



SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT

MANGALURU - 575 003, DK

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

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Editorial

Development is the upshot of the reformations and transformations happening in the present scenario. Education sector is one among the many areas that determines the aspects of progress. The education system in India is changing for better slowly and steadily. Over the years we have seen the changes with the emergence of blended learning, online classes, and experiential learning. The shift has guided the entire education sector to concentrate on experiential and skill based learning. With the implementation of New Education Policy the sector is now optimistic in creating a class of youth who are competent to face the changes worldwide. We aim to nurture the young minds and empower them with the necessary skills. The college is striving to achieve the transformation with wide range of activities for the students. We are stepping towards a pre-pandemic normal with the touch of all the activities with the ultimate vision to empower the youth.

Student Orientation

The Orientation programme for the new entrants of the institution was organized on 6 November 2021. The objective of the programme was to create awareness of the academic and extra-curricular aspects of the courses and to familiarize the rules and regulations of the college and to introduce various associations in the college. Prof. Aruna P. Kamath, Principal of the college, welcomed the gathering and gave a brief introduction about the college. She also enlightened the students about the New Education Policy 2021 to be introduced for the academic year. Mrs. Manju H. delivered the vote of thanks. Mrs. Kavya U compeered the programme. Mrs. Veena D. Kotian and Mrs. Divya Uchil coordinated the programme.

Genesis 2022

Genesis, a University Level Management Fest was organized on 23 February 2022 exclusively for the first year management students with the objective of providing them an exposure to the practical management environment. The fest was inaugurated by Mrs. Arthi Nayak, Partner, Tinydelights Homemade Chocolates, Mangaluru, also an alumni. Ms. Arthi Nayak in her inaugural address encouraged the students to step into entrepreneurship and be our own boss. She added that our experiences and hurdles will add to our success and we will enjoy the stardom. Principal, Prof. Aruna P. Kamath in her presidential remark said that team work and dedication determines success. She added that fests like Genesis provides a platform to develop managerial and entrepreneurial skills. The theme chosen for Genesis 2022 was “Aprender”, means learning. Since the fest is for first years, it gives them a glimpse of the corporate world and helps them gain the required knowledge. The day long fest included various events related to the management and business such as Best Manager, Finance, Human Resource, Marketing, Public Relation, Quiz and Photography.

The valedictory ceremony was held at 4:30 pm in the conference hall. Mr. Shreyas, Senior Key Account Manager, Uffizio India Pvt. Ltd, Gujarat and alumnus of the college was the chief guest. In his address he highlighted the importance of management fests in shaping our personality. He added that entire process of education is a learning experience. Mrs. Aruna P. Kamath, Principal, the staff coordinators Mrs. Parinita Salian and Mrs. Preethika Dharmapal along with student coordinators Ms. Vijetha Poojary

and Ms. Dielle Soans were present on the dais. The overall trophy was bagged by SDM Law College and St. Agnes College were the runners up. Ms. Anusha welcomed the gathering, Ms. Roshni introduced the guest, Ms. Shrajana delivered the vote of thanks, Ms. Shama compeered the programme.

INSPIRE 2022

The SCAN Association, BCA department organized and inter-class fest Inspire 2022 on 23 February 2022 for I and II BCA. The objective was to train and create awareness on fest organizing and participating in intercollegiate fests. It was conducted as a mock programme prior to Sygma by the department under the guidance of BCA faculty members. The event was inaugurated by Ms. Babitha Shetty K, Software engineer, Global Delight Technology for MAC, Udupi was also an alumna. The programme was began by invoking God's blessings through prayer by Ms. Ananya & group. Mr. Rahul R. Devadiga, welcomed the gathering. Aishwarya Hegde introduced the guest. Ms. Bhoomika, student coordinator of the association gave an introduction to Inspire 2022. Ms. Babitha Shetty K, in her inaugural address shared her experience in the college and explained how it helped her to root her carrier. She said to grab opportunities and to participate in all the fests which will boost their confidence. She focused on additional skills required apart from IT to survive in the IT field and various opportunities available in different fields other than IT. The presidential remarks was done by the Principal. Ms. Bhagyashree concluded the programme by giving vote of thanks. Ms. Yashika compeered the programme. Mrs. Reshmi B. R. coordinated the programme.

