what we have done even if it's not intentional or just a word of mouth. But there's always a step ahead of another to climb; if it's not possible to change their prejudices then clean your platter they'll eventually forget our existence, time runs quickly Y'all.

**"Keep in mind if you can't change,
Then walk away,
silently".**

Everything happens for a reason; to date, whatever hardship I have gone through has always made me stronger than ever.

"Nobody has a perfect past nor there will be anything called perfection".

Take a break from pushing yourself so hard, make time for you . Everyone is here for a purpose, do what makes you happy and neglect those framed labels. And mostly wear a firm footwear so you don't slip.

STAND UP; WHETHER IN SOLITUDE OR AMONGST CROWDS".

- Nafeesa Hanna, BBA

PAW

All day that smile would

Lit my day

Not even sunlight could do that

Not stars, but her

Sparkling eye shone in the

Darkness

Her teeny tiny bit giggles

Would send whispers of love

To restart my heartbeat

Having her paw on my palm

Would strengthen my muscle

She would draw tears of bliss from My eye

Now tears still remain

Not of cheers but purely of Dole

- Nafeesa Hanna, BBA

LIFE



Life is a Book, Study it

Life is a Dream, Realize it

Life is a Song,

Sing it Life is a Challenge, Accept it

Life is an Adventure , Dare it

Life is a Struggle, Fight it

Life is a Journey, Enjoy it Life is a Puzzle, Solve it

Life is a Tragedy, Trace it

Life is a Beauty, Appreciate it

Life is a Lane, Share it

Life is a sorrow , Overcome it

Life is a Duty, Perform it

Fathima, I BBA 'B'

JUVENILE CRIMES IN INDIA

In recent years India has seen manifold increase in crimes committed by minors. While analyzing the factors responsible for the spurt in crime rate the experts believe that the rural-urban conflict is at the core of these crimes in cities especially underage crimes. The largely rural and semi urban background of most of the offenders point to that direction. According to the researchers these young people are not benefitting from the economic reforms in comparison to the educated and professional counterparts in the cities. They feel neglected, frustrated and distressed which leads to crimes such as murder etc.

An increase in number of rural people migrating to cities in search of better life opportunities however do not prepare them for the urban value system. The children are often neglected, as both parents are working and unable to spend time with them. The children do not get the attention and right values essential for upbringing .

According to the report 'Why Children Commit Offences' published by Delhi Commission for Protection of Child Rights (DCPCR) in June 2015 focused on children in conflict with the law in Delhi. The report looks at multiple issues like the socio-economic profile at children with a criminal record, the nature of offence that these children were accused of and analyzed the factors that push children towards deviant behavior. The report highlighted the role of the family, the community, the school and education as well the peer influence. The report after studying 182 children in observation homes, special homes found that poverty is one of the biggest contributing factor in children taken to crimes. Most of the children had undergone multiple deprivations with low economic households, uneducated parents, disrupted families. The children were dropouts and working independently to support their families.

Ramitha Prabhu, I BBA 'C'

SWAMI VIVEKANANDA

Swami Vivekananda inspiring personality was well known both in India and in America during the last decade of the nineteenth century and the first decade of the twentieth. The unknown monk of India suddenly leapt into fame at the parliament of Religions held in Chicago in 1893, at which he represented Hinduism. People who saw or heard Vivekananda even once still cherish his memory after a lapse of more than half a century. In his own motherland Vivekananda is regarded as the patriot saint of modern India and an inspire of his dormant national consciousness. To the hindus he preached the ideal of a strength giving and man making religion. Many political leaders of India have publicly acknowledged their indebtedness to Swami Vivekananda.

In the course of a short life of 39 years of which only ten were devoted to public activities and those too, in the midst of acute medical suffering, he left for posterity his four classics: Jnana-Yoga, Bhakti- Yoga, Karma -Yoga and Raja - Yoga all of which are O/S treatises on Hindu Philosophy. He also organized the Ramakrishna order of monks , which is the most o/s religious organization of modern India . It is devoted to the propagation of the Hindu spiritual culture not only in the Swami's native land but also in America and in other parts of the world.

Swami Vivekananda once spoke himself as a 'Condensed India'. His life and teachings are of inestimable value to the west for an understanding of the mind of Asia. William James the Harvard philosopher , called the swami the 'Paragon of Vedantists' . Max Muller and Paul Deussen , the famous orientalist of the nineteenth century, held him in genuine respect and affection. 'His words ', writes Romain Rolland , are great music , phrases in the style of Beethoven , stirring rhythms like the march of Handel choruses. I can't touch these sayings of his , scattered as they are through the pages of books, at 30years distance, without receiving a thrill through my body like an electric shock.

- Thripathi V, I B.Com

FOREVER

I walk towards the darkness she waits for me, smiling I remember the brightness My love who never embraced me, smiled at me I look at her for one last time, The hope of her is shrinking But all I can see is darkness Darkness who comfort me , embrace me I let her and now we are together forever.

- Sheema, IBBA 'C'

CONSTANT

It rushed back ten times

Faster than i thought

This time i lost the strength to push it back

And lost the game of pretending

No matter how hard i tried

I was terrible at putting back the cap on

Deep down I could hear;

Wheezing sound of my breath

And fatigued by trying to catch my breath

Blinking vigorously to wake back to reality

Keeping my head high from drowning

It haunted, taking over the control

Where i was no longer the master

It chased me everywhere i go

But in the end it was my choice;

Either to let go of myself to it or

Let it go from me.

- Nafeesa Hanna, BBA

LIFE IS LIKE A ROAD

When we hear the word life, what comes to our mind?

I don't know about others, but I can just see a sea of opportunities and tests. Life is just like a road, there are many humps and bumps and finally the vehicle can go smoothly until the humps come again. This means that our life is filled with a lot of problems, but we must learn to overcome all the problems and move ahead in life. Behind every successful person there is a very sad story. Sometimes we have to sacrifice the things we love the most to achieve our goals. But once you overcome all your problems, then there will be success, success and nothing else. But sometimes, it also depends on our fate and luck. A little bit of luck is needed for success. Opportunity is another thing that everyone needs to prove themselves. If you fail once, don't give up. Fight back hard for a comeback. This is the moment when hope is needed the most. Never lose hope. Remember one thing, no matter how bad our life is at a stage, we can turn our fortunes. After all, whatever happens, happens for good.

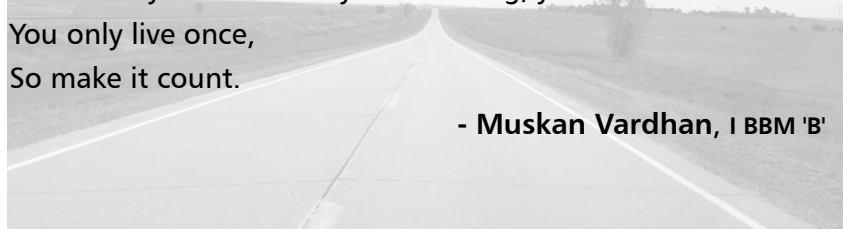
We just need to stick to all these basics of life, then, there can be nothing that can stop you from reaching your goals.

Everyone has hidden talents in them. But it takes time to find it; sometimes we find it too early, while, sometimes, it takes a lot of time. It is necessary for us to follow our dreams and chase them. You must follow your dreams and not stop when others stop you from doing what you like.

Success is not the key to happiness; happiness is the key to success. If you love what you are doing, you will be successful.

You only live once,
So make it count.

- Muskan Vardhan, I BBM 'B'



HARMONY & UNIFORMITY

When we talk about harmony and peace we usually think about diversity, but does similarity always ensure peace? Does only the concept of diversity raise the question of having harmony? Imagine a group of people wearing the same kind of dress. Wouldn't there be a conflict assuming themselves as to who looks the best? Conflicts usually arise due to one's mentality and one's way of thinking. Peace is established when people are ready to understand each other and accept each other's idea. However, people of different castes and religions are often in constant conflicts. Haven't we heard about people of the same caste or same culture fighting against each other. We are aware dispute can see the ground for external control. To live in harmony we require to be conscious of the hopes and needs that surround us and be flexible in our own course of action. We can be in harmony with others irrespective of whether they are similar to us or not. When we are in harmony with ourselves, what matters is living true to our deepest sense of what is real. Marley said "We should really love each other in peace and harmony instead we are fussing and fighting like we aren't supposed to be". So let's not make peace a destination but the way to reach our destination.

- Vaishnavi, I BCA 'B'



LEARNING LANGUAGE IS AN ENRICHING EXPERIENCE

The crucial problem is our own inhibition in using the language, in the personal experience, most of the students think that we need to use only grammatically correct English or some other languages ex: Hindi, kannada most of us and our friends will point out the mistakes in the language it shouldn't be done. Is it important that we should speak only grammatically correct language? In point of view "no". Most of us won't even think of grammar when we use our mother tongue, not because we have an authentic knowledge in grammar. And often we make the serious in our own language but whenever we are using some other language, we are conscious of the rules and regulations. You may ask isn't it customary that we should follow the rules of the language? Yes, of course but, you see in order to use a language first of all, we should stop thinking that it is "another language" in other words while we start speaking is to "own the language" when we own the language, we have right to use the language the way we like, even to make mistakes. This feeling of owing is very much needed in order to use the language creatively. And about the people laughing at you: you don't have to bother what others are saying. Whenever we start doing something daring it will be our dearest ones who will be demotivating us. "Ignoring the negative criticisms is necessary for our success. We should always remember that the basic aim of language is to have intelligible communication. So my advice to the learners is that be courageous enough to make mistakes.

- Fathimaashwana, I BBA 'C'

RETURN A SMILE WITH A SMILE BUT NEED NOT RETURN ANGER WITH ANGER

Have you ever given a harsh response to someone and later regretted about it?

From a very young age, we have been following this tradition of tit for tat and sticking to the Newton's Third Law. Retaliation is nothing but reacting to a situation or counter attacks or taking revenge. I recall from my childhood days, when my brother used to pat on my back and I used to tell him "thanks to Newton for introducing this famous law, every action has an equal and opposite reaction" and then came my fist with all the energy, flying in the air and landing on his back with a dhaaaaad sound! Didn't you do this with your siblings? This is a common scenario between siblings. Such a behavior is carried along with us from our childhood. Such things to some extent is okay, but it may give birth to a monster within us and it may sometimes be fatal, if not controlled by the parents at a very young age. Many families and relationships have been broken just because of arguing for each and everything and not really listening and understanding each other. Every reaction to a given situation need not be by taking revenge, matters can be solved in many other better ways. The best ways to react are:

1. IGNORE - *'Those who are at war with others are not at peace with themselves'* - William Hazlitt (English writer)

My relatives were mocking and commenting on my older cousin, because she looked very thin in a sari, even though she looked stunning. She didn't look nervous on hearing such poor feedback on her dressing sense, instead she behaved as if nothing went wrong and just smiled at the person commenting and ignored their comments. When I asked her how she managed to do so, she said "A person looks awesome in any attire if she wears a hearty smile on her face". Yes that's true! Maintaining inner peace and managing to keep a smile always on your face is more important, because then you've already won half the battle.

- Mahima, I BBA 'A'

WHY IS MY ROLE MODEL THE BEST? WHAT DOES HE EMULATE?

Who is a role model? Role model is the one who inspires us to achieve our dreams. He is the one who makes our life meaningful, challenging and lively. For example an Indian would consider Dr. Abdul Kalam his biggest role model. What makes people choose a role model? It can be their characteristics, behavioural traits, they mannerism or even their vision. Role model maybe even your father, mother, sister, teacher, a small kid or anybody dead or alive. In my case my role model are my parents. I chose my parents as my role models because there were the embodiment of virtues like honesty, sincerity, hard work and similar other qualities. Important reason why I chose them as my role models was because they were always with me throughout my life. I could see how they change their surrounding with effortlessness and simple smile while working. A happy person makes a positive change wherever he goes and a sad person makes everything pessimistic. My parents are optimistic all the time. They carry with them the charisma of a smile wherever they go. I have never seen them sad even when the situation is very moody.

What makes people choose role model? Some people choose role models based on their profession. A good example for this maybe Sachin or Messi, the great cricketer and footballer. A sports person would always role model a sports person. Similarly a person aspiring to become an IAS/IPS officer would choose role model as Kiran Bedi. For a corporate person Bill gates, Jeff bezos, Jack ma etc will be their role models. There are people who choose role models because of their characteristic traits or their mannerism. An actor might be a role model because of his mannerism. Gandhiji, Mandela would be role models just for the characteristic traits. Another possibility to emulate role models maybe they unknowingly influenced you. It maybe some stranger who does a good deed or a strange incident on TV, YouTube, or even a strange dream. Such intuitions are very rare

and happen by chance. A role model can be a person or even a place or thing or an animal. For some people even their dead pet is a role model.

Why is it important to choose a good role model? It is important to choose a good role model because a bad role model will make your life miserable. If you choose a dreaded Don as your role model you would end up in the prison. Or if you choose a role model who is not dreaming anything in life, you would end up like him, achieving nothing. So a role model can make your life a better one or a living hell. So it's your responsibility to choose your role model wisely. You can have a single role model or have many role models. But what you do with their ideologies is totally left to you. So take your time to choose one and after choosing become better than the one whom you chose. Don't be a loser by choosing one but be a winner by selecting the best available.

- Nishmitha Rai, IBAHRD

*She was a masterpiece of God, crafted beautifully
The almighty spilled his blood, sweat and tears
She was the one who made my world light up
It was his hardest creation, took some sleepless nights
She was pictures with so many shades of colors, a beauty
In black and white attire she shined with all her features
She was the one who made my life colourful and worthy
Even God stopped working for such crafty ideologies after
She was perfect from each and every angle, from top to bottom
He said alas! I've finally created her my gorgeous angel.*

- Nishmitha Rai, IBAHRD

A MEMORY LANE TO AKBAR ARCHITECTURE

Shahenshah Jalaluddin Mohammed Akbar started building his own mausoleum near Agra

It is the perfect blend of Hindu, Christian, Islamic, Buddhist and Jain design however he died and could not complete it. Thus his son Jehangir completed his tomb popular known as Sikander after Sikander Lodhi who established the community where Akbar's tomb is located. Jehangir made a quite a number of alterations in the original plan in keeping with the development of Mughal art and architecture. The tomb had three storeyed red sandstone minarets displaying wondrous inlay work of marble on the 4 corners of the building.

The tomb building was shaped like a truncated pyramid and had 5 storeys while the main tomb had a distinct square design. There were spacious cloisters on the ground floor. An elaborately decorated vestibule was occupied the centre of the southern side highlighted by exquisite carving, artistic painting and inlay work in geometric and floral designs enshrining the tomb. Stone of Akbar's other tombs on this floor belonged to Shahrul Nisha Begum and Aram Bano, the daughters of Akbar. The ornamental arch and square pillar on the second

storey looked unique. The third and the fourth storey also had identical arrangement of arches supported on pillars and chhatris adorning the facades. All the storeys were built in red stone except the 5th one, which was entirely in white marble.

The massive mausoleum had a square plan and it was located in a vast garden. It was surrounded by high battlement walls. And it had 4 gates with 4 different directions. The southern portal was the most imposing and elegant of all the 4 portals.

The main tomb had a white marble platform and had 5 storeys sloping inwards towards the top. The 5 storeys consisted of Islamic architectural tradition. The entrance to the tomb was decorated with marble inlay work around the arch. And the inner surface of the dome of the tomb was decorated with the images of flowers, geometric

designs and Islamic calligraphy

It was my privilege to learn about the architecture of Mughals and I had the opportunity to visit to this architectural marvel

- Harshita Bengre, 1B.A (H.R.D)



LOVE AND BE LOVED

*What is love? It's a feeling that we are born with. A divine gift
We feel it for the first time in our mothers womb, everyone the same
We feel it in our fathers first touch, in his arms and laps all the same
We feel it with our sisters and brothers, unconditional and true love
We start the search for our soulmate for the same feeling, some find it
Love is felt from the bottom of our hearts, it is what makes us human
We all feel love when the loved one rejects us, hate for them but love for us
And we restart the love search and if lucky receive it with someone else
We all forget that love always was with us at home with our mom
Our dad always will love us whatever we become, forever true love
When we quarrel with our siblings we express love, harshly but truly
So we are all beings of love. Love yourself and Love thy neighbour
It is the evergreen feeling that makes us divine, that make us alive
Remember that love doubles by loving not hate, forever and ever, always.*

- Nishmitha Rai, BAHRD

To be a star, you must shine your own light, follow your own path, and don't worry about darkness, for that is when the stars shine brightest.

- Napoleon Hill

CHOICE IS ALL YOURS

Mornings, sunrises, chirping of birds... fresh air... Huh!!! And then comes your not so happy face. As soon as you wake up, you start complaining about the luxuries that you lack.

LUXURIES! Not even the needs.

I tell you, just make a minor attempt of looking down your window. And you will find an orphan kid, who is not even blessed with the basic needs. But still, the face of whom never lacks that broad smile.

The luxuries you fight for, is only a dream for them. Those kids don't even know what have they lost. They don't even know, what is going to take place with them the next minute. And still choose to SMILE.

Dear fellow beings, your life is not a sea of unhappiness. It is just that you choose to be unhappy. None can influence your state of mind.

Instead, you yourself do!!

AND THEN, THE CHOICE IS ALL YOURS!

- Shri Nidhi U Rai, III BBA 'C'

Take up one idea. Make that one idea your life - think of it, dream of it, live on that idea. Let the brain, muscles, nerves, every part of your body, be full of that idea, and just leave every other idea alone. This is the way to success.

- Swami Vivekananda



ನ್ನೇಹ

ನನ್ನ ಮನಸೆಂಬ ಹಾದಿಯಲ್ಲಿ
ನಿನ್ನ ಈ ಪಯಣದಲ್ಲಿ
ನಿನ್ನ ಮುದ್ದಾದ ನಗು ಮಾಸಿಹೋಗದಿರಲಿ
ನ್ನೇಹವೆಂಬ ಸಂಬಂಧದಲ್ಲಿ
ನಮ್ಮ ಪರಿಚಯ ಆರದಿರಲಿ
ಈ ನಮ್ಮ ನ್ನೇಹ ಎಂದಿಗು ಶಾಶ್ವತವಾಗಿರಲಿ
ಬದುಕೆಂಬ ಚಿತ್ರದಲ್ಲಿ ನಿನ್ನ
ಪಾತ್ರ ಹಾಸ್ಯವಾಗದಿರಲಿ
ಯಾರೋ ಆಟವಾಡಿಸುವ ಬೊಂಬೆಯ
ಬದುಕಾಗದಿರಲಿ
ನೀ ಮಾಡಿದ ಪ್ರಯತ್ನವೆಲ್ಲ
ಸಾಧನೆಗೆ ದಾರಿಯಾಗಿರಲಿ
ನನ್ನ ಮನಸೆಂಬ ಹಾದಿಯಲ್ಲಿ
ನಿನ್ನ ಮುದ್ದಾದ ನಗು ಮಾಸಿ ಹೋಗದಿರಲಿ
ನ್ನೇಹವೆಂಬ ಸಂಬಂಧದಲ್ಲಿ
ಈ ನಮ್ಮ ನ್ನೇಹ ಎಂದಿಗೂ ಶಾಶ್ವತವಾಗಿರಲಿ.

ಅನ್ವಿಕ ಯು. ಜಿ., || ಬಿ.ಬಿ.ಎ. 'ಬಿ'

ನೆನಪು

ನೆನಪುಗಳ ನೆಪದಲ್ಲಿ ನೆನಪಿನ ಸರ್ಕಾರ
ಆ ನೆನಪುಗಳಿಗೆ ನಾನೆಂದೆಂದು ಆಭಾರ
ನೆನಪುಗಳೇ ಜೀವನ ಆಧಾರ
ನೆನಪುಗಳಿಂದಲೇ ನಾನು ಎಂದೆಂದಿಗೂ ಸಾಹುಕಾರ

ಸಂದೀಪ ಜಿ. ಭಂಡಾರಿ, | ಬಿ.ಸಿ.ಎ. 'ಎ'

ಮತದಾನ ಮಾಡುವಂತೆ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ಹುಲಿದುಂಬಿಸುವಲ್ಲಿ

ಕಾಲೇಜನ ಪಾತ್ರ

ಹೆಚ್ಚಿನ ವಿದ್ಯಾರ್ಥಿಗಳು ಮತದಾನ ಮಾಡಲು ನಿರಾಕರಿಸುತ್ತಾರೆ. ಅವರ ಅಭಿಪ್ರಾಯದಲ್ಲಿ ನಮ್ಮ ಒಂದು ಮತ ಏನನ್ನು ಮಾಡಲು ಸಾಧ್ಯವಿಲ್ಲ ಎಂದು ಹೇಳುತ್ತಾರೆ. ಮಾತ್ರವಲ್ಲದೆ ಎಲ್ಲಾ ರಾಜಕಾರಣಿಗಳು ಒಂದೇ ಎಂದು ಅವರು ಭಾವಿಸುತ್ತಾರೆ. ಈ ವಿದ್ಯಾರ್ಥಿಗಳ ಮನೋಭಾವನೆಯನ್ನು ಪರಿವರ್ತಿಸುವ ಕಾರ್ಯವನ್ನು ಶಾಲಾ ಕಾಲೇಜುಗಳು ಸಕ್ರಿಯವಾಗಿ ಮಾಡಲು ಪ್ರಯತ್ನಿಸಬೇಕು. ಚರ್ಚಾ ಕಾರ್ಯಕ್ರಮ ಕೈಗೊಂಡು ಎಲ್ಲರನ್ನೂ ಉತ್ತೇಜಿಸಬೇಕು. ಕಾಲೇಜು ವಿದ್ಯಾರ್ಥಿಗಳು ರಾಜಕೀಯ ಜೀವನವನ್ನು ಅಭಿವೃದ್ಧಿಗೊಳಿಸಬೇಕು. ವಿದ್ಯಾರ್ಥಿಗಳ ರಾಜಕೀಯ ಪ್ರವೇಶವನ್ನು ಉತ್ತೇಜಿಸಿ ಕಾಲೇಜಲ್ಲಿ ಕಾರ್ಯಕ್ರಮಗಳನ್ನು ಕೈಗೊಳ್ಳಬೇಕು.