NSS Annual Camp at Dakshina Kannada Zilla Panchayath Higher Primary School, Shambooru, Bantwal

The NSS annual special seven day's camp was held at Dakshina Kannada Zilla Panchayath Higher Primary School, Shambooru, Bantwal from 25 February 2022 to 3 March 2022. A total of 100 volunteers participated in this camp. The camp was inaugurated by Mr Rajesh Naik, MLA of Bantwal taluk. the inaugurator said that NSS camps helps to develop personality and social skills among the volunteers. Principal Prof. Aruna P Kamath presided over the programme. Prithvi Ambar, Actor, Mr Prakash Mudumuger, Vice President Narikombu Grama Panchayath, Mr Prakash Anchan, Proprietor Anchan Garments, Mr Bhuvanesh, Proprietor Shubhalakshmi Groups, Mr Anand A, ex-vice President Shambooru Taluk Panchayath, Mr Nagaraj, President SDMC, Mr Yogish Shantila, member Narikombu Panchayath, Mrs Chithra Prabhara, Headmistress Dakshina Kannada Zilla Panchayath Higher Primary School, Shambooru, Mrs Rajani Shetty, Animal lover and saver, Shiv Biradhar, Panchayath Development Officer were the distinguished chief guests for the camp. Atharv, Charvik, Dhruv and Ekansh were the four teams who were assigned several duties like flag hoisting, escorting, campus cleaning and cultural events.

On 25th February 2022 "Gramasameekshe" program was conducted by the volunteers. NSS volunteers visited the village houses of Shambooru locality, collected the information regarding their lifestyle, conditions and learned about their culture and agriculture. Mr Bhojaraj Vamanjoor visited the campsite, addressed the volunteers, and

interacted with them. In value based on educational programme Mr Jagadeesh Rama, spoke on leadership and skill development. On 26th February 2022, Educational programme on the topic 'Awareness on Cyber Security' by Mr Shashidhar Padgar was organized. Followed by a formal function on 'The journey of an NSS volunteer' by Mr Adithya Raj. On 27 February 2022 a Free Medical Check up camp was organised in association with SDM Ayurveda college, Mangaluru for the benefit of the villagers. Nearly 127 patients enrolled and were benefited from the free medical check-up. Mrs Bharathi, Sub Inspector, women police, Bantwal Gramanthara Police Station and Mr Samarth Probationary P.S.I., conducted educational programme. For the evening formal function Mr Akash Shetty and Ms Suraksha Bhandary, Alumni were the guests. On 28th February 2022, the volunteers visited water treatment plant, Mundajera, Samboor as part of field visit. For the evening formal programme Mrs Leela N, Retired Headmistress of DKZP Higher Primary School, Shamboor and Mr Nuthan Bangera, Warrant Officer, Indian Army were the resource persons. On 1st March 2022, an educational programme by Mrs Kavitha Murugesan, Advocate, Notary was organized. Mrs Leela N, Retired Headmistress of D.K.Z.P. Higher Primary School, Mrs Lakshmi Bhat, Assistant Professor of Vivekananda College, Puttur and Mr Nikith Kottary, Alumni, SDMCBM were the guests.

On 2nd March a guest lecture on 'Awareness about plastic pollution' by Mr Kamalaksha was organized. Followed by this the NSS volunteers were taken for a recreational activity called 'Kesaru Gaddhe'. Mr Madhusuhan, Assistant teacher, Nadumuguru Higher Primary School, Bantwal and Mr Sathish Bhat, Retired Principal of Canara College were the guests for the evening programme. NSS Volunteers performed cultural activities on the theme 'Tulunada Vaibhava'. The volunteers arranged Shibhirajyothi by decorating map of India with flowers and lighting the lamp and the volunteers took the pledge for the welfare of the country. The volunteers served the locality by taking part in Shramadhana from 7am to 12pm. On 3rd March 2022, the valedictory programme was organized. Rotary Prakash Karanth, District Governor of Rotary Club, Mr Hemachandra, Proprietor HalliMane Food Products, Mr Anand Saliyan, former president, Narikombu Grama Panchayath, Mr Bondala Sacchidananda Shetty, President Bondala Charitable Trust, Mr Padmanabha Mayya, Proprietor Padmashree Electricals, Mr Santhosh Kumar, Member Narikombu Panchayath, Mrs Chitra Prabhara, Headmistress Dakshina Kannada Zilla Panchayath Higher Primary School, Shambooru, Mr Nagaraj, President SDMC were the guests for the valedictory programme. Principal Prof. Aruna P Kamath presided over the programme. Mr Akshith Kumar K, NSS Programme Officer read out the 7-day annual special camp report. NSS volunteers were awarded participation certificates. Volunteers were motivated by awarding All-rounder and Best Camper award. The camp was successfully organized with the complete support and cooperation of the Grama Panchayath, faculties of school, SDMC Members, NSS programme officers Mr Akshith Kumar K and Mrs Sanjana and all NSS secretaries and volunteers.