ಕಾಲೇಜಿನ ಪಾಠಗಳ ನಡುವೆ ರಾಜಕೀಯ ಹಾಗೂ ಮತದಾನದ ಮಹತ್ವವನ್ನು ತಿಳಿಯಪಡಿಸುವ ಚರ್ಚೆಗಳನ್ನು ನಡೆಸಿ, ಅವರನ್ನು ಮತದಾನ ಮಾಡುವಂತೆ ಉತ್ತೇಜಿಸುವುದು. ಕಾಲೇಜುಗಳಲ್ಲಿ ಚುನಾವಣೆ ಮಾಡಿ ಆ ಮಟ್ಟದಲ್ಲಿಯೇ ಅವರನ್ನು ಹುಲಿದುಂಬಿಸುವುದು, ಬೀದಿ ನಾಟಕ, ಭಿತ್ತಿಚಿತ್ರ, ಮುಂತಾದ ಸ್ಪರ್ಧೆಗಳನ್ನು ನಡೆಸುವುದು ಕೇವಲ ವಿದ್ಯಾರ್ಥಿಗಳು ಮಾತ್ರವಲ್ಲದೆ ಬೇರೆ ನಾಗರಿಕರಿಗೂ ಇದರ ಬಗ್ಗೆ ಮಾಹಿತಿ ನೀಡುವಂತೆ ಮಾಡುವುದು. ಇಂದಿನ ವಿದ್ಯಾರ್ಥಿಗಳೇ ನಾಳಿನ ಪ್ರಜೆಗಳು ಎಂದು ತಿಳಿಯಪಡಿಸುವುದು. ಹನಿ ಹನಿ ಸೇರಿದರೆ ಹಳ್ಳದಂತೆ ಒಂದು ಒಂದು ಮತವೂ ಸೇರಿ ಅಭಿವೃದ್ಧಿ, ಭಾರತದ ಕನಸನ್ನು ನನಸಾಗಿಸಲು ಸಾಧ್ಯ. ಕಲಿತ ಇಂದಿನ ಯುವ ಜನಾಂಗವೇ ಮತ ನೀಡದೆ ತಿರಸ್ಕರಿಸಿದರೆ ಅನಕ್ಷರಸ್ಥ ಯುವಜನಾಂಗ ಹೇಗೆ ಮತ ನಡೆಸುವುದು. ಪ್ರತಿಯೊಬ್ಬರೂ ನನ್ನ ಒಂದು ಮತ ಏನನ್ನು ಬದಲಿಸುವುದಿಲ್ಲ ಎಂದು ಯೋಚಿಸಿದರೆ ಹೇಗೆ ? ಪ್ರತಿಯೊಬ್ಬ ವಿದ್ಯಾರ್ಥಿಯು ದೇಶದ ಅಭಿವೃದ್ಧಿಯಲ್ಲಿ ಸಕ್ರಿಯವಾಗಿ ಪಾಲುಗೊಳ್ಳಬೇಕು. ಮತ ನೀಡಬೇಕು ಎಂದು ಕಾಲೇಜುಗಳು ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ತಿಳಿಯಪಡಿಸಬೇಕು. ನಾವು ಮತ ನೀಡುವ ವ್ಯಕ್ತಿಯು ಆ ಮತಕ್ಕೆ ಯೋಗ್ಯವೇ, ನಾವು ನೀಡಿದ ಮತವು ದೇಶದ ಅಭಿವೃದ್ಧಿಗೆ ಕಾರಣವಾಯಿತೇ? ಎಂದು ಎಲ್ಲರೂ ತಿಳಿಯಬೇಕು. ನನ್ನ ದೇಶಕ್ಕೆ ನನ್ನಿಂದ ಏನಾಗದಿದ್ದರೂ ಪರವಾಗಿಲ್ಲ, ಆದರೆ ಚುನಾವಣೆ ಸಂದರ್ಭದಲ್ಲಿ ಯೋಗ್ಯ ವ್ಯಕ್ತಿಗೆ ಮತ ನೀಡುತ್ತೇನೆ ಎಂಬ ದೃಢ ಸಂಕಲ್ಪ ಮಾಡಬೇಕು.

ವಿಜಯಲಕ್ಷ್ಮಿ, ||| ಬಿ.ಕಾಂ.

ಅಮ್ಮಾ

ನನಗಿನ್ನು ಎಳೆಯ ವಯಸ್ಸು
ಜೀವನದ ಪರಿಯ ನಾ ಅರಿಯೇ
ಕಂಡದ್ದು ಕೆಲವು ಆದರೆ ಕೇಳಿದ್ದು ಹಲವು
ಅದರಲ್ಲೊಂದು ಅದ್ಭುತದ ಸೋಜಿಗದ ಕೂಗು
ಅಮ್ಮಾ.....

ನವ ಮಾಸದಲ್ಲಿ ಇರಿಸುವಳು ಕಂದನ ತನ್ನದರದಲಿ
ಪರಿಚಯಿಸುವಳು ಹೊಸ ಜೀವನನು ಈ ಜಗದಲಿ
ಪೋಷಿಸುವಳು ತನ್ನ ಮಗುವನು ಸಾಗರದ ಮುತ್ತಿನಂತೆ
ತ್ಯಾಗಮಯಿ ಆಕೆ ಜಗದ ದೇವರಂತೆ

ಹಾಡುವಳು ತನ್ನದೇ ಶೈಲಿಯ ಜೋಗುಳವ
ಮುಕ್ಕೋಟಿ ದೇವರಿಗೆ ಸಮ ಈ ಒಂದು ಜೀವ
ಮೊದಲು ಅಮ್ಮಾ ಎಂಬ ಕೂಗು
ಅವಳಿಗೆ ಮರೆಯಲಾಗದ ಅದ್ಭುತ ನಗು

ಆಗುವಳು ಮಗುವಿನ ಮೊದಲ ಗುರು
ಶ್ರಮಿಸುವಳು ಕಂದನ ಸುಖಕೆ ಹಗಲಿರುಳು
ಕಲಿಸುವಳು ಜೀವನ ಪಾಠ
ಮಗುವಿನೊಡನೆ ಮಗುವಾಗಿ ಆಡುವಳು ಆಟ

ತಾನೆಂದೂ ಮುನಿಸಿ ನೀಡಳು ಕಂದನಿಗೆ ಶಾಪವ
ಸೆರಗೊಡ್ಡಿ ದೇವನಲಿ ಬೇಡುವಳು ತನ್ನ ಕಂದನ ಆರೋಗ್ಯವ
ನೋಯಿಸದಿರಿ ಎಂದಿಗೂ ಆ ಮಾತೃ ಹೃದಯವ
ಹೇಗೆ ತೀರಿಸಲು ಅವಳ ಋಣ ?

ಅಂಕಿತಾ ಎಮ್, III ಬಿ.ಕಾಂ.

ಶಿಕ್ಷಣ ಮತ್ತು ಸಂಸ್ಕಾರ

ಒಬ್ಬ ವ್ಯಕ್ತಿಯು ನಮ್ಮ ಮುಂದೆ ಅಸಭ್ಯವಾಗಿ ವರ್ತಿಸಿದರೆ ನಮಗೆ ಅನ್ನಿಸಬಹುದು, “ಈತನಿಗೆ ಸಂಸ್ಕಾರ ಅನ್ನೋ ಪದದ ಅರ್ಥವೇ ತಿಳಿದಿಲ್ಲ, ಅವಿದ್ಯಾವಂತ!” ಎಂದು ಅಲ್ಲವೇ? ಶಿಕ್ಷಣ ಎಂಬುದು ಒಬ್ಬ ವ್ಯಕ್ತಿಯ ಜ್ಞಾನ ಭಂಡಾರ ವೃದ್ಧಿ ಮಾತ್ರವಲ್ಲದೆ, ಆತನನ್ನು ಸುಸಂಸ್ಕೃತನನ್ನಾಗಿ ಮಾಡಬಲ್ಲದು. ಸಂಸ್ಕಾರದಿಂದ ಪಡೆದ ಜ್ಞಾನವು ಅರಳುತ್ತದೆ. ಒಬ್ಬ ವ್ಯಕ್ತಿಯ ವ್ಯಕ್ತಿತ್ವವನ್ನು ಕೇವಲ ಆತನಲ್ಲಿರುವ ಜ್ಞಾನ ಅಥವಾ ಕೆಲಸದಿಂದ ಮಾತ್ರ ಗುರುತಿಸಲ್ಪಡುವುದಿಲ್ಲ. ಆತನ ಸಂಸ್ಕಾರದಿಂದಲೂ ಗುರುತಿಸಲ್ಪಡುತ್ತದೆ.

ಶಾಲಾ ಕಾಲೇಜುಗಳು ಸಮಾಜದ ಪ್ರತಿಬಿಂಬವಾಗಿರುತ್ತವೆ. ಇಲ್ಲಿ ಜ್ಞಾನ ಮತ್ತು ಮೌಲ್ಯಗಳೆರಡನ್ನೂ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ನೀಡಬಹುದಾಗಿದೆ. ಶಾಲಾ ಕಾಲೇಜುಗಳಲ್ಲಿ ನಡೆಯುವ ಚಟುವಟಿಕೆಗಳು, ಕಾರ್ಯಕ್ರಮಗಳು, ಮಾನವ ಮೌಲ್ಯಗಳನ್ನು ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಕಲಿಸುವುದು ಅಗತ್ಯ. ಇವು ಆ ವಿದ್ಯಾರ್ಥಿಯನ್ನು ಉತ್ತಮ ವ್ಯಕ್ತಿಯನ್ನಾಗಿಸಲು ಸಹಾಯಕವಾಗುತ್ತದೆ. ಈ ಸಂಸ್ಕಾರ ಎನ್ನುವುದು ವಿದ್ಯಾರ್ಥಿಯಲ್ಲಿ ಶಿಸ್ತನ್ನು ಮೂಡಿಸುತ್ತದೆ ಮತ್ತು ಆತನಲ್ಲಿ ಇನ್ನಷ್ಟು ವಿಚಾರಗಳನ್ನು ಕಲಿಯುವ ಆಸಕ್ತಿಯನ್ನು ಹುಟ್ಟಿಸುತ್ತದೆ. ಈ ರೀತಿಯಾಗಿ ಆತನ ಬದುಕು ಉಜ್ವಲವಾಗಿ ಬೆಳಗುತ್ತದೆ.

ಈ ಮೌಲ್ಯಗಳು ಆತನನ್ನು ದೈಹಿಕವಾಗಿ, ಮಾನಸಿಕವಾಗಿ, ಹಾಗೂ ಸಾಮಾಜಿಕವಾಗಿ ವೃದ್ಧಿಗೊಳಿಸುತ್ತದೆ. ಇದರಿಂದ ಆತ ಉತ್ತಮ ನಿರ್ಧಾರಗಳನ್ನೂ ತೆಗೆದುಕೊಳ್ಳಲು ಸಾಧ್ಯವಾಗುತ್ತದೆ. ಶಿಕ್ಷಕರಿಗೆ ಮಕ್ಕಳ ಮನಸ್ಸಿನಲ್ಲಿ ಮೌಲ್ಯ ಎಂಬ ಬೀಜವನ್ನು ಬಿತ್ತಲು ಶಕ್ತಿಯಿರುತ್ತದೆ.

ಒಬ್ಬ ವ್ಯಕ್ತಿಯಲ್ಲಿರುವ ಸಂಸ್ಕಾರ ಆತನು ವಿದ್ಯಾವಂತ ಎನ್ನುವುದನ್ನು ತೋರಿಸುತ್ತದೆ. ವಿದ್ಯೆ ಮತ್ತು ಮೌಲ್ಯ ಎರಡೂ ಒಬ್ಬನ ಬದುಕಿನಲ್ಲಿ ಅವಿಭಾಜ್ಯ ಅಂಗವಾಗಿದೆ. ಆದುದರಿಂದ ಎಲ್ಲಾ ಶಾಲಾ ಕಾಲೇಜುಗಳು ಮೌಲ್ಯಯುತ ಶಿಕ್ಷಣವನ್ನು ಪಠ್ಯಕ್ರಮದಲ್ಲಿ ಅಳವಡಿಸಬೇಕಾದ ಅಗತ್ಯವಿದೆ.

ಅಂಕಿತಾ ಎಮ್, III ಬಿ.ಕಾಂ.

ಅಮ್ಮಂದಿರ ಪ್ರಪಂಚ ಚಿಕ್ಕದು, ಪ್ರೀತಿ ಅಳತೆಗೆ ಸಿಗದು

ಅಮ್ಮಂದಿರ ಪ್ರಪಂಚವೇ ಅಂಥಹದು. ತನ್ನ ಮಕ್ಕಳು, ಮನೆ, ಸಂಸಾರ ಇವೇ ಅವಳಿಗೆ ಗೊತ್ತಿರುವ ಜಗತ್ತು. ಅಲ್ಲಿಂದ ಹೊರ ಬರುವ ಅವಕಾಶ ಇದ್ದರೂ ಆಕೆಗೆ ಅದರಲ್ಲೇ ಸಂತೋಷವಿದೆ, ತೃಪ್ತಿಯಿದೆ. ಪ್ರತಿಯೊಂದು ದಿನವೂ ಅಮ್ಮಂದಿರ ದಿನವೇ. ಅಮ್ಮನ ವಾತ್ಸಲ್ಯ, ಪ್ರೀತಿಯ ಬಗ್ಗೆ ಹೊಸದಾಗಿ ಹೇಳುವುದು ಏನೂ ಇಲ್ಲ.

“ತಾಯಿಗಿಂತ ಬಂಧುವಿಲ್ಲ, ಉಪ್ಪಿಗಿಂತ ರುಚಿಯಿಲ್ಲ” ಹೌದು. ಗಾದೆಗಳೆಲ್ಲಾ ಅನುಭವದ ಮಾತುಗಳೇ. ಈ ಗಾದೆ ಎಷ್ಟು ಅರ್ಥಬದ್ಧವಾಗಿ ತಾಯಿಯ ಪ್ರಾಮುಖ್ಯತೆಯನ್ನು ಹೇಳುತ್ತದೆ. ತಾಯಿಯೇ ಜೀವಂತ ದೇವತೆ. ಮಕ್ಕಳನ್ನು ಹೆತ್ತು ಹೊತ್ತು ಒಂದು ಒಳ್ಳೆಯ ಭವಿಷ್ಯ ರೂಪಿಸುವಲ್ಲಿ ತಾಯಿಯ ಪಾತ್ರ ಪ್ರಧಾನವಾದದ್ದು. ತಾಯಿಯೇ ಮಕ್ಕಳ ಒಳ್ಳೆಯ ಭವಿಷ್ಯ ನಿರ್ಮಿಸುವ ಶಿಲ್ಪಿಯಾಗಿರುತ್ತಾಳೆ ಎಂಬುದೆಲ್ಲ ಸರ್ವಕಾಲಿಕ ಸತ್ಯ. ಇದು ಯಾವ ಕಾಲಕ್ಕೂ ಬದಲಾಗಲೂ ಸಾಧ್ಯವೇ ಇಲ್ಲ.

ನಾನು ಬೆಳಿಗ್ಗೆ ಏಳುವುದು ದಿನಾಲೂ ತಡವಾಗುತ್ತದೆ. ಕಾಲೇಜಿಗೆ ಹೋಗಬೇಕು, ಬೇಗ ಏಳೋಕೆ ಆಗಲ್ಲ ಎನ್ನುವ ಅಮ್ಮನ ಮಂತ್ರಾಕ್ಷತೆ ದಿನವೂ ತಪ್ಪದೇ ಸಿಗುತ್ತದೆ. ಒಂದು ದಿನ ಕಾಲೇಜಿಗೆ ಹೊರಡುವುದು ಸ್ವಲ್ಪ ತಡವಾಗಿತ್ತು. ಅಮ್ಮನು ನನ್ನ ಹಿಂದೆ ಗೇಟ್ ತನಕ ಬಂದಳು. ಅಮ್ಮ ನೀನೇಕೆ ಬಂದೆ ನನ್ನ ಹಿಂದೆ? ಎಂದು ಕೇಳಿದೆ. ನಿನಗೆ ಲೇಟ್ ಆಗುತ್ತದೆಯಲ್ಲಾ ಅದಕ್ಕೆ ನೀನು ಗಾಡಿ ತೆಗೆದುಕೊಂಡು ಬರುವಷ್ಟರಲ್ಲಿ ನಾನು ಗೇಟ್ ತೆಗೆಯಲು ಬಂದೆ ಎಂದು ಹೇಳಿದಳು.

ಅಮ್ಮಾ ನೀನು ನನ್ನ ಸೇವಕಿಯಲ್ಲ. ಇನ್ನು ಮುಂದೆ ಈ ತರ ಮಾಡಬೇಡ ಎಂದು ಹೇಳಿದ ನನಗೆ ಅಮ್ಮನ ನೋಡಿ ಪಾಪ ಎನಿಸಿತ್ತು. ನನಗೆ ಲೇಟ್ ಆಗುತ್ತಿದೆ ಎಂದು ಎನಿಸಿ ಅವಳ ಕೆಲಸವನ್ನು ಬಿಟ್ಟು ನನಗೆ ಗೇಟ್ ತೆಗೆಯಲು ಬಂದಳು. ಏನು ಅರಿಯದ ನಾನು ಈ ಮಾತನ್ನು ಹೇಳಿದನೆ ಎಂದು ಅನುಮಾನ ಶುರುವಾಯಿತು. ಮಕ್ಕಳಿಗಾಗಿ ತಮ್ಮ ಆಸೆಗಳನ್ನೇ ಒಣಗಿಸಿ ಬಿಡುತ್ತಾರೆ. ಒಣಗಿದ ಮೇಲೆ ಮತ್ತೆ ಆ ಆಸೆಗಳು ಚಿಗುರಲು ಹೇಗೆ ಸಾಧ್ಯ? ತನ್ನ ಸ್ವಾರ್ಥಗಳನ್ನು ಅಡಗಿಸಿಕೊಂಡು ಮಕ್ಕಳಿಗೆ ತನ್ನ ಜೀವನವನ್ನು ಮೀಸಲಿಡುತ್ತಾಳೆ. ನಿಸ್ವಾರ್ಥದ

ಭಾವಗಳು ಅವಳಲ್ಲಿ ಸ್ವಾಭಾವಿಕವಾಗಿ ಹುಟ್ಟಿಕೊಳ್ಳುತ್ತಾ ಹೋಗುತ್ತವೆ. ತುಂಬು ಮನಸ್ಸಿನಿಂದ ಒಬ್ಬ ಶಿಕ್ಷಕಿಯಾಗಿ, ಹತ್ತಿರದ ಗೆಳತಿಯಾಗಿ, ಪ್ರೀತಿ, ಸ್ನೇಹದ ಮಧುರ ಭಾವನೆಗಳನ್ನು ಮಕ್ಕಳ ಮನದಲ್ಲಿ ತುಂಬಿಸುತ್ತಾ ಹೋಗುತ್ತಾಳೆ. ಮಕ್ಕಳ ಜಗತ್ತಿನಲ್ಲಿ ಅವಳು ಅವಳನ್ನೇ ಮರೆೆಯುತ್ತಾಳೆ. ಎಷ್ಟರ ಮಟ್ಟಿಗೆ ಅವಳು ನಿಸ್ವಾರ್ಥಿಯಾಗುತ್ತಾಳೆಂದರೆ ದೇವರೇ ನನಗೆ ಏನಾದರೂ ಪರವಾಗಿಲ್ಲ, ನನ್ನ ಮಕ್ಕಳನ್ನು ಚೆನ್ನಾಗಿಡು ಎಂದು ದೇವರಲ್ಲಿ ಪ್ರಾರ್ಥಿಸುತ್ತಾಳೆ. ಅವಳ ಯೋಚನಾ ಲಹರಿಗಳು ಕೇವಲ ಮಕ್ಕಳಿಗಾಗಿಯೇ ಇರುತ್ತವೆ. ಅವಳ ಹೃದಯ ಹಾಗೂ ಮನಸ್ಸಿಗೆ ಮಕ್ಕಳನ್ನು ಪ್ರೀತಿಸುವುದು ಮಾತ್ರ ಗೊತ್ತಿರುತ್ತದೆ. ಒಟ್ಟಿನಲ್ಲಿ ಅವಳಲ್ಲಿ ಅವಳ ಜಗತ್ತು ಮಾಯವಾಗಿ ಕೇವಲ ಮಕ್ಕಳೇ ಅವಳ ಪ್ರಪಂಚವಾಗಿರುತ್ತದೆ.