Annual Sports Day

The College Annual Athletic meet was held at Mangala stadium on 28 March, 2022. Mrs. Shantha, an international Master athlete was the chief guest. In her inaugural address, she motivated the students to have interest and participate in various sports events. Principal, Mrs. Aruna P. Kamath presided over the programme. Various track

and field events were organized. Manish, the Sports Secretary administered the oath. Limitha welcomed the gathering, Veditha introduced the guests, Alankritha proposed the vote of thanks, Anisha compeered the programme. The athletic meet was coordinated by Mr. Sudarshan, Physical Education Director.

BOS Meeting

Board of Studies for BA(HRD) was held from 21st to 23rd October 2021 at SDM of Business Management, Mangalore. The objective of this meeting was to scrutinize and finalise the BA (HRD) syllabus as per the NEP 2020 Model. Mr. Shashidhar Achar, HR Manager, A.J Hospital and Research Centre and Ms. Simona Denise, PAN India recruiter for TCS and Dr. Chandrasekhar Mayya chairperson BA(HRD) were the resource persons.

Information Literacy Programme

The Library department organized “Information literacy program” on how to access E-resource under N-List and NDLI Consortia from 27 November 2021 to 2 December 2021. The objective of the programme was to train the users in accessing E-resources. The programme intended to create awareness as well as acquaint the participants with the E-resources available under N-List and NDLI Consortia. The students of BBA, B.Com, BCA and BA HRD participated and enrolled in N-list and NDLI consortia. The program was very informative and appreciated by the participants. The programme was coordinated by Mr Muralidhar Hegde.

Women’s Day Celebration

Women’s Cell organized a programme on women's day by Dr. Priyadarshini, Director of Harsha Modern Diagnostics and Founder of Soul Beat Wellness on 5 March 2022. The speaker inspired the students to believe in themselves and create empowering stories through entrepreneurship. She added that women should gain economic independence. Mrs. Madhumathi J Raja, Department of English presided over the programme. In her presidential remarks she shared the success stories of inspiring women and conveyed a message to bring in a change. She added that girls should take the lead and be strong leaders. Ms. Sheetal welcomed the gathering, Monisha introduced the guest, Deeksha delivered the vote of thanks and Shama compeered the programme. The programme was coordinated by Dr. Shalini

Self Defence Programme

Women’s Cell organized a programme on self-defence by Karthik.S kateel CEO and founder of Swaraksha for women trust and Grand Master Trainer Self-Defence on 7 March 2022. The guest speaker created awareness among the students mental and physical harassment. He gave the 5 major formula of self-defence. Monisha welcomed the gathering, Sheetal introduced the guest, Elvisha delivered the vote of thanks and Shama compeered the programme. The programme was coordinated by Dr. Shalini M.

INAUGURATION

Student Council

The Student council for the academic year 2021-2022 was inaugurated on 4 December 2021. Mr. Shashidhar Pai Maroor, Entrepreneur, Inaugurated the program. The Chief Guest was Ms. Karshini Tyagarajan, Associate Lead H R at Infosys Limited, Bangalore, Alumni of the college. In her address, Ms. Karshini suggested that apart from academics, participation in various activities organized by student council helped in grooming her personality. Principal Prof. Aruna P. Kamath gave her presidential remarks. The programme was coordinated by the student's council, staff coordinators: Mrs. Divya Uchil and Mrs. Veena D. Kotian.

Scan Association

The Inaugural function of the SCAN association was held on 6 December 2021. Ms. Adithi Harish, inaugurated the association. She is a Software Engineer, Nidec Read Corporation, Kyoto, Japan. The programme was coordinated by Mrs. Bhat S. Sneha Ganesh.

Business Law Association

Business Law Association was inaugurated by Ms. Bindiya Shetty, Programme Coordinator, Centre for Environmental Concern, St. Aloysius College, Mangalore on 20 December 2021. Principal Prof. Aruna P. Kamath presided over the programme. Mrs. Parinita and Mrs. Sanjana coordinated the programme.

EDP Cell

The EDP cell was inaugurated by Ms. Chithra Rao, Proprietor of Micro Business on 10 December 2021. Dr. Muralidhar Rao, Vice Principal presided over the programme. The programme was coordinated by Mrs. Supritha A.

Marketing Association

The Marketing association was inaugurated by Ms. Shreya Salian, Entrepreneur, Mangalore on 1 January 2022. The speaker emphasized on the need to participate in activities organized by the association for overall development. The programme was coordinated by Mrs. Kavitha Prabhu and Mrs. Deepashree G Shenoy.

NSS

The NSS Unit was inaugurated by Mr. Venkataramana, Lecturer in Sanskrit, NSS Programme Officer, Govinda Dasa Pre-University College, Surathkal on 04 January 2022. Principal, Prof. Aruna P. Kamath, presided over the Programme. The programme was coordinated by Mr. Akshith Kumar K. and Mrs. Sanjana.

ORIENTATION

Youth Red Cross Association

The Youth Red Cross association organized an orientation programme on 20 December 2021 for the members of the association. Plan of action for the current year was presented by the student coordinators Ms. Shivani Valke and Mr. Gowtham. Mrs. Shwetha Y. coordinated the programme.

Library

Orientation programme was conducted by Library department for newly admitted undergraduate students from 2 December to 9 December 2021. The main aim of this program was to make the new students familiarise about the library. Mr. Muralidhar Hegde and Mr. Adarsh Devadiga coordinated the programme.

Consumer Cell

Consumer Cell organized an orientation programme for final year students of all the courses enrolled for Certificate course of Consumer Education on 22 December 2021. The objective of the programme was to create awareness and benefit of the Consumer Education. Principal Prof. Aruna P Kamath presided over the programme. Student co-coordinators Bhavyashree and Pranjal were the student coordinators. The programme was coordinated by Mrs. Rashmi.T.

Short Term Certificate Programme on “Indian Securities Market”

The Finance Department in association with Knowledge Bell, authorised Training Partner for SEBI, NISM and NSE Academy organised an Online Short-Term Certificate Programme on “Indian Securities Market” for III BBA from 20 December to 24 December 2021. Mr. Vinod Tantri, registered trainer for NISM, NSE and several NBFCs was the resource person. The objective of this certificate course was to introduce security market to the students and equip graduate and undergraduate students for careers in securities markets. The students were awarded E-Certificate for the successful completion of the course. The session was coordinated by Mrs. Smitha M.

FACULTY DEVELOPMENT PROGRAMMES

Research Publication

A faculty development programme on “Research Publication” by Dr. Sudha K., Associate Professor, Besant Women’s College, Mangalore was organized on 13 December 2021. The objective of the programme was to guide the faculty members in their research publications. The resource person briefed the faculty members on the process of publication. The programme was coordinated by Mrs. Shashikala Shetty.

Guidelines for Assembling Documents under NAAC Revised Assessment

A faculty development programme on “Guidelines for Assembling Documents under Revised Assessment Scheme of NAAC” was organized on 21 December 2021. The resource persons were: Mr. Naveen K., Poorna Prajna College, Udupi, and Mr. Hardik

P. Chowhan, Asst. Professor, Canara College, Mangalore., Associate Professor, Besant Women's College, Mangalore.

Effective Teaching Skills

A faculty development programme on “Effective Teaching Skills” was organised by BBA department on 11 February 2022 at 3 p.m in the conference hall. Dr. Jnaneshwar Pai Maroor, Assistant Professor, NMAM Institute of Technology, Nitte. The objective of the programme was to provide knowledge on upgraded teaching pedagogy. The resource person explained about various innovative teaching methodologies for effective classroom engagement. He also demonstrated few methods of teaching. The programme was coordinated by Mrs. Smittha M.

Systematic organizing and uploading of documents related to Quantitative Metrics in NAAC Reports

A faculty development programme on “Systematic organizing and uploading of documents related to Quantitative Metrics in NAAC Reports” was organised by BBA Department on 5 February 2022 at 3 p.m. in the conference hall. Dr. Prameela Shetty, Assistant Professor, SDM Post Graduate Centre for Management Research, Mangalore was the resource person. The objective of the programme was to enlighten faculty members on organizing various documents to ease the process of uploading. Dr. Prameel in her address stated the ways and tactics of organizing documents meticulously to enhance smooth uploading. This programme was coordinated by Mrs. Smittha M.