ಆದರೆ ಮಕ್ಕಳು ಬೆಳೆಯುತ್ತಾ ಹೋದಂತೆ ಅವರು ಅವರ ಲೋಕದಲ್ಲಿ ಜೀವಿಸುತ್ತಾ ಹೋಗುತ್ತಾರೆ. ಅವರಿಗೆ ಅವರ ಶಿಕ್ಷಣ, ವೃತ್ತಿ ಮುಖ್ಯವಾಗುತ್ತಾ ಹೋಗುತ್ತದೆ. ಇಂದು ಅದೆಷ್ಟೋ ತಾಯಂದಿರು ಮಕ್ಕಳಿದ್ದರೂ ವೃದ್ಧಾಶ್ರಮದಲ್ಲಿ ವಾಸಿಸುತ್ತಿದ್ದಾರೆ. ಕೊನೆಗೆ ಎಷ್ಟೋ ಸಲ ತಾಯಿಯ ಅಂತ್ಯಸಂಸ್ಕಾರಕ್ಕೂ ಮಕ್ಕಳು ಬರುವುದಿಲ್ಲ. ಮಕ್ಕಳೇ ತನ್ನ ಜಗತ್ತು ಎನ್ನುತ್ತಾ ಬದುಕಿನ ತಾಯಂದಿರಿಗೆ ಕೊನೆಗೆ ಮಕ್ಕಳು ಇದ್ದೂ ಇಲ್ಲವಾಗುತ್ತದೆ.

ತಾಯಿ ಭೂಮಿಯಂತೆ. ಮಕ್ಕಳು ಏನೂ ಮಾಡಿದರೂ ಅವಳ ಅಂತಃಕರಣದಲ್ಲಿ ಕ್ಷಮೆ ಅನ್ನುವುದು ಇದ್ದೇ ಇರುತ್ತದೆ. ಮಕ್ಕಳು ಗೊತ್ತಿದ್ದೂ ಮಾಡುವ ಪ್ರಮಾದಗಳನ್ನು ಕೂಡ ಮಾಫಿ ಮಾಡಿ ಅವರ ಜೀವನ ಚೆನ್ನಾಗಿರಲಿ ಎಂದು ಆಶೀರ್ವಾದ ಮಾಡಿಯೇ ಇಹಲೋಕ ತ್ಯಜಿಸುತ್ತಾಳೆ. ಜೀವನದಲ್ಲಿ ತಾಯಿಯನ್ನು ನಿರ್ಲಕ್ಷಿಸಿ ನಮ್ಮ ವೃತ್ತಿ, ಗೌರವ, ಶಿಕ್ಷಣಕ್ಕೆ ಪ್ರಾಮುಖ್ಯತೆ ಕೊಟ್ಟರೆ ಕೊನೆಗಾಲದಲ್ಲಾದರೂ ಆ ಪಾಪ ಪ್ರಜ್ಞೆ ನಾವು ಅಪರಾಧ ಮಾಡಿದಂತೆ ಕಾಡುತ್ತದೆ. ಅಂತಹ ತಪ್ಪು ಕೆಲಸಗಳನ್ನು ಎಂದಿಗೂ ಮಾಡದೇ ಇರೋಣ...

ಅನ್ವಿತ ಯು. ಜಿ., || ಬಿ.ಬಿ.ಎ. 'ಬಿ'

ಭಾಷೆಯ ಮೇಲೆ ಸಾಮಾಜಿಕ ಜಾಲತಾಣದ ಜಾಲ !!!

ಸಾಮಾಜಿಕ 'ಜಾಲ' ತಾಣದ ಜಾಲ ಭಾಷೆಗಳ ಮೇಲೆ ಹೇಗೆ ಬೀಸಿದೆ ಎಂದರೆ ಅದರ ಬಂಧನದಿಂದ ಹೊರ ಬರುವುದು ಸ್ವಲ್ಪ ಕಠಿಣವಾಗಿದೆ. ಪ್ರತಿಯೊಂದು ಭಾಷೆಗೂ ತನ್ನದೇ ಆದ ಮಹತ್ವವಿದೆ. ಅದನ್ನು ಬಳಸಲು ನಿಯಮವಿದೆ. ಈ ವಾಟ್ಸಾಪ್, ಫೇಸ್‌ಬುಕ್, ಮೆಸೆಂಜರ್ ಮುಂತಾದವುಗಳಿಂದ ಭಾಷೆಯ ಮೇಲೆ ಪರಿಣಾಮ ಹೇಗೆ ಉಂಟಾಗಿದೆ ಎಂದರೆ ಭಾಷೆಯ ಬಳಕೆ ತನ್ನ ಮೂಲತ್ವವನ್ನು ಕಳೆದುಕೊಳ್ಳುತ್ತಿದೆ. ನಾವು ಆಪ್ಲಿಕೇಶನ್ ಬಳಸುವಾಗ ನಾವು ಉಪಯೋಗಿಸುವ ಶಬ್ದದ ರೀತಿ, ಆ ಪದವನ್ನು ಮೊಟಕುಗೊಳಿಸುವುದು, ವಾಕ್ಯವನ್ನು ಮೊಟಕುಗೊಳಿಸುವುದು, ಭಾವನೆಗಳನ್ನು ಚಿತ್ರ ವಿಚಿತ್ರದ ಇಮೋಜಿಗಳ ಮೂಲಕ ಕಳಿಸುವುದು ಇವೆಲ್ಲವೂ ಈಗಿನ ದಿನದಲ್ಲಿ ಸರ್ವೇಸಾಮಾನ್ಯವಾಗಿದೆ. ಇದರಿಂದ ಭಾಷೆಯ ಪ್ರಭಾವ ಜನರ ಮಾತಿನಲ್ಲಿ ಕಡಿಮೆಯಾಗಿದೆ. ಅಂದರೆ ಭಾಷಾ ಸ್ಪಷ್ಟತೆ ಮಾಯವಾಗಿದೆ. ಆಕಡೆ ಕನ್ನಡವೂ ಅಲ್ಲ, ಈ ಕಡೆ ಇಂಗ್ಲೀಷ್ ಕೂಡ ಅಲ್ಲ, ಈ ಎರಡೂ ಮಿಶ್ರಿತವಾಗಿ ಕಂಗ್ಲೀಷ್ ಆಗಿದೆ. ಈ ರೀತಿ ಭಾಷಾ ಬಳಕೆ ವಿದ್ಯಾರ್ಥಿಗಳ ಶೈಕ್ಷಣಿಕ ಬದುಕಿನಲ್ಲೂ ಬದಲಾವಣೆಯನ್ನು ತಂದಿದೆ. ಅದು ನಕಾರಾತ್ಮಕವಾಗಿ ! ಇದು ಯೋಚಿಸಬೇಕಾದಂತಹ ವಿಷಯ..! ಈಗಲೂ ಕಾಲ ಮಿಂಚಿಲ್ಲ. ಇದರ ಬಗ್ಗೆ ನಾವು ಸ್ವಲ್ಪ ಕಾಳಜಿ ತೆಗೆದುಕೊಂಡರೆ ಭಾಷೆಯ ಬಳಕೆಯಲ್ಲಿ ಮುತುವರ್ಜಿ ಮಾಡಿಕೊಂಡರೆ ಭಾಷಾ ಬದುಕಿನ ಬಯೋಲಜಿ ಸರಿಯಾಗಿ ಹೋಗುತ್ತದೆ ಎನ್ನುವುದು ನನ್ನ ಭಾವನೆ...

ಸಂದೀಪ ಜಿ. ಭಂಡಾರಿ, | ಬಿ.ಸಿ.ಎ. 'ಎ'

ನೆಪ

ಮನಸು ಕರಗಲು ನೆಪವಾಗುವುದು ನೆನಪು
ನಿಜವಾದ ನೆನಪನ್ನು ಕೆದುಕಿದರೆ ಕಾಣುವುದು ಹೊಳಪು
ನೆಪದ ಜಪವನ್ನೇ ಮಾಡಿದರೆ ಮನದಲ್ಲೇನೋ ತವಕ
ಅಂತರಂಗದ ಒಳಗುಟ್ಟು ಇರಬಹುದು ಈ ಕೌತುಕ

ಸಂದೀಪ ಜಿ. ಭಂಡಾರಿ, | ಬಿ.ಸಿ.ಎ. 'ಎ'

ನಯನ

ಪೃಥ್ವಿಯ ಚೆಲುವಿನ ಪ್ರಭೆಯನ್ನು ಪ್ರತಿಬಿಂಬಿಸುವ ಆಯನ..
ಕತ್ತಲೆಯಿಂದ ಆರಂಭವಾಗುವ ಕನಸುಗಳ ಪುಸ್ತಕದಲ್ಲಿ ಬಣ್ಣದ ಚಿತ್ತಾರ
ಮೂಡಿಸೋ ಲೇಖನ..
ಇದು ನೀಡುವ ಪ್ರತಿಭಾವು ವಿನೂತನ...ಅಪರಿಚಿತನ್ನು ಪರಿಚಿತರನ್ನಾಗಿ
ಮಾಡುವ ಸಾದನ..
ಜಗತ್ತಿನ ಸೌಂದರ್ಯವನ್ನು ಸವಿಯಲು, ಅಳೆಯಲು ನಾವು ಬಳಸುವ
ಮಾಪನ...

ಇದರ ಮೇಲಿದೆ ಕಪ್ಪು ರೆಪ್ಪೆಗಳ ಲೇಪನ...
ಮನದ ಭಾವಗಳಿಂದ ಇದರ ಒಳಗಡೆ ಆಗುತ್ತದೆ ಕಂಪನ...
ಇದು ತುಂಬಿಕೊಂಡಿದೆ ನೀರಿನ ಜಲಪಾತ...
ಅದು ಸುಃಖ ದುಃಖ ಮತ್ತು ಭಾವನೆಗಳ ಅನುಪಾತ...
ಸೇರುವುದಕ್ಕಿಂತ ಮುಂಚೆ ಮಣ್ಣು...
ದಾನ ನೀಡು ಇನ್ನೊಬ್ಬರಿಗೆ ಕಣ್ಣು...
ನೀನು ನೋಡಿರಬಹುದು ಇಡೀ ಜಗತ್ತನ್ನು !!
ಹಲವರು ಇದ್ದಾರೆ ನೋಡದೇ ದೈಹಿಕವಾಗಿ ತನ್ನನ್ನು !

ಸಂದೀಪ ಜಿ. ಭಂಡಾರಿ, | ಬಿ.ಸಿ.ಎ. 'ಎ'

ಕವನ

ಮುಗಿಲಿಗೆ ನಕ್ಷತ್ರ ಚೆಂದ
ಅಂಗಳಕ್ಕೆ ರಂಗೋಲಿ ಚೆಂದ
ಭೂಮಿಗೆ ಹಸಿರು ಚೆಂದ
ನಾರಿಗೆ ಬಸಿರು ಚೆಂದ
ಆದರೆ ನನಗೆ ನನ್ನ ಕವನ ಚೆಂದ..

ಘಾತಿಮ ರಿಯಾ, ಒಂದನೇ ಬಿ.ಬಿ.ಎ. 'ಬಿ'

ಜನಪದ ಕ್ರೀಡೆಗಳ ಅಳವಡು-ಉಳವು

ಕ್ರೀಡೆಯು ನಮ್ಮ ಮನಸ್ಸನ್ನು ಉಲ್ಲಾಸಗೊಳಿಸುವ, ದೇಹವನ್ನು ದಂಡಿಸುವ, ಸಮಯವನ್ನು ಸದುಪಯೋಗಿಸಿಕೊಳ್ಳುವ ಒಂದು ಕ್ರಿಯಾತ್ಮಕ ಚಟುವಟಿಕೆ. ಕ್ರೀಡೆ ಎಂದರೆ ನಮ್ಮ ಮನಸ್ಸಿಗೆ ತಟ್ಟನೆ ಬರುವುದು ಕ್ರಿಕೆಟ್, ಪುಟ್‌ಬಾಲ್, ವಾಲಿಬಾಲ್, ಹಾಕಿ ಇತ್ಯಾದಿ. ಆದರೆ ಗ್ರಾಮೀಣ ಕ್ರೀಡೆಗಳಿಂದ ಕಬಡ್ಡಿ, ಖೋಖೋ, ಕುಂಟೆಬಿಲ್ಲೆ, ಚಿನ್ನಿದಾಂಡು, ಗೋಲಿಯಾಟ ಮುಂತಾದವುಗಳನ್ನು ನಾವು ಮರೆತೇ ಹೋಗಿದ್ದೇವೆ. ಇಂತಹ ಗ್ರಾಮೀಣ ಕ್ರೀಡೆಗಳನ್ನು ನಾವು ಜನಪದ ಕ್ರೀಡೆಗಳು ಎಂದು ವ್ಯಾಖ್ಯಾನಿಸಬಹುದು.

ಪ್ರಾಚೀನ ಸಮಾಜದ ಹಾಸುಹೊಕ್ಕಾಗಿ ಜೀವನದಲ್ಲಿ ಜನಜನಿತವಾಗಿದ್ದ ಜನಪದ ಕ್ರೀಡೆಗಳು ಇಂದು ಆಧುನಿಕ ಕ್ರೀಡೆಗಳ ಮಹಾಪ್ರವಾಹಕ್ಕೆ ಸಿಕ್ಕಿ ಕೊಚ್ಚಿಹೋಗಿವೆ. ಇಂತಹ ಜನಪದ ಕ್ರೀಡೆಗಳನ್ನು ಉಳಿಸುವುದು ನಮ್ಮ ಕೈಯಲ್ಲಿದೆ. ಅದರ ಪುನರುಜ್ಜೀವನಕ್ಕೆ ನಾವೆಲ್ಲರೂ ಹೋರಾಡಬೇಕಾಗಿದೆ. ಇಲ್ಲವಾದರೆ ಅವು ನಶಿಸಿಹೋಗುತ್ತವೆ. ಅಳಿವಿನ ಅಂಚಿನಲ್ಲಿರುವ ಜನಪದ ಕ್ರೀಡೆಗಳನ್ನು ಉಳಿಸಿ ಅದರ ಶ್ರೇಯೋಭಿವೃದ್ಧಿಗೆ ನಾವೆಲ್ಲ ಶ್ರಮಿಸಬೇಕು.

ಜನಪದ ಗೀತೆಗಳನ್ನು, ಸೋಬಾನೆ ಪದಗಳನ್ನು ಜನಪದರು ಬಳಸುತ್ತಿದ್ದ ಪುರಾತನ ವಸ್ತುಗಳನ್ನು ಸರಕಾರ ಸಂರಕ್ಷಿಸುವಂತೆ ಇಲ್ಲವಾದರೆ ಜನಪದ ಕ್ರೀಡಾ ಪ್ರಾಧಿಕಾರವನ್ನು ನಿರ್ಮಿಸಿ ಅವನ್ನು ಉಳಿಸಬೇಕಾಗಿದೆ. ಇಲ್ಲವಾದರೆ ಜನಪದ ಕ್ರೀಡೆಗಳು ಅವನತಿಯ ಹಾದಿಯನ್ನು ಹಿಡಿಯುತ್ತವೆ. ಸಾರ್ವಜನಿಕರಾದ ನಾವು ಪ್ರಜಾಪ್ರತಿನಿಧಿಗಳು, ಸಂಘ ಸಂಸ್ಥೆಗಳು ಹಾಗೂ ಕೆಲವು ಪ್ರಾಯೋಜಕರು ಮುಂದೆ ಬಂದು ವಿನಾಶದ ಅಂಚಿನಲ್ಲಿರುವ ಜನಪದ ಕ್ರೀಡೆಗಳನ್ನು ಉಳಿಸಬೇಕು. ಇಲ್ಲವಾದರೆ ಜನಪದ ಕ್ರೀಡೆಗಳು ನಶಿಸಿಹೋಗುತ್ತವೆ.

ಇಂದು ಆಧುನಿಕ ಕ್ರೀಡೆಗಳ ಅಭ್ಯುದಯದಲ್ಲಿ ಜನಪದ ಕ್ರೀಡೆಗಳು ಮೂಲೆಗುಂಪಾಗಿವೆ. ಇನ್ನು ಹೊರಗೆಳೆಯುವ ಕಾರ್ಯವನ್ನು ಇಂದಿನ ಪೀಳಿಗೆಯ ಜನ ಅಂದರೆ ಯುವಜನರು ಮಾಡಬೇಕಾಗಿದೆ. ಪ್ರತಿ ವರ್ಷ ಸರಕಾರ ಯುವಜನೋತ್ಸವವನ್ನು ನಡೆಸುತ್ತದೆ. ಇಂತಹ ಸಂದರ್ಭದಲ್ಲಿ ಜನಪದ ಕ್ರೀಡೆಗಳಿಂದ ಮಡಿಕೆ ಹೊಡೆಯುವ ಸ್ಪರ್ಧೆ, ಜೋಕಾಲಿಯಲ್ಲಿ ಕೂತು ಮೇಲೆ ಕಟ್ಟಿದ ಮಡಿಕೆ ಹೊಡೆಯುವ ಸ್ಪರ್ಧೆ,

ಅಲಗುಳಿ ಆಡುವ ಸ್ಪರ್ಧೆ, ಮುಂತಾದವುಗಳನ್ನು ಆಯೋಜಿಸಿ, ನಶಿಸುತ್ತಿರುವ ಜನಪದ ಕ್ರೀಡೆಗಳನ್ನು ಉಳಿಸಬೇಕು.

ನಮ್ಮ ಪೂರ್ವಜರು ಬಿಟ್ಟುಹೋದ ಜನಪದ ಕ್ರೀಡೆಗಳನ್ನು ಅವರೊಂದಿಗೆ ಅಳಿಯಲು ಬಿಡಬಾರದು. ಅವನ್ನು ಉಳಿಸಬೇಕು. ಬರಡಾಗಿರುವ ಜನಪದ ಕ್ರೀಡೆಗಳಿಗೆ ಯುವಜನತೆ ನೀರು ಗೊಬ್ಬರ ಹಾಕಿ ಪೋಷಿಸಬೇಕಾಗಿ ಜನರು ತಮ್ಮ ಜೀವನದಲ್ಲಿ ಹಾಸುಹೊಕ್ಕಾಗಿ ಜನಜನಿತವಾಗುವಂತೆ ನೋಡಿಕೊಳ್ಳಬೇಕು. ಇಲ್ಲವಾದರೆ ಜನಪದ ಕ್ರೀಡೆಗಳು ಉಳಿಯಲು ಸಾಧ್ಯವಿಲ್ಲ. ಜನಪದ ಕ್ರೀಡೆಗಳು ಕ್ರಿಯಾಶೀಲತೆಯ ಪ್ರತೀಕ, ಸೃಜನಶೀಲತೆಯ ಹೊಂಬೆಳಕು, ಇಂತಹ ಜನಪದ ಕ್ರೀಡೆಗಳನ್ನು ಉಳಿಸಬೇಕಾದದ್ದು ನಮ್ಮ ಆದ್ಯ ಕರ್ತವ್ಯ.

ಜನಪದ ಕ್ರೀಡೆಗಳ ಅಳವಡು, ಉಳವು ಎರಡೂ ನಮ್ಮ ಕೈಯಲ್ಲಿದೆ. ಅದನ್ನು ನಾವು ಅಳಿಸಲೂ ಬಹುದು, ಉಳಿಸಲು ಬಹುದು. ಜನಪದ ಕ್ರೀಡಾ ಕಾರ್ಯಕ್ರಮಗಳಾದ ಕೆಸರುಗದ್ದೆ ಓಟ, ಕೋಣಗಳ ಓಟ, ಬರಾಟಿ ತಿರುಗಿಸುವ ಆಟ, ಎಣ್ಣೆ ಹಚ್ಚಿದ ಕಂಬಗಳನ್ನು ಹತ್ತುವ ಸ್ಪರ್ಧೆ ಮುಂತಾದವುಗಳು ನಮ್ಮ ರಾಜ್ಯದ ಕೆಲವು ಜಿಲ್ಲೆಗಳಲ್ಲಿ ಪ್ರಚಲಿತವಾಗಿವೆ. ಇಂತಹ ಜನಪದ ಕ್ರೀಡೆಗಳನ್ನು ಪ್ರಾಯೋಜಕರು ಪ್ರಚಾರ ಮಾಡಿ ಅವುಗಳನ್ನು ಉಳಿಸಬೇಕು.

ಜನಪದ ಕ್ರೀಡೆಗಳು ಜನರಲ್ಲಿ ಸ್ನೇಹ-ಬಂಧವನ್ನು ಬೆಸೆಯುತ್ತವೆ. ಯಾವುದೇ ಆರ್ಥಿಕ ಲಾಭವಿಲ್ಲದೆ ದೇಹ ಮತ್ತು ಮನಸ್ಸನ್ನು ಪುಳಕಿತಗೊಳಿಸುವ ಕ್ರೀಡೆಗಳಿಗೆ ರಾಜ ಬೆಂಬಲ ಅಂದರೆ ಸರಕಾರದ ಪೋಷಣೆ ದೊರೆಯಬೇಕು. ಜನರು ಕೂಡ ಆಧುನಿಕ ಕ್ರೀಡೆಗಳಿಗೆ ನೀಡಿದಷ್ಟೇ ಮಹತ್ವವನ್ನು ಜನಪದ ಕ್ರೀಡೆಗಳಿಗೂ ನೀಡಬೇಕು. ಆಗ ಮಾತ್ರ ಅವು ಪ್ರಚಾರಕ್ಕೆ ಬರಲು ಸಾಧ್ಯ.

ಇತ್ತೀಚೆಗೆ ಕಬಡ್ಡಿ ಕ್ರೀಡೆಯು ಹೆಚ್ಚು ಪ್ರಚಾರಗೊಳ್ಳುತ್ತಿದೆ. ಕಬಡ್ಡಿ ಪಂದ್ಯಕ್ಕೆ ಎಲ್ಲೆಡೆ ಒಳ್ಳೆಯ ಪ್ರತಿಕ್ರಿಯೆ ಹೊಂದಿದೆ. ಯುವಜನರು ಇಂತಹ ಜನಪದ ಕ್ರೀಡೆಗಳನ್ನು ಹೊರಗೆಳೆಯಬೇಕು. ಆಗ ಮಾತ್ರವೇ ನಮ್ಮ ಜನಪದ ಕ್ರೀಡೆಗಳು ಉಳಿಯಲು ಸಾಧ್ಯ, ಇಲ್ಲವಾದರೆ ನಮ್ಮ ಜನಪದ ಕ್ರೀಡೆಗಳಿಗೆ ಭವಿಷ್ಯವಿಲ್ಲ.

ಮಾನಸ ಯು. | ಬಿ.ಕಾಂ.

ರಂಗಕರ್ಮಿ

ಬಣ್ಣಬಣ್ಣದ ಜನ ಇರೋ ಬಣ್ಣದ ಜಗತ್ತಿನಲ್ಲಿ ಬಣ್ಣ ಹಚ್ಚಿ ನಟಿಸೋದು ಈ ಬಣ್ಣ..
ರಂಗವೇದಿಕೆ ಸಾವಿರಾರು ಕಲಾವಿದರ ಜನ್ಮಕ್ಕೆ ಕಾರಣ..
ಈ ವೇದಿಕೆಯ ಹಿಂದಿದೆ ಅನೇಕ ಜನರ ಬೆವರು...
ಇದು ಕಲೆ, ಕತೆ, ಕಲಾವಿದರ ನಿಜವಾದ ತವರು...
ಕಲಾವಿದರ ಬದುಕಿಗೆ ರಂಗು ತುಂಬುವುದು ರಂಗಭೂಮಿ..
ಕಲೆಯಲ್ಲಿ ಉಸಿರಾಡುವವನಿಗೆ ಇದು ಒಂದು ಮಾತೃಭೂಮಿ..
ರಂಗಭೂಮಿಗೆ ಇದೆ ಸಾವಿರಾರು ಕಲಾವಿದರಿಗೆ ಅನ್ನ ನೀಡೋ ತಾಕತ್ತು...
ಕಲಾ ಆರಾಧಕರಿಗೆ ಮಾತ್ರ ಗೊತ್ತು ಇದರ ಗಮತ್ತು...
ರಂಗಕರ್ಮಿಗೆ ರಂಗಭೂಮಿ ಅನ್ನೋದು ಕೇವಲ ಶಬ್ದವಲ್ಲ
ಭಾವನೆಳಾಗಿರುತ್ತವೆ....
ಪ್ರೀತಿಯ ಅನುಸ್ವರದ ಅನುವಾದ ಆಗಿರುತ್ತದೆ..
ಕಾರ್ಯಕ್ರಮದ ಮುಂಚೆ ಮಾಡ್ತಾರೆ ಸರಸ್ವತಿಯ ಧ್ಯಾನ...
ವೇದಿಕೆಯ ಮೇಲೆ ಇವರ ಕಲೆ ಹೇಳದೆ ಇವರು ಮಾಡಿದ್ದಾರೆ ನವರಸದ ಪಾನ...
ಇಲ್ಲಿ ವೇಷ ಭೂಷಣ ಇದೆ...
ಅಭಿನಯದ ಆಭೂಷಣ ಇದೆ..
ಇಲ್ಲಿ ಹಾಡು ಕುಣಿತ ಇದೆ...
ಕಲೆಯ ಬಗ್ಗೆ ಮಿಡಿತ ಇದೆ...
ಎಲ್ಲಾ ಭಾವನೆಗಳನ್ನು ಕಲಸಿ ಬಡಸ್ತಾರೆ...
ಜನರ ಮನಸೂರೆ ಮಾಡ್ತಾರೆ...
ಇಲ್ಲಿ ಸಂಭಾವನೆಗಿಂತ ಭಾವನೆಗೆ ಬೆಲೆ ಜಾಸ್ತಿ...
ಇಲ್ಲಿ ಜನರ ತಲೆಗಿಂತ ಕಲೆಗೆ ಬೆಲೆ ಜಾಸ್ತಿ...
ರಂಗಿನ ಹಂಗಿನಲ್ಲಿ ಗುಂಗಿನಲ್ಲಿ ಎಲ್ಲಾ ಭಂಗಿಯಲ್ಲಿ ಬಣ್ಣದ ಕನಸನ್ನು
ಕಾಣುತ್ತಾ ಬದುಕೋದು ರಂಗಕರ್ಮಿ....
ಕಲೆಯ ಉಳಿಯುವಿಕೆಗೆ ಹೋರಾಡುವ ಒಬ್ಬ ಕರ್ಮಿ...
ಇವರು ಆದ್ಯೇಲು ಜುದಾ..
ಇರ್ತಾರೆ ನಮ್ಮೊಂದಿಗೆ ಸದಾ
ಯಾಕಂದ್ರೆ ಇವರು ಕಲೆಗಾಗಿ ಬದುಕಿನ ರಂಗಭೂಮಿ ಕಲಾವಿದ.

ಸಂದೀಪ ಜಿ. ಭಂಡಾರಿ, | ಬಿ.ಸಿ.ಎ. 'ಎ'

ಪ್ರಕೃತಿ

ಸೃಷ್ಟಿಕರ್ತನ ಸುಂದರ ಸೃಷ್ಟಿ ಈ ಪ್ರಕೃತಿ
ಅದರಲ್ಲಿದೆ ಹಲವಾರು ಬಗೆಯ ಆಕೃತಿ
ಚಿಗುರೊಡೆಯಿತು ಚಿಮುಕ್ಕೆ ಗಿಡವು
ಹಸಿರಾಯ್ತು ನಮ್ಮೀ ಭೂರಮೆಯು

ವರ್ಷರಾಶಿಯಿಂದ ಬೆಳಗಿತು ಜಲ
ಉಳಿಸಿತು ಕೋಟಿ ಜೀವ ಸಂಕುಲಗಳ ಬಾಳ
ಹೊಸ ಕಲರವದಿಂದ ಹಕ್ಕಿಗಳು ಮೇಲ್ಬಂದು
ಆಗುತ್ತಿತ್ತು ಚಿಲುವಿನ ಸ್ಪರ್ಶ ಮನಸಿಗಂದು

ಗಗನದಲಿ ಅರಳಿತು ಕಾಮನಬಿಲ್ಲಿನ ಚಿಲುವು
ಸಪ್ತ ಬಣ್ಣ ನೀಡಿತು ಕಣ್ಣಿಗೆ ಮುದವು
ಕಾರ್ಮೋಡ ಮರೆಮಾಚಿತು ರವಿಯ ತೇಜವು
ಪುಟಿಯಿತು ಪೃಥ್ವಿಗೆಮೇಘ ರಾಜನ ಶ್ರಾವಣದ ನಗುವು

ಅರಳಿತು ಬಣ್ಣಬಣ್ಣದ ಕುಸುಮಗಳ ವದನ
ಧುಮಿಕಿತು ಮೈ ನವಿರೇಳುವ ಜಲಪಾತದ ನರ್ತನ
ಸಂತಸದಿಂದ ನಲಿಯಿತು ಮೃಗ ಖಗ ಜೀವನ
ಹಸಿವಿನಿಂದ ಆಕರ್ಷಿಸಿತು ಈ ರೂಪತಾಣ

ಬಯಸದಿರಿ ಗಿಡಮರದ ಅವನತಿಯನು ಎಂದಿಗೂ
ರಕ್ಷಿಸೋಣ ಈ ಧರೆಯನು ನಮ್ಮ ಜೀವನದ ಕೊನೆಗೂ
ಕಾಪಾಡಬೇಕಾಗಿದೆ ಗಿಡಮರವನು ಮುಂದಿನ ಪೀಳಿಗೆಗೆ
ಧರೆಯ ಸಂರಕ್ಷಣೆಯೇ ಆ ದೇವನಿಗೆ ಮುತ್ತಿನ ಕೊಡುಗೆ

ರೋಡ್ಸ್‌ನ ಬೃಹತ್ ಪ್ರತಿಮೆ

ಮೆಡಿಟರೇನಿಯನ್ ಸಮುದ್ರದಲ್ಲಿ ತುರ್ಕಿ ದೇಶದ ನೈಋತ್ಯಕ್ಕೆ 19 ಕಿಲೋಮೀಟರ್ ದೂರದಲ್ಲಿರುವ ಹನ್ನೆರಡು ದ್ವೀಪಗಳ ಸಮೂಹದಲ್ಲಿ ಪ್ರಧಾನ ದ್ವೀಪ ರೋಡ್ಸ್. ಈಗ ಗ್ರೀಕರ ವಶದಲ್ಲಿರುವ ದ್ವೀಪ. ಹಿಂದೆ ರೋಮನ್ನರು, ಪರ್ಷಿಯನ್ನರು, ಅರಬರು, ತುರ್ಕಿಯವರು, ವೆನಿಸ್‌ನವರೇ ಮೊದಲಾಗಿ ಹಲವಾರು ಜನಾಂಗಗಳ ಆಡಳಿತಕ್ಕೆ ಒಳಗಾಗಿತ್ತು. ದ್ವೀಪದಲ್ಲಿನ ಶ್ರೀಮಂತ ವಾಸ್ತುಶಿಲ್ಪದಲ್ಲಿ ಅದರ ಶ್ರೀಮಂತ ಇತಿಹಾಸ ಪ್ರತಿಫಲಿಸುತ್ತದೆ. ಆದರೆ ಅತ್ಯಂತ ಪ್ರಖ್ಯಾತವಾದ ರೋಡ್ಸ್‌ನ ಬೃಹತ್ ಪ್ರತಿಮೆ ಇದ್ದಿತೆನ್ನಲಾಗುವ ಸ್ಥಳದಲ್ಲಿ ಅಂದರೆ ದ್ವೀಪದ ಬಂದರಿನಲ್ಲಿ ಈಗ ಎರಡು ಸಾಧಾರಣ ಕಂಬಗಳು ಮಾತ್ರ ನಿಂತಿವೆ.

ಈಜಿಪ್ಟ್‌ನ ದೊರೆ ಟಾಲಮಿ ಮತ್ತು ಮ್ಯಾಸೆಡೊನಿಯ ದೊರೆ ಆ್ಯಂಟಿಗೊನಸ್‌ರ ನಡುವೆ ಕ್ರಿಸ್ತಪೂರ್ವ 312ರಲ್ಲಿ ಯುದ್ಧ ನಡೆದು ಟಾಲಮಿ ಜಯಶಾಲಿಯಾದ. ಈ ಯುದ್ಧದಲ್ಲಿ ರೋಡ್ಸ್‌ನ ದ್ವೀಪದವರು ಟಾಲಮಿಯ ಪರವಾಗಿ ಹೋರಾಡಿದರು. ಕೆಲವು ವರ್ಷಗಳ ನಂತರ ಮ್ಯಾಸೆಡೊನಿಯದವರು ದೊಡ್ಡ ಸೈನ್ಯದೊಡನೆ ರೋಡ್ಸ್ ಮೇಲೆ ಸೇಡು ತೀರಿಸಿಕೊಳ್ಳಲು ದಂಡೆತ್ತಿ ಬಂದರು. ಸಮರ ಒಂದು ವರ್ಷ ಕಾಲ ನಡೆಯಿತು. ಕೊನೆಗೆ ಟಾಲಮಿ ಸಹಾಯಕ್ಕೆ ಬಂದ ರೋಡ್ಸ್ ಜನ ಮ್ಯಾಸೆಡೊನಿಯರನ್ನು ಸೋಲಿಸಿ ಹಿಂದಕ್ಕೆ ಅಟ್ಟಿದರು. ತಮ್ಮ ವಿಜಯದ ಸ್ಮಾರಕವಾಗಿ ದ್ವೀಪದ ಪ್ರಧಾನ ಅಧಿದೇವತೆಯಾದ ಅಪೊಲೊನ (ಸೂರ್ಯ) ಬೃಹತ್ ಕಂಚಿನ ವಿಗ್ರಹವೊಂದನ್ನು ನಿರ್ಮಿಸಲು ಆಗ ರೋಡ್ಸ್‌ನಲ್ಲಿದ್ದ ಶಿಲ್ಪಿ ಚೇರಸ್‌ಗೆ ವಹಿಸಲಾಯಿತು. ಈ ವಿಗ್ರಹಕ್ಕೆ ಬೇಕಾದ ಕಂಚು ಲೋಹವನ್ನು ಮ್ಯಾಸೆಡೊನಿಯನರು ಬಿಟ್ಟು ಹೊಗಿದ್ದ ಆಯುಧಗಳಲ್ಲಿದ್ದ ಭಾಗಗಳಿಂದಲೇ ತೆಗೆದುಕೊಳ್ಳಬೇಕೆಂದು ನಿರ್ಧರಿಸಲಾಯಿತು.

ಪ್ರತಿಮೆಯನ್ನು ನಿರ್ಮಿಸಲು ಚೇರಸ್‌ಗೆ ಕ್ರಿಸ್ತಪೂರ್ವ 292ರಿಂದ 280ರ ವರೆಗೆ 12 ವರ್ಷಗಳ ಕಾಲ ಹಿಡಿಸಿತು. ಪ್ರತಿಮೆಯ ಕೆಲಸ ಹೆಚ್ಚು ಕಡಿಮೆ ಪೂರ್ಣವಾದ ಮೇಲೆ ಅದರ ಅಂಗಾಂಗಗಳ ಪ್ರಮಾಣದ ನಿರ್ಧಾರದಲ್ಲಿ ನಾನು ತಪ್ಪು ಮಾಡಿದ್ದೇನೆಂಬ ಭಾವನೆ ಬಂದು ಚೇರಸ್ ತನ್ನ ತಾನು ಕೊಂದುಕೊಂಡನೆಂದು ಒಂದು ಕತೆ ಇದೆ. ಇದು ನಿಜವೇ ಆಗಿದ್ದಲ್ಲಿ ಇತಿಹಾಸದಲ್ಲಿನ ಅತ್ಯುಗ್ರ ಆತ್ಮವಿಮರ್ಶೆ ಇದೆನಿಸುತ್ತದೆ. ಏಕೆಂದರೆ ಈ ಪ್ರತಿಮೆ ಮಾನವದೇಹ ಪ್ರಮಾಣದ ಅತ್ಯಂತ ಪರಿಪೂರ್ಣ ಪ್ರತಿಕೃತಿಯೆನಿಸುತ್ತಿತ್ತು. ಪ್ರತಿಮೆ ಪೂರ್ಣವಾದ ಕೂಡಲೇ ಅದನ್ನು ಜಗತ್ತಿನ ಅದ್ಭುತಗಳಲ್ಲಿ ಒಂದೆಂದು ಪರಿಗಣಿಸಲಾಯಿತು.

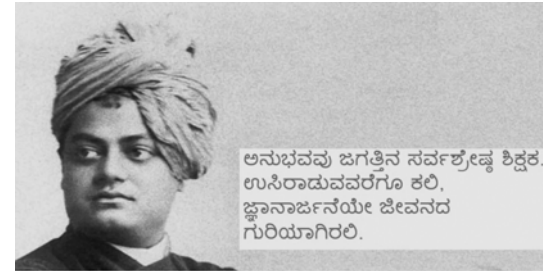
ರೋಡ್ಸ್‌ನ ಪ್ರತಿಮೆ 105 ಅಡಿ (32 ಮೀಟರ್) ಎತ್ತರವಾಗಿದ್ದು 295 ಟನ್‌ಗಳ ತೂಕದ್ದಾಗಿತ್ತು. ಅಂದರೆ ಶ್ರವಣಬೆಳಗೊಳದ ಗೋಮಟೇಶ್ವರ ಪ್ರತಿಮೆಯ ಎತ್ತರದ ಎರಡರಷ್ಟು ! ಇದನ್ನು ಬಂದರಿನ ಬಳಿ ನಿಲ್ಲಿಸಲಾಗಿತ್ತಾದರೂ ಖಚಿತ ಸ್ಥಳ ಯಾವುದೆಂದು ತಿಳಿದಿಲ್ಲ. ಕೆಲವು ಹೇಳಿಕೆಗಳ ಪ್ರಕಾರ ನಿಂತ ಪ್ರತಿಮೆಯ ಎರಡು ಕಾಲುಗಳ ನಡುವೆ ಹಡಗುಗಳು ಹಾದು ಹೋಗುತ್ತಿದ್ದವು. ಪ್ರತಿಮೆಯ ಎದೆಯ ಭಾಗದಲ್ಲಿ ಹುದುಗಿಸಲಾಗಿದ್ದ ಭಾರಿ ಕನ್ನಡಿಯೊಂದು ಎಷ್ಟು ಪ್ರಕಾಶವನ್ನು ಬೀರುತ್ತಿತ್ತೆಂದರೆ ಈಜಿಪ್ಟ್‌ನಿಂದ ಹೊರಡುತ್ತಿದ್ದ ಹಡಗುಗಳಿಗೆ ಈ ಕನ್ನಡಿ ಕಾಣುತ್ತಿತ್ತು.

ಆದರೆ ಜಗತ್ತಿನ ಏಳು ಅದ್ಭುತಗಳಲ್ಲಿ ಅತ್ಯಂತ ಅಲ್ಪಕಾಲ ಅಸ್ತಿತ್ವದಲ್ಲಿ ಇದ್ದದ್ದು ರೋಡ್ಸ್ ಪ್ರತಿಮೆಯೇ. ಇದನ್ನು ನಿರ್ಮಿಸಿ ನಿಲ್ಲಿಸಿ ಕೇವಲ 56 ವರ್ಷಗಳಲ್ಲಿ ಉಂಟಾದ ಭೂಕಂಪ ಪ್ರತಿಮೆಯನ್ನು ಬಂದರಿನ ಬಂಡೆಗಳ ಮೇಲೆ ಉರುಳಿಸಿತ್ತು. ಪ್ರತಿಮೆ ಚೂರು ಚೂರಾಗಿತ್ತು.

ಬಂದರಿನಲ್ಲಿ ಬಿದ್ದಿದ್ದ ಪ್ರತಿಮೆಗಳ ಅವಶೇಷಗಳನ್ನು ಕ್ರಿಸ್ತಶಕ ಒಂದನೆಯ ಶತಮಾನದ ರೋಮನ್ ಇತಿಹಾಸಕ ಫ್ಲೀನಿ ವರ್ಣಿಸಿರುವಂತೆ ಪ್ರತಿಮೆಯ ಕೈ ಹೆಬ್ಬರಳನ್ನು ತಬ್ಬಿ ಹಿಡಿಯಲು ಒಬ್ಬ ಮನುಷ್ಯನ ಬಾಹುಗಳು ಸಾಕಾಗುತ್ತಿರಲಿಲ್ಲ.