Training on uploading the reports in EERPMS

A faculty development programme on “Training on uploading the reports in EERPMS” was organised by BCA Department on 17 February 2022 at 3pm in the conference hall. Mrs. Divya Uchil, was the resource person. The objective of the programme was to facilitate the faculty members in smooth uploading of reports into the EERPMS. In her address, Mrs. Divya gave the practical exposure on the steps to upload the reports. The programme was coordinated by Mrs. Divya Uchil.

ALUMNI INTERACTION PROGRAMMES

Fundamentals and skills of web development with html5, css3 and JavaScript

An Alumni interaction programme on “Fundamentals and skills of web development with html5, css3 and JavaScript” by Mr. Shrijith R, Managing Partner & Director, Hash Infotech, Mangalore was organized for III BCA ‘B’ on 11 December 2022. The objective of the programme was to enhance knowledge on web development. It was an interactive session. Students expressed positive feedback about the session. The programme was coordinated by Mr. Arun F. Sequeira.

Jira- The Epic Dashboard

An alumni interaction programme on the topic “Jira- The Epic Dashboard” was organized for III BCA ‘B’ on 22 February 2022. The resource person was Ms. Shreya, Cloud Analyst (L1 Admin), Secronix, Bangalore and also an alumna. The objective was to acquaint students on various skill sets required in job market. Shreya in her address,

explained the importance of Jira, a Linux platform in IT industry. She also stressed upon basic etiquettes required to be imbibed in the corporate world, top certification courses to be undergone by a student in parallel to the curriculum in order to add value and weightage during the interview process. The programme was coordinated by Mrs. Shashiprabha.

Next Wave Technology

An alumni interaction programme on the topic “Next Wave Technology” was organized for I BCA ‘B’ on 22 February 2022. The resource person was Ms. Prathiksha, Cloud Analyst(L1 Admin), Secronix, Bangalore and also an alumna. Prathiksha in her address, she spoke on the basic concepts of Linux, Jira Management, Cloud Computing. She also mentioned the top certification courses offered online which should be considered by every student to make themselves corporate ready. The programme was coordinated by Mrs. Sowmya Jyothi.

Future Prospects in HRD

The HRD department organised an alumni interaction programme for II BA (HRD) on 12 February 2022, at 10.00 am. It was an online session carried through google meet. Mr. Gautam Devadiga, Senior HR, Dell, Bangalore also an alumnus was the resource person. The objective was to enlighten the students on future prospects of the course the guest speaker in his session threw lights upon various aspects with regard to preparing for the exam, coping with current pandemic conditions, higher education, balancing studies and other activities, challenges in the workplace, job opportunities for HRD graduates etc. He also gave them ideas as to how to be successful as a student as well as in the workplace. He stressed on the importance of having a balanced work life. Mrs. Gayathi K. coordinated the session.

GUEST LECTURES

Awareness Programme on Scholarships

A student welfare programme by Mr. K Narayan Nayak, Retired school teacher was organised on 9 December 2021. The objective of the programme was to create awareness about various scholarships available for under graduate students. The resource person addressed the students and briefed them about the list of government scholarships available to students. The programme was coordinated by student council coordinator Mrs. Veena D. Kotian.

Virtual Work Culture Building

H R Department organized a guest lecture on “Virtual Work Culture Building” by Ms. Simona Denise Fernandes, Sr. Recruitment Specialist, Talent 50, Mangalore for II BBA on 11 December 2021. The objective of this programme was to create awareness about Virtual Work Culture. The programme was coordinated by Mrs. Anasuya.

Digital Marketing

A guest lecture on ‘Digital Marketing’ by Ms. Saara Kathleen Underwriter, Situs AMC Bangalore for I BBA ‘B’ on 17 January 2022. The objective of the programme was to

create awareness on concept and importance of Digital marketing. The programme was coordinated by Mrs Kavitha Prabhu.