ಕ್ರಿಸ್ತಶಕ ಏಳನೆಯ ಶತಮಾನದಲ್ಲಿ ಅರಬರು ರೋಡ್ಸ್ ದ್ವೀಪವನ್ನು ವಶಪಡಿಸಿಕೊಂಡಾಗ ಪ್ರತಿಮೆಯ ಅವಶೇಷಗಳನ್ನು ಯಹೂದಿ ವರ್ತಕರಿಗೆ ಕಂಚಿನ ಚೂರುಪಾರಾಗಿ ಮಾರಾಟ ಮಾಡಿದರು. ಜಗತ್ತಿನ ಅದ್ಭುತ ಪ್ರತಿಮೆಯೊಂದರ ಕಂಚಿನ ಚೂರುಗಳನ್ನು ಒಯ್ಯಲು ವರ್ತಕರ ನೂರು ಒಂಟೆಗಳ ಒಂಭತ್ತು ಬಾರಿ ರೋಡ್ಸ್‌ಗೆ ಬಂದು ಹೋಗಬೇಕಾಯಿತು!

ಭೂಮಿಕಾ, | ಬಿ.ಕಾಂ.



ಅನುಭವವು ಜಗತ್ತಿನ ಸರ್ವಶ್ರೇಷ್ಠ ಶಿಕ್ಷಕ.
ಉಸಿರಾಡುವವರೆಗೂ ಕಲಿ,
ಜ್ಞಾನಾರ್ಜನೆಯೇ ಜೀವನದ
ಗುರಿಯಾಗಿರಲಿ.

ಜತ್ತಿದರೆ ಬೆಲೆ ಇಲ್ಲ !

ಮೊದಲ ಮಳೆ ಕೆಲವೆಡೆ ಬಿದ್ದಿದೆ. ಆ ಕ್ಷಣದವರೆಗೆ ನಮ್ಮ ರೈತರು ಯಾರೂ ಎಲ್ಲೆ ಮುಖಾಮುಖಿಯಾಗಲಿ, ಮಾತನ್ನು ಮಳೆಯ ಹತ್ತಿರ ನಿಲ್ಲಿಸುತ್ತಿದ್ದರು. ಅಂತವರಿಗೆ ಆಕಾಶದಲ್ಲಿ ಮೋಡವಿಲ್ಲದಿದ್ದರೂ ಇವತ್ತೇ ಮಳೆ ಬರಬೇಕು ಎನ್ನ ಆಸೆ ಹುಟ್ಟಿಸಬೇಕು. ಮುಗಿಲ ಮೊದಲ ಪಸೆಯಿದೆಯಲ್ಲ ಅದಕ್ಕೆ ಹೃದಯವನ್ನು ಚಿಗುರಿಸುವ ಶಕ್ತಿ ಇದೆ. ಇವತ್ತಿಗೂ ಮುಂಗಾರು ಹೆಚ್ಚು ಸುಖ ಕೊಡುವುದು ರೈತಾಪಿಗಳಿಗೆ. ಮೊದಲ ಮಳೆಗೆ ಬರುವ ಮಣ್ಣು ಸುವಾಸನೆ ಇದೆಯಲ್ಲಾ ಅದನ್ನು ಅನುಭವಿಸಲು ರೈತರಿಗೆ ಮಾತ್ರ ಸಾಧ್ಯ.

ಮಳೆ ಬಿಟ್ಟು ಬಿಟ್ಟು ಸುರಿಯುತ್ತದೆ. ನಡುವಿನ ವಿರಾಮ. ಅಂತರ ಅದರ ಮುಂದಿನ ತಯಾರಿಗೆ ಬೇಕು. ಆದರೆ ರೈತರು ಹಾಗಲ್ಲ. ಒಂದೇ ಒಂದು ಸಲ ಮಳೆಗೆ ಕಾಯುತ್ತಾರೆ. ಮುಂದೆ ವಿರಾಮ ರಜೆ ಇಲ್ಲ. ಅದೊಂದು ಬಗೆಯಲ್ಲಿ ಅರಾಜಕತೆ, ಗಡಿಬಿಡಿ, ಕೆಸರು, ಬೀಜ, ಬಿತ್ತನೆ, ನಾಟಿ ಏನೇನೂ. ಸೃಷ್ಟಿಶೀಲ ಅರಾಜಕತೆ ಕವಿಗಳೊಳಗೆ ಕಾವ್ಯ ಹುಟ್ಟುವ ಹಾಗೆ. ನೆಲದ ಮೇಲೆ ಬೀಜ ಬಿತ್ತಿ ಅಕ್ಷರ ಹುಟ್ಟಿಸುತ್ತಾರೆ.. ಅದು ಸಾದಾಸೀದಾ ಅನ್ನದ ಬರಹ.

ಮಳೆಗೆ ಅಮೆರಿಕ ಇಂಡಿಯಾ ಎಂಬ ಬೇಧಭಾವವಿಲ್ಲ. ಅದು ಗಾಳಿಯ ಹಾಗೆ. ಬೆಳಕಿನ ಹಾಗೆ. ತಾರತಮ್ಯಗಳಿಲ್ಲ. ಆದರೆ ನೆಲದ ಸಾರ ಶಕ್ತಿ ಬೆಳೆಯನ್ನು ಬದಲಾಯಿಸುತ್ತದೆ. ಹವೆ ಪೂರಕವಾಗಿರುತ್ತದೆ. ನೆಲ, ಗಾಳಿ, ಮಳೆ, ಬಿಸಿಲು ಎಲ್ಲಾ ಸೇರಿ ಆಯಾಯ ನೆಲ ನೆಲೆಯಲ್ಲಿರುವ ಜೀವಿಗಳಿಗೆ ಏನೇನು ಕೊಡಬೇಕು, ಕೊಡಬಾರದು ಎಂದು ನಿರ್ಧರಿಸುತ್ತವೆ.

ಭಾರತದ ಕೃಷಿಯ ಅಗಾಧತೆ ಇರುವುದು ಇಂಥ ನೆಲ ಸಾಧ್ಯತೆಯಲ್ಲಿ. ಇಲ್ಲಿರುವಷ್ಟು ಭತ್ತ ಸಾಧ್ಯತೆ, ಬದನೆ ಸಾಧ್ಯತೆ, ಗುಲಾಬಿ ಸಾಧ್ಯತೆ, ಮಲ್ಲಿಗೆ ಸಾಧ್ಯತೆ ಜಗತ್ತಿನ ಬೇರೆಲ್ಲೂ ಇಲ್ಲ. ಹಾಗಂತ ಇವೆಲ್ಲಾ ನಿನ್ನೆ ಮೊನ್ನೆ ಲ್ಯಾಬಿನಲ್ಲಿ ಕೂತು ತಯಾರಿಸಿದ್ದಲ್ಲ. ಕೃಷಿ ವಿಶ್ವವಿದ್ಯಾನಿಲಯಗಳ ಫಲಿತಾಂಶಗಳಲ್ಲ. ಪಿ.ಎಚ್.ಡಿ.ಗಳದ್ದಲ್ಲ. ದೇಸೀ ಜ್ಞಾನದ ಫಲಗಳು.

ಪ್ರಕೃತಿಯ ಮೇಲೆ ಇಂದಿಗೂ ಕೂಡಾ ಕಾಗೆಯಾಗಲಿ ನಾಯಿಯಾಗಲಿ ಆಹಾರ ಉತ್ಪಾದಿಸುವುದಿಲ್ಲ. ಆದರೆ ಮನುಷ್ಯ ಹಾಗಲ್ಲ, ಆಹಾರವನ್ನು ಉತ್ಪಾದಿಸುತ್ತಾನೆ.

ಪರಿಣಾಮ ಅವನೊಳಗೆ ಒಂದು ಅಹಂ ಸೃಷ್ಟಿಯಾಗಿದೆ. ತನಗೆ ಬೇಕಾಗುವ ಆಹಾರವನ್ನು ತಾನೇ ಉತ್ಪಾದಿಸಿದ ಅಹಂ ಅದು. ಈ ಜಗತ್ತಿನ ಇನ್ನಾವುದೋ ಮೂಲೆಯಲ್ಲಿರುವ ಯಾವನೋ ಒಬ್ಬ ಉತ್ಪಾದಿಸಿದ್ದಾನೆ ಮತ್ತು ಅವನ ಜೀವನ ಮಾರ್ಗ, ಅನಿವಾರ್ಯತೆ ಎಂದಾದಾಗ ನೆಲ ಸಂಬಂಧ ಮನುಷ್ಯನಿಂದ ಸಹಜವಾಗಿ ಕಳಚಲಾರಂಭಿಸುತ್ತದೆ.

ಹಳ್ಳಿಗಳನ್ನು ಸಿಗಿದು ಹೋಗುವ ಅಗಲವಾದ ರಾಷ್ಟ್ರೀಯ ಹೆದ್ದಾರಿಯ ಎಡಬಲದ ನೆರಳು ಮರಗಳು ನಾಶವಾದ ಮೇಲೆ ಅದರಡಿಯ ಯಾವುದೇ ಅರಳಿ ಕಟ್ಟಿಗಳೂ ಉಳಿಯಲಿಲ್ಲ. ಬೋರುವೆಲ್ ಪೈಪ್ ನೀರು ಮನೆ ಮನೆಗಳಿಗೆ ಬಂದ ಮೇಲೆ ಯಾವ ಕೂಡು ರಸ್ತೆ ಬದಿಯ ಬಾವಿಗಳು, ಬಾವಿ ಕಟ್ಟಿಗಳೂ ಉಳಿಯಲಿಲ್ಲ. ಕೃಷಿ ಸಲಕರಣೆ ಸಿಮೆಂಟು ಕಟ್ಟಡಗಳು ಬಂದ ಮೇಲೆ ಮಲೆನಾಡ ಹಂಚಿನ ಮನೆಯಡಿಯ ಜಗಲಿಯೂ ಉಳಿಯಲಿಲ್ಲ. ಕೃಷಿ ಸಲಕರಣೆ, ಬೀಜ, ಧಾನ್ಯ, ಕೃಷಿ ಭಾಷೆ, ಮಾಹಿತಿಗಳು ಪರಸ್ಪರ ಹಂಚಿಕೆಯಾಗುತ್ತಿದ್ದ ಅರಳಿಕಟ್ಟೆ, ಬಾವಿಕಟ್ಟೆ, ಅಜ್ಜನ ಜಗಲಿಗಳ ಪಾಯಗಳು ನಯವಾಗಿ ಮಟ್ಟಸಗೊಂಡು ಅಲ್ಲೆಲ್ಲಾ ಮನುಷ್ಯರು ಸೇರದಂತೆ, ನಿಲ್ಲದಂತೆ, ಕೂರದಂತೆ ಬೇರೆ ಸ್ಥಾವರಗಳು ರೂಪ ಪಡೆದಿವೆ. ಕರ್ನಾಟಕದಲ್ಲಿ ಖೇಣಿ ಸೃಷ್ಟಿಯ ಭೀಮರಸ್ತೆ ಬೇರೆ ಬೇರೆ ರೈತರನ್ನು ಬಿಡಿ, ಒಬ್ಬ ರೈತನ ಒಂದೇ ಹೊಲವನ್ನು ಇಬ್ಭಾಗ ಮಾಡಿ ತನ್ನದೇ ಒಂದು ಹೊಲದಿಂದ ಇನ್ನೊಂದು ಹೊಲಕ್ಕೆ ಹೋಗಬೇಕಾದರೆ ಮೈಲು ದೂರ ನಡೆಯುವ ಅನಿವಾರ್ಯತೆಯನ್ನು ಸೃಷ್ಟಿಸಿದೆ. ಕೃಷಿ ಬಿಡಿ, ಕೃಷಿ ಭಾಷೆಯೂ ಸತ್ತು ಅಲ್ಲೆಲ್ಲಾ ಸಿಮೆಂಟು ಭಾಷೆಗಳು ಹುಟ್ಟಿಕೊಂಡರು ದಿನದ ಮೂರು ಹೊತ್ತು ನಾವು ಅನ್ನವನ್ನೇ ತಿನ್ನಬೇಕಾಗಿರುವುದಂತೂ ಸತ್ಯ. ಆದುದರಿಂದ ಸರಕಾರ ಸಮುದಾಯ ಈ ದೇಶದ ರೈತನಿಗೆ ಬೇರೇನು ಕೊಡುವುದು ಬೇಡ. ಬರೀ ಬೆಲೆ ನಿರ್ಧಾರದ ಅಧಿಕಾರವನ್ನು ನೀಡಲಿ. ಆಗ ಮಾತ್ರ ರೈತ ನೆಲದಲ್ಲೇ ಉಳಿಯುತ್ತಾನೆ.

ತೃಪ್ತಿ ವಿ., | ಬಿ.ಕಾಂ.

ವಿದ್ಯಾರ್ಥಿಗಳು ಮತ್ತು ಸಾಹಿತ್ಯ

ಪುಸ್ತಕದ ದೊರೆತ ಅರಿವು ಮಸ್ತಕದಿ ಬೆರೆತ ತಿಳಿವುಗಳೊಂದಾದಾಗ ಜ್ಞಾನದ ಜನನವಾಗುತ್ತದೆ. ಸುಜ್ಞಾನಿಗಳ ಒಡಲಲ್ಲಿ ಓರ್ವ ಕವಿ ಅಥವಾ ಬರಹಗಾರ ಸೃಷ್ಟಿಯಾಗಬಲ್ಲ. ಮನದ ಭಾವನೆಗಳಿಗೆ ಬರಹ ರೂಪ ನೀಡಿ, ಸಂಬಂಧ ಬೆಸೆಯುವ ವಿಶೇಷ ಶಕ್ತಿ ಸಾಹಿತ್ಯಕ್ಕಿದೆ. ವಚನ ಸಾಹಿತ್ಯ, ಗೀತೆ ಸಾಹಿತ್ಯ, ಗದ್ಯ ಸಾಹಿತ್ಯ, ವಿಮರ್ಶಾ ಸಾಹಿತ್ಯ, ಮತ್ತೆ ಇವುಗಳಲ್ಲಿ ಹಳೆಗನ್ನಡ, ನಡುಗನ್ನಡ, ಹೊಸಗನ್ನಡ ಅಥವಾ ಆಧುನಿಕ ಕನ್ನಡ ಎಂಬ ಭಾಷಾ ಪ್ರಕಾರಗಳನ್ನೊಳಗೊಂಡ ಸಾಹಿತ್ಯ ಪ್ರಕಾರಗಳಿವೆ. ಕೆಲವರಿಗೆ ಗೀತೆ ಸಾಹಿತ್ಯದ ನೈಪುಣ್ಯ ಬಳುವಳಿಯಾಗಿ ದೊರೆತಿದ್ದರೆ, ಇನ್ನು ಕೆಲವರು ಗದ್ಯ ಸಾಹಿತ್ಯಗಳಲ್ಲಿ ಪರಿಣತರಾಗಿರುತ್ತಾರೆ. ಕೆಲವರದ್ದಂತು ಕಂಡದ್ದನ್ನು ವಿಭಿನ್ನ ಶೈಲಿಯಲ್ಲಿ ರೂಪಿಸುವ ಕವಿಮನಸು. ಇನ್ನು ಕೆಲವರಿಗೆ ವಿಷಯಗಳ ಸಂಪೂರ್ಣ ಪ್ರಸ್ತಾವನೆಯ ಮೂಲಕ ಅಂಕಿ ಅಂಶಗಳ ತೆರೆದಿಟ್ಟು ಬರಹ ಸಿದ್ಧಪಡಿಸುವ ಪ್ರತಿಭೆ ಇದೆ.

ಸಾಹಿತಿಯಾದವನು ಒಂದು ವಿಚಾರವನ್ನು ಸೂಕ್ಷ್ಮವಾಗಿ ಕೂಲಂಕಷವಾಗಿ ಅಧ್ಯಯಿಸಿರಬೇಕಾಗುತ್ತದೆ. ಪುಸ್ತಕ ಜ್ಞಾನ ಇಲ್ಲಿ ಅಗತ್ಯವಾದದ್ದು. ಸಾಮಾನ್ಯ ಜನರ ನೋಟಕ್ಕೂ ಓರ್ವ ಬರಹಗಾರನ ನೋಟಕ್ಕೂ ವಿಶೇಷತೆ ವಿಭಿನ್ನತೆ ಇರುತ್ತದೆ. ಉದಾಹರಣೆಗೆ : ಓರ್ವ ವ್ಯಕ್ತಿ ಒಂದು ಮರವನ್ನು ಗಮನಿಸಿದಾಗ ಆತನಿಗೆ ಆ ಮರದಲ್ಲಿ ಎಲೆ, ಕಾಂಡ, ರೆಂಬೆ ಕೊಂಬೆಗಳು ಮಾತ್ರ ಕಾಣಿಸುತ್ತವೆ ಎಂದಿಟ್ಟುಕೊಳ್ಳೋಣ. ಆದರೆ, ಸಾಹಿತ್ಯಿಕವಾಗಿ ಚಿಂತಿಸುವ ಮನಸ್ಸಿಗೆ ಆ ಮರದ ಸೂಕ್ಷ್ಮಾಣುಸೂಕ್ಷ್ಮ ವಿಚಾರಗಳು, ಕಾಣದ ಕಲ್ಪನೆಗಳು ಕೂಡ ಚಿತ್ರವಾಗಿರ ಬೇಕಾಗುತ್ತದೆ. ಆದಿಕವಿ ಪಂಪನಿಂದ ಹಿಡಿದು ಆಧುನಿಕ ಭಾರತದ ಅನೇಕ ಕವಿರತ್ನಗಳು ಅಮೋಘ ಸಾಹಿತ್ಯ ಪ್ರಪಂಚ ಎಲ್ಲರಿಗೂ ಮಾರ್ಗದಾಯಕವಾಗಿತ್ತು.

ಇಂದು ಲೇಖನ ಕವಿತೆಯ ಬರೆಯಲು ಕಷ್ಟವೇ ಇಲ್ಲ. ಕಾರಣ ಕುಳಿತಲ್ಲೇ ಜಾಲತಾಣದ ಮೂಲಕ ಪದಗಳನ್ನೊಂದಾಗಿಸುವ ವ್ಯವಸ್ಥೆಯಿದೆ. ಆದರೆ ಸಾವಿರಕ್ಕೆ ಹತ್ತು ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಮಾತ್ರ ಸಾಹಿತ್ಯದ ಮೇಲಿನ ಒಲವು ಕಂಡುಬರುತ್ತದೆ. ಆಲಸ್ಯತನದ ಮಂಜು ಕವಿದಿದೆ. ಯೋಚಿಸಲು ಸಹಕರಿಸಬೇಕಾದ ಜಾಲತಾಣಗಳು ಯೋಜನೆಯ ಬದಲು ಮತ್ಯಾವುದನ್ನೋ ಅನಗತ್ಯ ವಿಚಾರಗಳತ್ತ ಯೋಚಿಸುವಂತೆ ಪ್ರೇರೇಪಿಸುತ್ತಿದೆ. ಈ ಸಾಹಿತ್ಯ ಲೋಕ ಒಬ್ಬ ವ್ಯಕ್ತಿಯನ್ನು ಸಾಮಾಜಿಕವಾಗಿ ಗುರುತಿಸುವುದು ಮಾತ್ರವಲ್ಲದೆ ಕೌಶಲ್ಯ, ಜ್ಞಾನ, ಶಬ್ದ ಭಂಡಾರಗಳನ್ನು ಹೆಚ್ಚಿಸುತ್ತದೆ.

ವಿಶ್ವಿತ, | ಬಿ.ಬಿ.ಎ. 'ಎ'

ನಾನು

ನಿನ್ನ ಮುಗ್ಧ ಮನಸ್ಸಿಗೆ ಮಿಡಿದವ ನಾನು..

ನಿನ್ನ ಹೊಗಳಲು ಪದಗಳು ಸಿಗದೆ ಪರದಾಡಿದವ ನಾನು..

ನಿನ್ನನ್ನೇ ಚಟ ಮಾಡಿಕೊಂಡು ಚಡಪಡಿಸಿದವ ನಾನು..

ನಿನ್ನ ಕನಸಕಂಡು ಕನವರಿಸಿದವ ನಾನು..

ನಿನ್ನ ಆಸೆಯ ಭಾರವ ಹೊರಲು ಹೆಗಲ ಕೊಡಲು ಇಷ್ಟಪಟ್ಟವ ನಾನು..

ನಿನ್ನ ಉಸಿರ ಬಿಸಿಯಲ್ಲಿ ಹಸಿಯಾಗಿರಲು ಹಂಬಲಿಸಿದವ ನಾನು

ನಿನ್ನ ಭಾವದ ಬೆಸುಗೆಯಲ್ಲಿ ಬೆರೆಯ ಬಯಸಿದವ ನಾನು

ನಿನ್ನಲ್ಲಿ ನನ್ನ ಕಲ್ಪನೆ ಕಂಡವ ನಾನು

ನಿನ್ನ ನೋಡುತಾ ಮಾತೆ ಮರೆತವ ನಾನು

ಭಾವನೆಗಳೊಂದಿಗೆ ಏಕಾಂಗಿಯಾಗಿ ಕುಳಿತವ ನಾನು...

ಸಂದೀಪ ಜಿ. ಭಂಡಾರಿ, | ಬಿ.ಬಿ.ಎ. 'ಎ'

ಆನೆ

ನಿನ್ನ ಮಾತಿನ ಹನಿ ಆಗುವ ಆಸೆ..

ನಿನ್ನ ಮೌನದ ಶಬ್ದ ಆಗುವ ಆಸೆ..

ನಿನ್ನ ಕೋಪದ ನಗು ಆಗುವ ಆಸೆ..

ನಿನ್ನ ಉಸಿರಾಟದ ಗಾಳಿ ಆಗುವ ಆಸೆ..

ನಿನ್ನ ಕನಸಿನ ಯೋಚನೆ ಆಗುವ ಆಸೆ..

ನಿನ್ನ ಕಲ್ಪನೆಯ ನೈಜತೆ ಆಗುವ ಆಸೆ..

ಒಟ್ಟಿನಲ್ಲಿ ನಿನ್ನ ಆಸೆಯ ದೋಣಿಯನ್ನು

ನಡೆಸುವ ನಾವಿಕ ಆಗುವ ಆಸೆ..

ನಿನ್ನಲ್ಲಿ ನಿನ್ನವನಾಗಿರಲು ಆಸೆ..

ಸಂದೀಪ ಜಿ. ಭಂಡಾರಿ, | ಬಿ.ಬಿ.ಎ. 'ಎ'

ಸ್ನೇಹಮನವಿ

ಅದೊಂದು ಕಾಲ, ಕಳೆದ ಕ್ಷಣಗಳೆಲ್ಲಾ ರಸಮಯ
ಹೊಳೆವ ಕಣ್ಣುಗಳಲ್ಲೇ ಭಾವಗಳ ವಿನಿಮಯ
ನೆನೆದಷ್ಟು ಮುಗಿಯದು ಅವಳೊಂದಿಗೆ ಕಳೆದ ಸಿಹಿ ಸಮಯ
ಆ ನಮ್ಮ ಗೆಳೆತನವೇ ಒಂದು ರೀತಿಯ ವಿಸ್ಮಯ

ಅವಳೊಬ್ಬಳು ವಿನಯದ ಮೂರ್ತಿ
ಕಲಿಕೆಗೆ ಅವಳೇ ನನಗೆ ಸ್ಫೂರ್ತಿ
ಅವಳಾಗಿದ್ದಳು ಓರ್ವ ಉತ್ತಮ ಬುದ್ಧಿಮತಿ
ಅವಳು ಜೊತೆಗಿದ್ದರೆ ಬಣ್ಣಿಸಲಾಗದು ನನ್ನ ಸ್ಥಿತಿ

ಅನಿರೀಕ್ಷಿತವಾಗಿ ಶುರುವಾಗಿತ್ತು ನಮ್ಮಲ್ಲಿ ಮಾತುಕತೆ
ಅಲ್ಲಿಯವರೆಗೆ ನಾವಿದ್ದೆವು ಪರಸ್ಪರ ತಿಳಿದೇ ಇಲ್ಲವೆಂಬಂತೆ
ಅವಳು ನೀಡಿದ್ದ ಪ್ರೀತಿಗೆ ನಾನು ಶರಣಾಗಿ ಸೋತೆ
ಆ ರೀತಿ ಶುರುವಾಗಿತ್ತು ನಮ್ಮ ಸ್ನೇಹಕತೆ

ಖುಷಿ ಖುಷಿಯಾಗಿಯೇ ಇದ್ದೆವು ಬಹು ಸಮಯ ಜೊತೆಯಾಗಿ
ಆಗಲೇ ನಮ್ಮ ಗೆಳೆತನದಲ್ಲಿ ಬಂತು ಯಾವುದೋ ಬಿರುಗಾಳಿ
ಅವಳು ನನ್ನ ಮೇಲೆ ಏಕೋ ಮುನಿಸಿಕೊಂಡಿದ್ದಳು ಜೋರಾಗಿ
ಹಾಗಾಗಿ ನನ್ನ ಮೈಗೆ ಅಂಟಿಕೊಂಡಿತ್ತು ಬೇಸರವೆಂಬ ಚಳಿ

ಕಾರಣವೇ ನೀಡದೆ ಏಕೆ ದೂರವಾದೆ ಗೆಳತಿ
ನಿನ್ನಿಂದಲೇ ದೂರಕಿತ್ತು ನನಗೆ ನಿಷ್ಕಲ್ಮಶ ಪ್ರೀತಿ
ನನಗೆ ತಿಳಿದಿಲ್ಲ ನೀ ಏಕೆ ವರ್ತಿಸುತ್ತಿರುವೆ ಈ ರೀತಿ
ನಿನ್ನನ್ನು ಮರೆತರೆ ಏನಾಗಬಹುದು ನನ್ನ ಗತಿ

ನಿನಗೋಸ್ಕರ ನಾನಾದೆನು ಇಂದು ಕವಿ
ನೀ ಮುನಿಸು ಬಿಟ್ಟಾಗ ಮತ್ತೆ ಮೂಡುವುದು ನನ್ನ ಜೀವನದ ರವಿ
ನಮ್ಮ ಗೆಳೆತನವನ್ನು ನೆನೆಯುವುದೇ ಒಂದು ರೀತಿಯ ಸವಿ
ಇದೇ ನಾನು ನಿನಗೆ ನೀಡುತ್ತಿರುವ ಸ್ನೇಹ ಮನವಿ
ಇತೀ ನಿನ್ನ ಸ್ನೇಹದ ಆಕಾಂಕ್ಷೆ.

ಅಶ್ವಿತ್ ಕೆ., | ಬಿ.ಕಾಂ.

ನಾಳೆ ಒಂದಿದೆ

ಕಣ್ಣಿಂದ ಮರೀಚಿಕೆಯಾಗಿ ಎಷ್ಟೋ ಸಂಗತಿಗಳು ಓಡಿದೆ..
ನೆನಪುಗಳ ಪಾಠಶಾಲೆಯನ್ನು ಉಡುಗೊರೆಯಾಗಿ ಕೊಟ್ಟಿದೆ
ಬದುಕು! ರುಚಿಯ ಎಲ್ಲಾ ಸ್ವಾದವನ್ನೂ ಕಲಸಿ ಬಡಸಿದೆ
ಸೋತಾಗ ಹೆಜ್ಜೆ ಮುಂದೆ ಇಡಲು ಪಾದಗಳು ಹೆದರಿದೆ
ಆಗಮನವು ಅಂದಿದೆ ಹೆದರಬೇಡ ನೀ !!!
ಏಕೆಂದರೆ ನಾಳೆ ಒಂದಿದೆ....
ಕನಸುಗಳ ಮೂಟೆ ಹೊರು ಅಂದಿದೆ
ಮೈಲಿಗಲ್ಲನ್ನು ಕೇಳದೆ ಸದಾಸಾಗು ಎಂದಿದೆ...
ಜೀವನ!! ನಿನ್ನ ಚಾತಕ ಬರೆಯುವವ ನೀನೇ ಎನ್ನುವುದನ್ನು ಕಲಿಸಿದೆ..
ಭರವಸೆಯೇ ಬದುಕು
ನಿನ್ನನ್ನು ನಿನ್ನಲ್ಲಿ ನೀ ಹುಡುಕು
ಸೋಲಲ್ಲು ಸಾಂತ್ವನ ಹೇಳು ನೀ ಮನಕೇ ಕುಂದದೆ...
ನೆನಪಿಟ್ಟುಕೋ... ನಾಳೆ ಒಂದಿದೆ....

ಸಂದೀಪ ಜಿ. ಭಂಡಾರಿ, | ಬಿ.ಸಿ.ಎ. 'ಎ'

ಪ್ರಶ್ನೆ ??

ನಿನ್ನನ್ನು ಶಬ್ದಗಳಲ್ಲಿ ವರ್ಣಿಸುವುದು ಒಂದು ದೊಡ್ಡ ಪ್ರಯಾಸ...
ಆದರೂ ಅದು ನನಗೆ ಇಷ್ಟದ ಕೆಲಸ ಯಾಕಂದ್ರೆ
ನೀ ಮಾಡುತ್ತಿರುವೆ ನನ್ನ ಹೃದಯದಲ್ಲಿ ವಾಸ...
ನಿನ್ನ ಪ್ರತಿ ನಗುವಿನ ಶಬ್ದವೇ ನನ್ನ ಕವಿತೆಯ ಪ್ರಾಸ..
ಏಕೋ!!! ತಿಳಿಯೆ ಹೊಸದಾಗಿ ಜನ್ಮ ಪಡೆದಂತಾಗಿದೆ ಮಾಡಿ ನಿನ್ನ ಸಹವಾಸ...
ಕನಸಲ್ಲು ನಿನ್ನ ಹೆಸರು ಕನವರಿಸುವೆ..
ಸುಮ್ಮನಿದ್ದರೂ! ಉಸಿರಲ್ಲೇ ನಿನ್ನ ಬಗ್ಗೆ ಮಾತನಾಡುವೆ..
ನಿನ್ನಲ್ಲಿ ಒಂದು 'ಪ್ರಶ್ನೆ' ಕೇಳಬಯಸುವೆ..
ಇರುವುದು ಒಂದೇ ಹೃದಯ ! ಅದನ್ನು ಎಷ್ಟು ಬಾರಿ ಅಂತ ಗೆಲ್ಲುವೆ ?

ಸಂದೀಪ ಜಿ. ಭಂಡಾರಿ, | ಬಿ.ಸಿ.ಎ. 'ಎ'

ಅಮ್ಮ

ಅಮ್ಮ ಎನ್ನುವ ಆ ಜೀವ ಮರೆಸುವುದು ನಮ್ಮಲ್ಲಿ ನೋವು
ಮಮತೆಯೇ ಮೂರ್ತಿವೆತ್ತ ರೂಪ ನೀನೆಮ್ಮಯ ದೇವ ಸ್ವರೂಪ
ಬಲುಮಧುರ ವರ್ಣನಾತೀತ
ನೀನೆಮ್ಮಯ ಬಾಳಿಗೆ ನಂದಾದೀಪ
ಅಮ್ಮ.....
ಕರುಣಾಮಯಿ ಮಮತೆಯ ಖನಿ
ನಿನ್ನೊಡಲಲ್ಲಿ ಕಂದನ ಕಂಬನಿ
ನಿನ್ನ ಹೃದಯವೋ ಕ್ಷೀರ ಸಿಂಚನಗೈದ ಶುಭ ಸ್ಫಟಿಕ
ಅಮ್ಮ.....
ಮನದ ಮಾತಿದು ಕೇಳು
ನೀನೇ ಸ್ಫೂರ್ತಿ ಬರೆಯಲು ಈ ಕವನ
ಅರ್ಪಿಸುವೆ ನಿನಗೆ ಬಾ ಸಾಷ್ಟಾಂಗ ನಮನ....

ನಾನು

ನೀರಿನೊಳಗೆ ಅಳುವ ಮೀನಿನ ವೇದನೆಯ ಸಂದೇಶ
ದಡಕ್ಕೆ ಬಂದು ತಲುಪುವುದಿಲ್ಲ..
ನೀ ಒಳಗೊಳಗೇ ಅಳುವಾಗ
ಯಾರು ಬಂದೂ ಆ ಕಣ್ಣೀರ ಒರೆಸುವುದಿಲ್ಲ
ನಿನ್ನ ಕಣ್ಣೀರಿನ ಒಂದೊಂದು ಹನಿಗೂ
ಕಾರಣವ ಹುಡುಕುತ್ತಾ ಕೂರದಿರು...
ನಿನಗೆ ನೀನೇ ಎಂದು ಇನ್ನಾದರೂ ತಿಳಿದಿರು
ದುಃಖವ ಹೇಳಲು ಒಬ್ಬರು
ಮಿಷಿಯ ಹೇಳಲು ಮತ್ತೊಬ್ಬರು ಬೇಕು
ಎಂದು ನೀ ಬಯಸುವ ಮುನ್ನ
ನಿನ್ನೊಳಗೆ ನಿನ್ನನ್ನೇ ನೆನೆದು ಒಮ್ಮೆ ಮೌನವಾಗು ಇನ್ನು

ಘಾತಿಮ ರಿಯಾ, |ಬಿ.ಬಿ.ಎ. 'ಬಿ'

ಕಲಾವಿದ

ಕಲ್ಪನೆಯನ್ನು ಕಂಡಲ್ಲಿ ಬಿಡಿಸೋ ಮಾಂತ್ರಿಕ
ಕಲೆಗೆ ಕಲೆಯನ್ನು ಕಲಿಸೋ ನಿರ್ದೇಶಕ..
ಬಣ್ಣದಿಂದಲೇ ಬದುಕೋ ಮಾಲಿಕ ...
ಕಲಾದೇವಿಯನ್ನು ಮಾತಾಡಿಸೋ ನಿರೂಪಕ..
ಲಿಖಿತರೂಪ ಕೊಡದೆ ಭಾವನೆಗಳನ್ನು ಬರೆಯೋ ಲೇಖಕ
ಪ್ರತಿಯೊಂದರಲ್ಲಿ ಸೃಜನಾತ್ಮಕತೆ ಹುಡುಕೋ ಸಂಶೋಧಕ..
ತನು ಮನ ಅರ್ಪಿಸಿ ಭಾವಚಿತ್ರ ನಿರ್ಮಿಸೋ ನಿರ್ಮಾಪಕ..
ಇವನೇ ಆರ್ಟಿಸ್ಟ್ ಅನ್ನೋ ಬಿರುದು ಪಡೆದು ತನ್ನ ಹೆಸರನ್ನು ಮರೆಯೋ ಅನಾಮಿಕ..
ನಿಜವಾದ ಕಲಾ ಆರಾಧಕ..
ನೀ. ಹೆಳಿದೇಲು ಅಲ್ಲಿದಾ...
ಜನ ನಿನ್ನನ್ನು ನೆನಪಿಡ್ತಾರೆ ಯಾಕಂದ್ರೆ
ನೀನೊಬ್ಬ 'ಕಲಾವಿದ'

ಸಂದೀಪ ಜಿ. ಭಂಡಾರಿ, |ಬಿ.ಬಿ.ಎ. 'ಎ'

ನೀನಾಗಿರು

ನನ್ನ ಭಾವನೆಯ 'ಭಾವ' ನೀನಾಗಿರು
ನನ್ನ ಹೃದಯ ಬಡಿತದ 'ಶಬ್ದ' ನೀನಾಗಿರು..
ನನ್ನ ಪ್ರತಿ ಕುಣಿತದ 'ಹೆಜ್ಜೆ' ನೀನಾಗಿರು..
ನನ್ನ ಪ್ರತಿ ಹಾಡಿನ 'ತಾಳ' ನೀನಾಗಿರು..
ನನ್ನ ಕವಿತೆಯ 'ಕಲ್ಪನೆ' ನೀನಾಗಿರು..
ನನ್ನ ಕನಸಿನ 'ಬಣ್ಣ' ನೀನಾಗಿರು..
ನನ್ನ ಸಾಧನೆಗೆ 'ಸ್ಫೂರ್ತಿ' ನೀನಾಗಿರು..
ಪ್ರತಿ ಕ್ಷಣವೂ ನೀ ಜೊತೆಯಾಗಿರು.
ಆಗಲು ನೀ ನೀನಾಗಿರು...

ಸಂದೀಪ ಜಿ. ಭಂಡಾರಿ, |ಬಿ.ಬಿ.ಎ. 'ಎ'

ಬಕೋ ಮನ ತುಂಬಿ ಬಂದಂತಾಗಿದೆ

ನಿನ್ನ ಹೃದಯ ವಿಳಾಸ ಹುಡುಕ ಹೊರಟ ನನಗೆ
ಉಡುಗೊರೆಯಾಗಿ ಸಿಕ್ಕಿದ್ದು ಏಕಾಂತವೇ ಕೊನೆಗೆ..
ಆದರೂ ಹೇಳಿರುವೆ ಒಂದು ಮಾತು ಮನಕೆ..
ನಿನ್ನ ನೆನಪುಗಳು ಸಾಕು ನನ್ನ ಈ ಜನ್ಮಕ್ಕೆ....
ನಿ ಕೊಟ್ಟ ನೋವು ನೆನಪಿಲ್ಲ..
ಆದರೆ ನಿನ್ನ ಸ್ಪರ್ಶದ ಕಾವು ನೆನಪಿದೆ..
ನಿ ಹಿಂಬಾಲಿಸಿದ ಆಡಂಬರದ ಬದುಕಿನ ತಳಕು ನೆನಪಿಲ್ಲ
ಆದರೆ ನಿನ್ನ ಕಂಗಳಲ್ಲಿ ನಾನು ಕಾಣುತ್ತಿದ್ದ ಬೆಳಕು ನೆನಪಿದೆ.
ಎಲ್ಲವೂ ನೆನಪಿದೆ... ಯಾವುದೂ ನೆನಪಿಲ್ಲ
ನಿನ್ನ ಆಲೋಚನೆಯ ಗುಂಗು ಬಿಟ್ಟು ಬೇರೇನೂ ಕಾಣಿಲ್ಲ
ಯಾಕೋ ನಾನು ನನ್ನ ಬದುಕಿನ ಭಾಷೆ ಮರೆತಂತಾದಾಗಿದೆ
ಅಳದೇ ಕಣ್ಣೀರು ಸುರಿಸಿದಂತಾಗಿದೆ.
ಕಣ್ಣಿದ್ದರೂ ದಾರಿ ಕಾಣದಂತಾಗಿದೆ.
ಯಾಕೋ ನನ್ನನ್ನು ನಾನು ಮರೆತಂತಾಗಿದೆ.
ಏಕೋ!! ಇಂದು ಮನ ತುಂಬಿ ಬಂದಂತಾಗಿದೆ.

ಸಂದೀಪ ಜಿ. ಭಂಡಾರಿ, | ಬಿ.ಸಿ.ಎ. 'ಎ'

ಕಾರಣ

ಮನದಲ್ಲಿ ಕಲ್ಪನೆಯ ನೀರು ಬಿದ್ದು ಪ್ರೀತಿಯ ಚಿಗುರು ಹುಟ್ಟಿತು
ಅವಳ ನಗುವಿನ ಸಂಗೀತ ನನ್ನ ಎದೆಯ ತಟ್ಟಿತು
ಅವಳ ಕಲ್ಪನೆ ಇಲ್ಲದ ಕನಸು ದಾರುಣ...
ಏಕಾಂಗಿಯಾಗಿರಲು!!!! ಅವಳ ಚೊತೆಗೆ ಇರಬೇಕೆನ್ನುವುದೇ ಕಾರಣ....

ಸಂದೀಪ ಜಿ. ಭಂಡಾರಿ, | ಬಿ.ಸಿ.ಎ. 'ಎ'

ಕಲ್ಪನೆಗೆ ಲಿಖಿತ..... ರೂಪ (ನೆನಪು)

ನೆನಪಾದ ನೆನಪನ್ನು ನೆನಪಿಸುವವರೆಗೆ ನೆನಪಿಟ್ಟುಕೋ
ಭಾವನೆಯ ಭಾವವದು ಎದೆಯಲ್ಲಿ ಬಚ್ಚಿಟ್ಟುಕೋ
ಎದೆಯ ಬಡಿತ, ನಾಡಿ ಮಿಡಿತದ ಸಂಕಲನವದು ಸುತ್ತಿಟ್ಟುಕೋ
ಅನೇಕ ಸಮಸ್ಯೆಯ ಔಷಧಿಯದು ಕಟ್ಟಿಟ್ಟುಕೋ...
ಯಾರನ್ನೋ ಓಲೈಸುವ ರೀತಿಯಲ್ಲಿ ಓಡುತ್ತಿರುವ ಮೋಡಗಳು
ಸದಾ ಹಸನಾಗಿರು ಎಂದು ಸಾಗುತ್ತಿರುವ ಅರಣ್ಯದ ಹಸಿರುಗಳು
ಅನಪೇಕ್ಷಿತ ಬದುಕಿನ ಅನಿರೀಕ್ಷಿತ ಘಟನೆಗಳು
ಕುತೂಹಲ ಉಂಟುಮಾಡುವ ಬದುಕಿನ ತಿರುವುಗಳು
ಕಲ್ಪನೆಯನ್ನು ಕಲ್ಪಿಸುವ ಈ ಹಕ್ಕಿಗಳ ಮಾತುಗಳು
ಸದಾ ಯೋಚನಾ ಲಹರಿಯಲ್ಲಿ ತುಂಬಿರುವ ಭಾವನೆಗಳು
ಇವು ಸದ್ಯದ ನನ್ನ ಯೋಚನೆಗಳು
ಆ ಭಾವನೆಗೆ ಭಾವ ಆಗುತ್ತಿದೆ ಆ ಎಲ್ಲಾ ನೆನಪುಗಳು...