Mutual fund-An Insight

A guest lecture on “Mutual fund-An Insight” by Dr. Vasanth G, Asst. Professor, Department of MBA, St. Aloysius (Autonomous) College was organized by HR department” on 9 June 2021. The Resource person enlightened the students with different mutual funds available in India. The session was filled with both theoretical and practical knowledge. The programme was coordinated by Mrs. Sowmya Hegde.

Personal Branding and Grooming

A guest lecture on “Personal Branding and Grooming” Ms. Reshma, Pursuing MBA Sahyadri College of Engineering and Management Adyar Mangalore was organized on 20 January 2021. The programme was coordinated by Dr. Jyothi.

Social Media Marketing

A guest lecture was organised by Business law department on “Social Media Marketing” for I B. Com on 29 January 2022. Ms. Chrismita Dcosta, Social Media Manager, Mindstorm Digital Marketing Agency, Mumbai was the resource person. She explained the legal implications of social media marketing. She also highlighted the fundamental laws and ethical issues of social media marketing. The programme was coordinated by Mrs. Parinita Salian.

Legal literacy

A guest lecture on “Legal literacy” by Ms. Anvitha, Junior Advocate, Manasa towers Mangaluru was organised by Human Rights cell for I BBA ‘A’ on 11 January 2022. The objective of the programme was to impart knowledge on Importance of legal literacy among youth. The speaker highlighted the need to understand the fundamentals of law in order to make full use of it as &when need arises. She also emphasized upon the engagement of youth in all important areas of socio economic and political arenas of life especially in a democratic country like India. The programme was coordinated by Mrs. Shashikala K.G.

Challenges and Opportunities in Family Business

A guest Lecture on “Opportunities and Challenges in Family Business” by Mr. Mohammed Sahil, Marketing head, AFYUN Plywood Industries, Coimbatore, was organised for I BBA ‘C’ by the Economics department on 12 January 2022. The session was coordinated by Mrs. Shashikala K.G.

Transformational and transactional leadership

A guest lecture on “Transformational and transactional leadership” by Mr. Canute D. Costa, Sales Head and Marketing at Ewa was organised for I B. Com on 7 January 2022. The objective of the programme was to develop leadership qualities among the students. The programme was coordinated by Mrs. Manju H.

Emotional Intelligence

The English department organized a guest lecture on the topic “Emotional Intelligence” on 29 January 2022 for I BBA ‘A’. Ms. Maya D Vyas, Freelancer was the resource person. She explained the concept of kinaesthetic, Visual and auditory language. She briefed the students about the importance of emotional intelligence. She also shared her organizing experiences in various state and national level fests. It was an interactive session. The session was coordinated by Mrs. Kavya U.

Soft Skills

The English department organized a guest lecture on the topic “Soft Skills” on 11 January 2022 for I BBA ‘A’. Ms. Samantha, Mc Kinsey and Company, Bengaluru was the resource person. She explained the various methods of effective communication and to prepare effective PowerPoint presentation. It was an interactive session. The session was coordinated by Mrs. Madhumathi J Raja.

Capital Market Awareness Programme

The Finance department organized an online session on “Capital Market Awareness Programme” on 8 February 2022 at 2.00 pm through Zoom Platform. Mr. Venugopal , Senior Associate, Lotus Knowlwealth Pvt Ltd, Mumbai was the resource person. The objective of this programme is to provide an insight into capital Market Operations. The resource person explained the procedure of investing, basic features of asset classes and the key aspects of financial planning. Listing the market offerings by BSE, he explained the obligations of investors in capital market. Mrs. Smitha M coordinated this programme.

ಕನ್ನಡ ಸಾಹಿತ್ಯದಲ್ಲಿ ಕಾವ್ಯ

The Kannada Department organized a guest lecture on the topic “ ಕನ್ನಡ ಸಾಹಿತ್ಯದಲ್ಲಿ ಕಾವ್ಯ ” for II BBA. The resource person was Dr. Dinakar Pachanady, Yakshagana Artist and Guest Faculty of Sri Dhavala College, Moodabidri. The objective was to enhance the knowledge of students in kannada literature. The programme was coordinated by Mrs. Jeevitha D.

Crypto Currency

The Finance department organized a guest lecture on the topic “Crypto Currency” on 8th February 2022 for III B.Com. Mr Athul, Regional Head of Coin DCX was the resource person. He explained about the merits and demerits of investing in Crypto Currency. Ms. Sowmya hedge coordinated the programme.