ಅಮ್ಮ

ಅವಳು ಕಣ್ಣೀರಿಟ್ಟು ಮಗುವಿಗೆ ಉಸಿರು ಕೊಟ್ಟು ನಗುವಳು ಜನನಿ
ಭೂ ದೇವಿಯಷ್ಟೇ ಅವಳು ಸಹನಿ
ಅಮ್ಮ ಎನ್ನುವ ಶಬ್ದದಲ್ಲೇ ಅಡಗಿದೆ ಮಮಕಾರ
ಅವಳ ಪ್ರೀತಿಯಿಂದಲೇ ದೂರವಾಗುವುದು ನನ್ನ ಅಂಧಕಾರ

ಕನ್ನಡ

ಕನ್ನಡದ ಉಸಿರಲ್ಲೇ ಉಸಿರಾಡು ಅಲ್ಲೇ ಇದೆ ಏಳೆ
ಕನ್ನಡಮೆ ದಾರಿಯಾಯಿತು ಎಷ್ಟೋ ಜನರ ಕೊಳ್ಳೆ
ಇಂದಿಗೂ ಮುಂದೆಗೂ ಎಂದೆಂದಿಗೂ ಸಿರಿಗನ್ನಡಂಗೆಲ್ಲೆ
ಸವಿಗನ್ನಡಂ ಸರಿಗನ್ನಡಂ ನನ್ನ ಬಾಳೆ

ಸಂದೀಪ ಜಿ. ಭಂಡಾರಿ, | ಬಿ.ಸಿ.ಎ. 'ಎ'



डिजी

पित का प्यार

प्यार से जब हाथो से था उन्होंने हमें पहली बार,
मेहसूस हुई वो हाथों की नरमी और
अपने पिता का प्यार ।

बहुत इंतज़ार था शायद उन्हें हमारे आने का
विदा करते हुए न कम होगा दुःख
हमारे जानेका ।

हाथ पकड़ कर उनका सीखा हमने चलना
थाम के उनके हाथ सीखा है गिरके फिर उठना ।
हर बार हारने पर, पापा ने बड़ाया हमारा हौसला
हमारे लिए बुना उन्होंने चिडियों का एक घोंसला ।
चिडियों को देख सिखाये थे जीना हमें वो,
हम तो उन्हें देख सीख रहे थे जीना हर पल को ।
पापा का प्यार होने न दूँगी मैं कम
बस यही है एक कोशिश रखना है उन्हें खुश हर दम ।

मानसी जैन, द्वितीय बीकॉम.

जिंदगी

क्या है यह जिंदगी
कोई तो बताए ?
है कोई सुगंधित फूल ?
जो कभी न मुरझाए
है वो दिया ?

जो हवा के झोंके से बुझ जाए ।
दिल से दिल बड़ी मुश्किल से मिलते हैं
तूफानों में साहिल बड़ी मुश्किल से मिलते हैं
यूँ तो मिल जाते हैं हजारों
मगर आप जैसे दोस्त नसीबवालों को मिलते हैं
है कोई इंद्रधनुष का रंग ?
जो क्षणभर में मिट जाए ।
है क्या यह जिंदगी एक सफर ?
जो मंजिल आने पर
खतम हो जाए ।
जब दोस्त की दास्तान वक्त सुनाएगा
हम को भी कोई शरम याद आएगा
तब भूल जाएँगे जिंदगी के गमों को
जब आप के साथ गुज़रा वक्त याद आएगा ।

नौफला बानु, द्वितीय बीए (एच आर डी)

एक खूबसूरत दिन की शुरूआत

छोड़ो कल की बातें
कल की बात पुरानी
नए दौर में लिखेंगे
मिलकर नई कहानी ... ॥

दोस्तों आज मैं, अपने इस छोटे से लेखन से आप सब को नई दुनिया में लेकर जाऊँगी ।

कल की बीते हुए क्षणों को भुला दो । अपना आज भगवान की अद्भुत देन है, इसे पूरी तरह जी लो । याद रहे हर दिन एक नई शुरूआत होती है । हर सुबह, सूरज के किरणों जैसे धरती को स्पर्श करती ही सारा अंधकार मिटा देते हैं उसी के साथ हमारे आंतरिक अंधकार, यानि क्रोध, ईर्ष्या व बुराई का सर्व विनाश होना चाहिए ।

सारे चिंताओं को दूर करके, बस सुबह- सुबह भगवान का नाम लो.... दुःख के सागर पार करा देंगे । फिर बस मन को शांत रखकर, एक नई स्पर्शी के साथ शुरू हो जाओ और फिर देखना जीत तुम्हारी ही होगी ।

अपना दिन अच्छा हो न हो, अपना नीयत और अपने विचार अच्छा होना चाहिए । सुबह होते ही, दिन को शुरू करने से पूर्व अपने अंदर एक ऐसा सौच दृढ़ विश्वास, ऐसे सकारात्मक विचार धारण कर लो, जिसके समक्ष आपदाओं का पहाड़ बिखर जाए, अशुभ विचार, शुभ चिंतन के परदे से ढह जाए ... और सब सफलता अपने आप हमारे पैर चूमते हुए आएगी ।

हर दिन की शुरूआत एक ऐसी सुबह से की जिएगा जो हँसी, खुशी, जोश व उमंग से भरपूर हो । तो अब, एक प्यारी सी मुस्कराहट के साथ, जिंदगी की मस्ती के पिटारे को खोलने में देर मत करना ।

मानसी जैन, द्वितीय बीकॉम

माँ

माँ तैरे आँचल में आके
सवेरा देखा हमने

इस दुनिया की तपिश से जब भी कदम तपने लगे
तैरे ममतामई आँचल की छाव में खुद को पाया हमने

जिंदगी को अंधेरों ने जब भी घेरा

माँ तैरे हौंसलों से उजाला पाया

उदासियों के जंगल से जब गुजरे

पलके उठी तो सामने राह दिखाती माँ

तुझको पाया हमने

टोकर जब भी लगी माँ, तैरी याद आयी

चोट हमको लगी पर, चेहरे पर तैरे दर्द पाया हमने

सच अगर है तो वह यही है माँ

बाकी तो सब झूठा पाया हमने ।

प्रगति चौधरी, द्वितीय बीकॉम

काल से चर्चा

मनुष्यों ने काल से पूछा
क्या मिलता है तुम्हें जो हमारी जिंदगी लेना चाहते हो ?

कल वे इनसानों से पूछा,

क्या है जो इस जिंदगी में जीना चाहते हो ?

एक मनुष्य ने कहा,

वह बनना चाहता है अमीर क्यों की वह था गरीब ।

दूसर ने कहा वह चाहता है संसार का सारा सुख,

क्यों की जिंदगी में भरी हुई थी दुःख ।

कोई किसी की जान लेना चाहता था ;

और कोई जान बचाना चाहता था ।

कोई ताकत चाहता है, कोई प्यार चाहता है ।

देते रहे इनसान काल से अपने जीने की वजह ।

चाहता है मनुष्य कुछ न कुछ सब मिल जाए तो, क्या रहेगी
जिंदगी की वजह ।

विशाल ब्रह्मांड में छोटा सा पात्र है मनुष्य का
कोई मोल नहीं उसकी शक्ति और अहंकार का
संसार नामक रंगमंच में भूमिका निभाते आना पड़ेगा
अन्य पात्रों के लिए जान देकर रास्ता दिखाना पड़ेगा ।

यही है संसार की रीत

हयी है काल की सीख ।

सौख एस कुमटा, द्वितीय बीकॉम

हिन्दुस्तां हमारा

दोनों अकसर दुःखी हो जाते हैं देखकर कुछ कारगुजारियों को।
कुछ नेताओं की, कुछ व्यापारियों की, सुनकर कुछ खबरों को ।
हताश है देक, इस विकृत स्थिति को, मैं और मेरा हिन्दुस्तान ॥

कोई हिन्दु बन गया, तो कोई मुसलमान बन गया ।

लोगों की अतिधार्मिकता में, न जाने देश प्रेम कहाँ खो गया ।
निराश है देश, इस हिंसक स्थिति को, मैं और मेरा हिन्दुस्तान ॥

जिस भूमि पर जन्म हुआ था, मरदानी लक्ष्मीबाई का ।

छीना जा रहा है अस्तित्व, वही कुछ कन्यओं का ।

कुपित है देश, इस क्रूर स्थिति को, मैं और मेरा हिन्दुस्तान ॥

सिमाओं की रक्षा है जिससे, जिससे ये हिन्दुस्तान है ।

अपनी जान हथेली पर रखे, देश के खातिर लड़ते जवान है ।

उत्प्रेरित हैं देख, उनके वीरता को, मैं और मेरा हिन्दुस्तान ॥

रेश्मा, द्वितीय बीकॉम

शायरियां

दर्द या दिल में पर कभी दिखाया नहीं
आंसूई तेहे आंखों में पर रोया नहीं
ये फर्क है दोस्तों और प्यार में
इश्क ने हंसने नःई दिया और कमबख्त दोस्तों ने
रोने नहीं दिया ।

चांदनी चांद से होती है
सितारों से नहीं
मोहब्बत एक से होती है
हजारों से नहीं ।

जिनके याद में हम दिवाने हो गये
वो हम से बेगाने हो गये
शायद उन्हें तलाश है नये दोस्तों की
क्योंकि उनके नजर में अब हम पुराने हो गये ।

लहरों की चाहत थी किनारों से
उसकी शादी हुई सागर से
किनारों की चाहत खींच लाती थी लहरों को
लेकिन मोहब्बत बदनाम न हो इसलिए
वो लौट जाती थी सागर को ।

शायद उनके याद में हर पल रोते हैं हम
उनकी तस्वीर आँखों में लिए सोते हैं
ये तस्वीर आंसुओं से बीघ न जाए
इसलिए आँखों से नहीं दिल से रोते हैं हम ॥

नुहमन, द्वितीय बीकॉम

सर्जिकल स्ट्राईक

१८ सप्टम्बर २०१६ को चार आतंकवादियों ने भारत के सेना पर हमला किया था । यह एक छोटे से शहर, उरी के पास हुआ था । इस हाद्सा में उन्नीस भारतीय सेना के जवान मारे गए । इसका देश जैश-ई-मुहम्मद पर लगाया था । हमले के समय पर कश्मीर के भाग अशांती का मूल था । इस हमले के बाद भारत ने वापस मूह-थोड़ जबाव दिया । सितंबर २९ को, हमले के ११ दिन के बाद भारत सेना ने सर्जिकल स्ट्राईक आचरण किया । इंडियन डिरेक्टर मिलिटरी ऑपरेशन, जनरल रनबीर सिंह ने कहा की हय एक स्ट्राईक है जो सारे आतंकवादियों के खिलाफ है जो भारत पर हमला करना चाहेगा । यह सर्जिकल स्ट्राईक एक इतिहास रची है । भारत सेना ने पूरि सफलता को भारत की जीत माना जाता है । इसे सारे भारतीयों को गर्व है । भारत सेना जो दिन-रात हमारे रक्षा के लिए अपने जान कुरबान करते हैं सचमुच दुनिया की सर्व उत्तम सेना है । सारे भारतीयों को हमारे सेना पर गर्व है ।

श्रेया हेग्डे, द्वितीय बीकॉम





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.	Mrs. Aruna P. Kamath	M.A.(Eco.)	28 years	25 years
2.	Dr. Muralidhar Rao K. S.	M.B.A., M.Phil., Phd	22 years	22 years
3.	Mrs. Divya Uchil	M.C.A., M.Phil	16 years	16 years
4.	Mrs. Smitha	M.Com.	16 years	15 years
5.	Mrs. Jeevitha	M.A.(Kannada) M.Phil., PGDBM	23 years	15 years
6.	Mr. Arun Sequeira	MCA., M.Phil., PGDBM, PGDCA	14 years	13 years
7.	Mrs. Manju	M.Com. B.Ed., M.Phil., M.B.A.	17 years	15 years
8.	Ms. Gayathri	M.Com., NET	13 years	13 years
9.	Mr. Thilakraj G.	M.Com., M.B.A., NET	12 years	12 years
10.	Mrs. Shashikala Shetty	MCA, B.Ed., PGDBM	14 years	12 years
11.	Mrs. Madhumathi J. Raja	M.A(Eng), B.Ed., MBA., M.Phil.,	13 years	13 years
12.	Mrs. Kavitha Prabhu	M.Com., M.Phil., MBA	16 years	11 years
13.	Mrs. Sowmya Jyothi	M.C.A., PGDBM	13 years	11 years
14.	Mrs. Deepa D. Hegde	M.Sc.(Software)	11 years	11 years
15.	Mrs. Renuthakshi K.	M.A.(Kan.) NET	13 years	13 years
16.	Mrs. Shashikala K. G.	M.A(Eco.), M.B.A.	11 years	11 years
17.	Dr. Jyothi	M.A(Hin.), M.Phil., Phd	11 years	11 years
18.	Mrs. Shashiprabha	M.Sc.(IT)., PGDBM, PGDCA	10 years	10 years
19.	Mrs. Supritha A.	M.B.A., PGDCA	10 years	9 years
20.	Dr. Shalini Devadiga	M.A.(Hindi), Phd	11 years	10 years
21.	Mrs. Anasuya	M.Com., M.Sc.(IT)	9 years	19 years
22.	Mrs. Reshmi B. R.	M.C.A., MBA	9 years	9 Years

Full Time Faculty In Service

Sl. No.	Name	Qualification	Total Teaching Experience in Degree College	No. of Years of Service in SDM
23.	Mrs. Shwetha Y.	M.Com	9 Years	9 Years
24.	Mrs. Veena D. Kotian	M.Com	11 years	8 years
25.	Ms. Preethika Dharmapal	MHRD, MBA	9 years	9 years
26.	Ms. Rashmi T.	MBA	8 years	8 years
27.	Ms. Sowmya Hegde	M.Com., NET, MBA (KSET)	8 years	8 years
28.	Ms. Deepashree G. Shenoy	M.Com., M.Phil	9 years	8 years
29.	Mr. Prasanna Kumar T.	M.A(Eco) MBA., (Phd)(SLET)	10 years	8 years
30.	Ms. Parinita Salian	M.Com., MBA., NET	10 years	8 years
31.	Mr. Gururaj G.	M.Com	5 years	5 Years
32.	Mr. Bharath Kumar Jain	M.P. Ed.	33 years	33 years
33.	Mr. Muralidhar Hegde	M.A., MLISc., SLET	8 years	3 years
34.	Mr. Sumersh Matada	M.Com.	2 years	2 years
35.	Ms. Kavya U.	M.A.,(Eng.)	3 years	1year 6months
36.	Mr. Praveena D	M.Com.	2 years	2 years
37.	Ms. Sanjana	M.Com., NET	1year	1year
38.	Mrs. Bhat S Sneha Ganesh	M.C.A
39.	Mr. Akshith Kumar K	M.Com.	2 years

PART-TIME LECTURERS IN SERVICE

1. **Mrs. Kavitha**, LL.M.
2. **Ms. Divya Naveen**, MCA
3. **Ms. Prakriti Bhandary**, MCA
4. **Ms. Shreeprajna**, M.Com.,
5. **Mural Henrita Cutinha**, M.Com.,
6. **Ms. Hemalatha**, M.A. (Eng)

Non-Teaching Staff In Service

Sl. No.	Name	Designation	Service in SDM
1.	Mrs. Ushakiran K. N., B.A.	FDA	32 years
2.	Mr. Rajatha Kumar, B.A.	SDA	32 years
3.	Mrs. Merceline D'Souza, PUC, Junior & Senior Typing(Kannada & English)	CCT	36 years
4.	Mr. Nagaraj P. B., Certificate course in Library Science	Lib. : Asst.	32 years
5.	Ms. Neetha Rani, B.C.A.	Technical Assistant	11 years
6.	Mrs. Ramya Jinesh, B.A., B.L.I.Sc., M.A.(Eng)	Office Assistant	19 years
7.	Mr. Adarsh D. Devadiga, B.B.M., MBA	Office Assistant	14 years
8.	Mrs. Geetha, B.Sc., PGDCA	Office Assistant	13 years
9.	Mrs. Yashasvini Naik, B.A.	Office Assistant	12 years
10.	Mr. Nithin Kumar, B.A.	Office Assistant	11 years
11.	Ms. Sushmitha, MCA	Technical Assistant	5 years
12.	Ms. Pramitha B. V., M.Com.	Accounts Assistant	3 years
13.	Mrs. Usha Parvathi T.	Office Assistant	3 years
14.	Ms. Sri Lakshmi, M.Com.	Office Assistant
15.	Ms. Kusuma, B.C.om.	Office Assistant
16.	Mr. Janardhana Naika, PUC	Attender	33 years
17.	Mr. Devaraj Hegde B. N.	Peon	33 years
18.	Mr. Vasantha Kumar K.	Peon	32 years
19.	Mr. Poornaprakash, B.A.	Attender	18 years
20.	Mr. Yogisha A.	Attender	12 years
21.	Mr. Punith Jain	Attender	2 years
22.	Mrs. Vinoda	Sanitary Worker	8 years
23.	Mrs. Indira	Sanitary Worker	8 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	29.	Mr. Jnaneshwar Pai Maroor	3 years	2003 - 2006
2.	Mr. M. S. Moodithaya	14 years	1983 - 1997	30.	Mrs. Kalaivani	1 year	2006 - 2007
3.	Mr. Jayakumar Shetty	3 years	1985 - 1988	31.	Mrs. Naveen Kumar K. R.	10 years	1998 - 2007
4.	Mr. K. P. Chandrashekar	5 years	1988 - 1993	32.	Mr. Chandrasheker K.	9 years	1999 - 2008
5.	Mr. Ajay Kombrabail	3 years	1997 - 2000	33.	Mrs. Arathi Karkera	9 years	1999 - 2008
6.	Mr. Nivard Antony D'Silva	1 year	1991 - 1992	34.	Ms. Jyothi Laxmi	4 years	2005 - 2009
7.	Mr. Basavaraj R. Hugar	1 year	1991 - 1992	35.	Ms. Vidhya A. K.	4 years	2005 - 2009
8.	Mr. Rajashekar Manjunath	6 Months	1992 - 1993	36.	Ms. Shobha R. Nayak	2 years	2007 - 2009
9.	Ms. Sushma Amin	1 year	1992 - 1993	37.	Mrs. Kusuma Purushotham	1 year	2008 - 2009
10.	Mr. Shivaprasad H.N.	2 years	1993 - 1995	38.	Mr. Ashok Kumar	1 year	2008 - 2009
11.	Mr. Udayakumar S.	1 year	1992 - 1993	39.	Mrs. Sonia V.	3 years	2007 - 2010
12.	Ms. Latha S. Holla	3 years	1994 - 1997	40.	Mrs. Rajashree Kini	3 years	2007 - 2010
13.	Mr. Praveen Kumar K. C.	1 year	1994 - 1995	41.	Mrs. Deepa Rani Salian	1 year	2009 - 2010
14.	Mr. Rajesh Nayak	1 year	1993 - 1994	42.	Mrs. Gayathri Shetty	2 years	2009 - 2011
15.	Mr. Sridhar Maniyani	1 year	1995 - 1996	43.	Mrs. Ashwini	2 years	2009 - 2011
16.	Ms. Sandhya Rani B. K.	1 year	1998 - 1999	44.	Mrs. Shubhalaxmi	2 years	2009 - 2011
17.	Mr. Vasanth Kumar	1 year	1997 - 1998	45.	Mrs. Sandhya S.	4 years	2007 - 2011
18.	Ms. Priya G. R.	1 year	2000 - 2001	46.	Mrs. Manjushree Rai	3 years	2008 - 2011
19.	Ms. Priti K. Rao	6 Months	1999 - 2000	47.	Mrs. Gowri Shenoy	3 years	2008 - 2011
20.	Ms. Anitha Selvaraj	1 year	2002 - 2003	48.	Mrs. Mamatha	5 years	2009 - 2014
21.	Ms. Vani Prabhu	4 months	2003 - 2004	49.	Mrs. Shaini Naveen	3 years	2011 - 2014
22.	Mr. Prajwal Jain	3 years	2001 - 2004	50.	Mrs. Radhika Pai	2 years	2012 - 2014
23.	Mr. Vivek	2 years	2002 - 2004	51.	Mr. Jeevandhar Kumar	36 years	1978 - 2014
24.	Mrs. Suman Kishore	3 years	2001 - 2004	52.	Mrs. Vasudha	4 years	2012 - 2016
25.	Mr. Santhosh Pinto	1 year	2004 - 2005	53.	Mr. Hardhik P. Chauhan		- 2017
26.	Ms. Wilma Merina D'Sa	4 years	2001 - 2005	54.	Mr. Ashwin Mendonca	11 years	2006 - 2017
27.	Ms. Preethi Thomas	6 months	2004 - 2005	55.	Mr. Thrishanth Kumar	11 years	2006 - 2017
28.	Dr. Iqbal	7½ years	1999 - 2006	56.	Mr. Devi Prasad	3 years	2014 - 2017

WE RECOGNISE THE SERVICES OF EX PART TIME LECTURERS

- | | | | |
|--|---|---|---|
| <p>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</p> | <p>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 Sequeira
48. Ms. Pushpavathi D.N.
49. Mr. Niranjan 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</p> | <p>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</p> | <p>98. Mrs. Poomima
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
127. Ms. Sushma
128. Ms. Deepthi</p> |
|--|---|---|---|

WE RECOGNISE THE SERVICES OF EX - SUPPORTING STAFF

1.	Sri P. Krishna Das	1978 - 1993	13.	Smt. Rashmi Prasad	2006 - 2007
2.	Sri Raghuv eer Mudya	1978 - 1986	14.	Sri Shivaprasad	2007 - 2008
3.	Sri Ravindra Suvarna	1979 - 1982	15.	Sri Gangadhara Gowda	2008 - 2009
4.	Sri Camil D'Souza	1982 - 1983	16.	Sri Edwin Mendonca	2007 - 2010
5.	Sri Chandrahasa K.	1982 - 1983	17.	Sri Sharath Kumar	2005 - 2011
6.	Sri Niranj an Achar	1982 - 1984	18.	Sri Shailesh B.	2011 - 2014
7.	Sri Udaya Kumar Shetty	1982 - 1983	19.	Sri Vishwanath Naik	2008 - 2015
8.	Sri Vijaya Raj	1986 - 1987	20.	Ms. Archana K. C.	2014 - 2015
9.	Sri Umesh G. K.	1986 - 1990	21.	Sri Annu Gowda	1979 - 2014
10.	Sri Yuvaraja Poovani	1987 - 1991	22.	Sri Shekar Madival	1978 - 2018
11.	Sri K. A. Radhakrishna	1988 - 1990	23.	Sri Jaikumar P.	1982 - 2018
12.	Sri Hanumantharayappa T. C.	1986 - 1995			

PAST PRESIDENTS OF PARENTS TEACHERS ASSOCIATION

1.	Dr. G. R. Krishna	1987 - 1988	17.	Smt. Gladys Pereira	2003 - 2004
2.	Sri Suresh Kamath	1988 - 1989	18.	Sri Jagadish Shetty	2004 - 2005
3.	Sri S. S. Kamath	1989 - 1990	19.	Sri Narayan	2005 - 2006
4.	Sri B. Ganapathi Pai	1990 - 1991	20.	Sri Ashok Kumar B.	2006 - 2007
5.	Sri B. Ganapathi Pai	1991 - 1992	21.	Sri Annayya	2007 - 2008
6.	Sri B. Ganapathi Pai	1992 - 1993	22.	Sri Vishnudas Kini	2008 - 2009
7.	Prof. M. T. Subramaniam	1993 - 1994	23.	Smt. Priya P. Kamath	2009 - 2010
8.	Prof. M. T. Subramaniam	1994 - 1995	24.	Sri Raghavendra M.	2010 - 2011
9.	Prof. Shridhar Murthy	1995 - 1996	25.	Sri Ravindra Shet	2011 - 2012
10.	Prof. H. V. ShankaraNarayana	1996 - 1997	26.	Sri Koragappa Gowda	2012 - 2013
11.	Sri D. Vinay Kumar	1997 - 1998	27.	Sri Narayan T.	2013 - 2014
12.	Sri C. J. Rupani	1998 - 1999	28.	Sri Sathish B. Padiwal	2014 - 2015
13.	Sri V. Sripati Bhat	1999 - 2000	29.	Sri Rajesh Shetty	2015 - 2016
14.	Smt. Sudha S. Baliga	2000 - 2001	30.	Smt. H. K. Geetha	2016 - 2017
15.	Smt. Jyothi P. Rao	2001 - 2002	31.	Smt. Asha	2017 - 2018
16.	Sri U. R. Kini	2002 - 2003			

PAST PRESIDENTS OF STUDENTS COUNCIL

1.	Melwin D'Souza	1978 - 1979	24.	Vijesh Vidhyadhor	2001 - 2002
2.	Sudheesh P. K.	1979 - 1980	25.	Ajay Krishna Naidu	2002 - 2003
3.	Rohit Shetty	1980 - 1981	26.	Natesh Kumar	2003 - 2004
4.	Adil A. Fareed	1981 - 1982	27.	Sudeep Vas	2004 - 2005
5.	Surendra Shenoy	1982 - 1983	28.	Mithun Rai	2005 - 2006
6.	Mohammed Laiz	1983 - 1984	29.	Sumith Melroy Karkada	2006 - 2007
7.	Rangnath Kini	1984 - 1985	30.	Srivatsa Gudi	2007 - 2008
8.	Madhusudan Bhat	1985 - 1986	31.	Pon Permumal	2008 - 2009
9.	Arun D'Souza	1986 - 1987	32.	Ms. Hanica	2009 - 2010
10.	Sunil Colaso	1987 - 1988	33.	Ms. Vanditha D.	2010 - 2011
11.	Sadhashiva Rao	1988 - 1989	34.	Mr. Goutham G. Pai	2011 - 2012
12.	Arun Kumar C. F.	1989 - 1990	35.	Mr. Dhiren Anand	2012 - 2013
13.	Roshon Rasquinha	1990 - 1991	36.	Ms. Swathi S. Rao	2013 - 2014
14.	Ajith K. P.	1991 - 1992	37.	Mr. Manel Srikanth Nayak	2014 - 2015
15.	Ananth G. Pai	1992 - 1993	38.	Ms. Simona Denise Fernadies	2015 - 2016
16.	Rakesh Kumar	1993 - 1994		Ms. Amra Amir Arabi	2015 - 2016
17.	Parameshwara M. S.	1994 - 1995		<small>(Both Student Cordinators)</small>	
18.	Koreya Godwin Prashanth	1995 - 1996	39.	Ms. Sushmitha	2016 - 2017
19.	Sanjay G. Shet	1996 - 1997		Ms. Krithi Nahata	2016 - 2017
20.	Rakesh Paleri	1997 - 1998		<small>(Both Student Cordinators)</small>	
21.	Johan Fernandes	1998 - 1999	40.	Ms. Chrismitha Mary D'costa	2017 - 2018
22.	Shiyan Usman	1999 - 2000		Ms. Vaishali Kudva	2017 - 2018
23.	Mithun Appaiah	2000 - 2001		<small>(Both Student Cordinators)</small>	
			41.	Ms. Rakshitha	2018 - 2019
				Ms. Rashmi Ramesh Achari	2018 - 2019
				<small>(Both Student Cordinators)</small>	





(c) John Cooper Photography

Visitors Opinion

It was a wonderful experience in interacting with the faculties.

I am very thankful to the principal, staff and management for the whole-hearted hospitality.

Wish the department all the best and success.

Great experience felt like am back to my home. Thank you!

Wonderful gathering. Active participation.

Nice students.

It was a good program; overall students were enthusiastic. The program was well organised.

I was privileged be back here. Thank you.

Good experience. Thank you for giving me a good chance.

It was good to be a part of the program.

It was an entertaining program and I am glad to be a part of it.

I could just see future achievers and contributors! Amazing!

It was a great honour to be part of program as a guest in my own college after 10 years. NSS values a human and teaches a lot.

-Pradeep. P.S, Financial Advisory Specialist, Accenture solutions Pvt Ltd, Bangalore

Its my great pleasure to be honoured with such a great experience and positive. Thanks a lot all.

-Dhamini, H.R Executive, Convergys India, Bangalore

Glad to be back where it all started for me. Good to see new initiatives; Keep it up!

-Prajwal, ASM, L'oreal

Was inspired by the high energy levels of the students and the faculty. Good initiative of the student council. All the best!

-Mahesh Shenoy

Love coming back to this campus. Admire the campus/students. Appreciate the commitment of teachers/ principal.

-Dr. Madhusudan Upadya

Overall good support from staff and students.

-Priya K. (BM), Planet Education

Supportive class and good interaction.

-Dr. Suphala. S. Kotian, A.J. Institute of Hospital Management, Kuntikana.

The staff was very supportive and the students looked very interested.

-Meghand Ballal, Advocate, Mangalore

Good experience. Thank you very much for the opportunity to conduct blood donation camp.

-Dr. Sharath Rao

Good.

- Sandhya Shenoy, V. J., Anchor, Daiji World 24*7 channel

Good.

-Swarnagowri M. Joshi, CA article (Senior Audit Assistant), CA Chandrakanth Shenoy, Mangalore

Well-organized program. Students were actively participated. Good support from principal and cultural coordinators.

-Vidya Shetty

Really had a great time and really appreciate the talent of students and all the best.

-Karthik

Being a proud alumni of SDM, it was privilege to judge the event.

-Kirthana Nayak, Alumna

Had good time with the students. Interacted very well. Thank you for the organisers.

-Lydia Lobo, Administrator, LINK IRCA

Came as a resource person for 1st BCA students. Felt very happy about the interactions of the students.

They were very attentive and well behaved. Thank you for the opportunity.

-Seema Prabhu S, Assistant Professor, Dept. of Commerce, Canara College, Mangaluru

I enjoyed meeting everyone, the hospitality. Thank you for the opportunity.

-Dhiraj D'Costa, M.D Pricelis.com, Mangalore

Feels great and privileged to be back as a guest in SDM. Looking forward to come back and see our institute to excel more.

-Preethika, Software Analyst, Dell, Bangalore

Excellent experience. Been to this campus earlier. The experience is great. All the best!

-Yvonil D'Souza, Financial advisor

Fantastic opportunity for 1st year students to showcase their skills. SDM college events keep growing over the years. Good luck!!

-Elston Menezes, Financial Advisor

Was a beautiful event to judge. I hope I keep coming back to college once again.

-Preetham Aloysius D'Souza, Photographer, Team Photosynthe

Preparation for the event requires to be real.

-Neville K.R., Personal Development mentor, Focals-1

Great experience. Looking forward to judging competitions in the future too.

-Neith D'Souza, Professional photographer, Photo factory

It was good, felt really great to see the enthusiasm amongst the students.

-Sharvan Shetty, Faculty in English, Besant Women's College

Interesting rounds, feels great to be back.

-Nifa Ali, HR, Studio Imago, Mangalore

Feels great to be back in college.

-Rasmiya. S. Sheikh, Alumna LLB(JSSLC), Prof. head of awareness and Behavior change at APD

Standard is going low, efforts are to be made by management and team.

-Jayant Jain, Business man, Alumnus

Better understanding of the cases required.

-Shruthi Bhat Pai, Freelancer in Accounting

It was very well organized, punctual congratulations to the management.

-Santhosh Kumar S, Asst. Professor, St. Aloysius College, Mangalore

Very good experience. Thanks for the good hospitality.

-Joel Shaman D'Souza

Thank you. Had fun.

-Dawn Prakash, Asst. Professor, SDM Post Graduate Centre, Mangalore

Great experience. Good to be back!

-Mohd Rahib, Alumnus

Happiness is to be back to SDM! Great job! A very well-organized fest and a great platform for young mind.

-Swathi. Rao. Pai, CA, Alumna

I am very glad to be at the platform I once was. Great event.

-Farheen Banu, Alumna

I am very glad to be at the platform I once was. Great event.

-Shravan Shetty, Alumnus

Good interactive session with the 1st year BCA students. Good hospitality and disciplinary maintenance by Shashikala mam. Keep it up.

-S. Ruban, HOD, Dept of software technology, AIMIT ST. Aloysius College, Mangalore

It was a great experience to interact with BCA students.

-Hari Vinod. N., Assistant Professor, Vivekananda College of Engineering and Technology, Puttur.

Very interactive class. Had wonderful session with the students.

-Rishith Karkera, Marketing Manager, Radio Mirchi 98.3 FM

Well organized. An interactive session with employees/staffs. Looking forward for fruitful association forever.

-Amol Suvarna, SR. Manager, Anand Rathi Insurance, BrokersLtd.

Wonderful session. Enjoyed to give information to the students. Very co-operative students.

-DR. Kavitha, Lecturer, Maps College, Mangalore

I had a quality time with the NSS students discussing about "Youths and Social media.

- Shreevathsa C.S, Volunteer, Yuva Brigade Organisation, Mangalore

Had a good interactive session. Well arranged and coordinated.

- Ganesh Hebbar, Director, TIME, Mangalore.

Very brilliant class. Seemed interested in the top and also interacted with examples.

- Sushma. V, Asst Professor, Sahyadri College of Engineering

Had good session with final year B.Com, BBA, BA(HRD). Second year same on entrepreneurship.

- Sunil George (Prop), Asta Academy, Mangalore.

Thank you for the opportunity. Really felt very happy to be a part of this guest lecture.

- Nihal Rao, SSI Champion, Karnataka agencies.

I want to thank you for this opportunity but my one suggestion would be that it would be better we do this for final year students.

- Deepika Suvarna

Beautiful program. Best principal, students will be definitely motivated by her speech. Women empowerment indeed.

- Prakash Garodi, Proprietor Garodi Services, Mangaluru

Had a great experience today. Great to be back in college. Felt proud of being the chief guest. - Shailesh Prabhu N., Co-Proprietor, NVP Nileshwar, Kasargod, alumnus

Improved quality of the event. Kindly manage your time.

- Elston Neel Menezes, Elston Menezes and Associates.

Good participation by the students.

-Sharvan Shetty, Alumnus

Excellent managed by team heads.

- Abhijith. K. Uchil

Fest was managed well. Quality of participants left a lot to be desired.

- Mahesh Shenoy

Really great quality of participants and well managed events.

- Santhosh V. Shet, P.R. Manager, YES Bank, Mangalore

Must say it was indeed well organized and walk down the memory lane for me.

- B. Shalini Pai, S/W Engineer, Robert Bosch, Bangalore

Happy to be a part of this.

- Suhan Alva, Event Manager, "Management at ONYX"

Pathetic organizing from the students. No sense of time, no respect for judges. Overall program was organized well. - Manjunath Kamath, Assistant Professor.

Event was well-organized.

- Prapti Shetty, Soft-Skill Trainer, Faculty, Sri Devi College, Mangalore.

Well organized fest as always been.

- Shravan Kumar, Tax Professional and Academic Coordinator at Vikas commerce A.

Feels good to be home to the fest that nurtured my talent.

- Samantha D'Souza, Alumni

Excellent.

- Prathibha Kulai, Corporator, City corporation, Mangalore.

Excellent.

- Abhay. D. Shetty, Marketing Analyst

Excellent.

- Ms. Deepthi, Faculty, Mangalore University, Mangalore.

A pleasure being a part of Synergy 2019.

- Soujanya Hegde, Anchor

Wonderful event with good coordination.

- Prakshila Jain. B

Excellent fest! Kudas to team synergy. Well! Had a wonderful experience!

- Swathi. Rao. Pai, C.A., Alumna

Well organized and a good learning experience.

- Prakrithi Bhandary, Alumna

Part of Sygma 2019. A great event to be a part. Thanks to all.

- Shivaprasad Bhat, ASE, Envestnet/Yodlee, Bangalore

Part of sigma 2019. A great event to be a part. Thank you.

- Shrijith. R, SJEC, Vamanjoor Mangalore, MCA department

Well organized and good coordination. Good time management.

Had the privilege of interacting with a very receptive band of students. Very good experience.

Good initiation by young minds to inspire thousands of students. Vivekotsava inspired me too.

Interaction with children was nice. Good experience.

Happy to see all wonderful students and very cordial and supporting staff.

It's great to witness the commitment and genuine concern of the faculties and principal to empower the students inside out.

- Sanandana Dasa, Secretary-ISKCON, Mangalore

It was very nice feeling to coming back to the institution where you have studied. The GD went really well. Thank you.

-Sandesha. S.N, Sr. Recruitment and development Manager, Kotak Mahindra life insurance, Mangalore

It was a great honor for me to come here and interact with the students. The highly appreciate the discipline of students of SDM.

- Dileep M.R, Dept. of Computer Science and applications. St. Aloysius College (Autonomous), Mangalore

It was good to see they were interested to know more about aviation industry.

- Mohan (M.D), Dell-Bee aviation, Bangalore

Taking yoga intervention to students. Good initiative. Keep it up.

- Kushalappa G. N, Yoga Therapist, Ravishkar Yoga

Wish the department all the best and success.

- Daniel Marsh Pereira, Chartered accountant

Good organization and motive for encouraging students.

- Shivaprasad Bhat, Automation Engineer, Envestnet, yodlee, Bengaluru

Had good program organized by the college.

- DMA Prashant, DCP

A nice program to be appreciated.

- M Manjunath Shetty, ACP

Very good experience and happy to inaugurate the business law association.

- K. Premanath, Advocate, Kodialbail, Mangalore

An excellent A grade college with a very enthusiastic Principal and hardworking staff and creative students who are ready to learn to grow.

- Maria C. D'Costa

Good group of enthusiastic student members. It was very satisfying to conduct the program.

- Joselyn. T. Lobo, Associate Professor, Roshini Nilaya

Good experience.

- K. Narayana Nayak, Retd. Teacher, Kinnaje House, Bantwal

It was a great honor to be a part of NSS program.

- Dr. Kishore Kumar Rai, Principal, Sri Ramakrishna P.U College, Mangalore

I felt empowered to be in SDM college, Students were trained to be attentive and comprehend the information.

- Dr. Kavyashree K. B, Asst. Professor, St. Agnes College, Mangalore

I really felt this institution is pinnacle in academics and discipline as well. I presume this session would transform the innovations in the aspirants.

- Jaikishen Bhat, Principal, W.I.T, Udupi

It was amazing to be with students and this great institution. I enjoyed this event.

- M. J Salian, Ex-chairman, BSRB

Best wishes to be the world class institution.

- Prof. Clement D'Souza, St. Joseph College, Mangalore

A good practice to share and plan.

- Dr. Shankaranarayana K., IQAC Coordinator, SDM College, Ujire

Very good-healthy practice.

- Dr. B.P Sampath Kumar, Registrar (Admin), SDM College, Ujire

Very systematically done. Good best practice.

It was very good experience and home coming to me. Students were attentive and I liked it.

Good interactive sessions. Students are co-operative. Very good experience.

Felt very happy to be here in my ex college. Students are really talented.

Felt very happy to share all my experience with the students. Thank you.

Feels great to be back in SDM. This place is very special for me. Will be looking forward to come again.

Well organized program. Students too spoke well with good thoughts, which must be appreciated.

Enjoyed interacting with the students in discussing the theme 'Campus to Corporate'.

Good awareness for students on capital market.

Very supportive students.

It was an excellent experience with students and teacher.

Best wishes.

Sessions were good.

Management was good.

Well organized event. Expect the same to continue for the benefit of students.

Good preparation and organization. Always a pleasure to re-visit my beloved college.

Punctuality was the important factor in the management festival. Keep it up!! All the best.

Very well organized. "Kudos to team SDM". All the best!!!

A well-organized event. Loved being a part of this. Thank you.

Good.

Always good to come back here. Great to see the college has improved a lot.

Great enthusiasm, positive spirit. Keep up the good work! Great to be Back. Feels like home.

'Vivekotsava' is well organized by the college. Good initiative which will help for the young youth to explore the talent.

Program was conducted in a very good manner & the teams also participated with good team spirit. - Udaya Kumar. M, Retd. Professor SDM Law College, Mangalore

Very enthusiastic and well-organized event. Thank you.

- S.N. Kakathkar, Asst. Professor, Dept. of Physics, SDM College, Ujire

- Ashwami KumarRai, Advocate, B.C. Road, Bantwal

- Arun Godwin, Training team Manager, Diya systems, Mangalore

- Jagadeesh

- Shilpa, Proprietor, Hallimane Roties, Mangalore

- Dishanth. M. Ullal, Account Executive, Ad syndicate (Manipal Group), Alumni

- Leela Upadhyaya, Academic Advisor, Sharadha Group of Institution, Mangalore

- Surjyabrat, Associate Dean, IBS, Bangalore

- Lokesh Govind, Area Manager, Stock holding

- Dheeraj, Centre Manager, DIGIEDGE

- T.R. Usha Rani, Deputy Manager, SBI, Mangalore

Sri Kumar, Additional District commissioner

- Harini, Counsellor, Urban Research Centre@ Program Co-ordinator

- Canute D'Costa, Manager, Zomato

- Krishna Puthran, Sr. System Analyst, Toshisa

- Siddharth Raj, Partner, Shri Laxmi Cloth stores, Mangalore

- Louis Manoj, Asst. Professor, GFGC, Kavoor

- Deepa Nayak, Assistant Professor, SDM PG Centre, Mangalore

- Saudamini, Sr. Engg. Cognizant Technology solutions

- Durgadas Shetty, Director, Pansophic Technology

- Nikash R.K, Indigo Airlines, Mangalore

- Srikanth Nayak, Associate- Morgan Stanley

- Shashidhara Acharya, Assist H.R Manager, A.J. Hospital, Mangalore

- Mohammed Parker, Lancashire School of business and enterprise, University of central Lancashire.

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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.

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Students Industry Interaction

INTEREST WITH INDUSTRY & STUDENTS

COLLEGE DAY