Awareness on Project Code Unnati

The Career Guidance and Placement cell organized a guest lecture on the topic “Awareness on Project Code Unnati” on 28th February 2022. The resource person was Mr. Govindraj Jayachandran, State Coordinator of UNDP. The objective of this programme was to make students aware about various activities conducted by UNDP with regard to career guidance and preparing oneself to face the interviews. The guest Lecturer was extended with a session by Mrs. Jyothi, Career Coach of HHH who

spoke about the confidence and communication skills. They were accompanied by Mr. Umesh Mahadevappa, EDA, UNDP project code Unnathi, Ms. Lydia Gonzalves, Ms. Deeksha and Ms. Rachana Shetty who are the community mobilizer, UNDP, Project Code Unnathi. The programme was coordinated by Mr. Sumesh Matada and Mrs. Deepa D Hegde.

Sales Journey

The Commerce department conducted a guest lecture on the topic “Sales Journey” on 2 March 2022 to the students of final year BBA from 11 Am to 12 noon. Mr. Vipul Nair, Vice President of Sales, Ufficio India was the resource person. The objective of the programme was to acquaint students on Career building strategies. He explained the importance of having goal and career path in life. He highlighted on the expectations of the employers, importance of soft skills and he also gave little tips to improve the curriculum vita of the students and how to perform in the interview. The programme was coordinated by Mrs. Veena D. Kotian.

Soft Skill Training

The HR department organized a guest lecture on “Soft Skill Training” by Mr. Mukesh Kolnad, Freelance Trainer, Bangalore for II BAHRD on 4 March 2022. The objective of this programme was to develop communication skill and to create awareness about skills required in the corporate world. The activity was coordinated by Mrs. Anasuya.

Entrepreneurial Qualities

The EDP cell organised the guest lecture on “Entrepreneurial Qualities” by Mrs Rekha Rao, proprietor of 3 Phal Skin care products, Mangalore on 7 March 2022. The objective of the guest lecture was to provide insight about start-ups. The speaker shared her experiences on start-up, issues and challenges, and fostered students to be an entrepreneur in future. Large number of students participated in the programme. The programme was coordinated by Mrs. Supriha.

Accounting Software

The Business Law Department organised a guest lecture on “Accounting Software” by Mr. Thilakraj, Partner in MVchathre & Co, Mangalore for I BBA ‘A’ on 08 March 2022. The objective of the lecture was to provide insight on accounting software. The speaker briefed about the importance of Accounting Software’s and various accounting software’s available in India. He practically demonstrated the working of ‘Tally’ software. The activity was coordinated by Mrs. Sanjana.

Areas of Research in HR

The HRD department organized a guest lecture on “Areas of Research in HR” by Mrs. Rashmiht, Research Scholar and guest faculty, Department of Commerce, Mangalore University, Konaje for II BA HRD on 5 March 2022. The objective was to enlighten the students with recent development in HR. The guest speaker explained each of the concepts with example and its relevance in the present scenario. She briefed about the need for research and steps in research process. The lecture was followed by a question

answer session. Shobha Malli introduced the speaker. Muhammed Bashil Khader proposed vote of thanks. The session was coordinated by Mrs. Gayathri K.

Static and Dynamic Websites

A guest lecture on “Static and Dynamic Websites” by Mr. Brill Brenhill, Managing Partner & Director, Hash Infotech, Mangalore was organized for III BCA ‘A’ on 07 March 2022. The objective was to promote knowledge on developing and hosting static and dynamic websites. The speaker briefed on various topics like Static websites, HTML, CSS and JavaScript and their importance in website development. Dhanush Amin introduced the resource person. Anvitha proposed vote of thanks. The programme was coordinated by Mr. Arun F. Sequeira

Event Management Skills

A guest lecture on “Event Management Skills” by Shreyas Shetty, Senior Business Development Associate, Managalore. was organized for III BBA ‘A’ and ‘B’ on 29 January 2022. The objective was to develop event management skills among the students. The activity was coordinated by Mrs. Rashmi. T.

STUDENT FACULTY PROGRAMMES

Current affairs in Banking Sectors

A student faculty programme on “Current affairs in Banking Sectors” by Tanvi of III BBA ‘A’ and Sheetal of III B.Com was organized for II BBA ‘A’ on 22 December 2021. The objective of the programme was to make students aware about recent developments in banking sector and its uses. The programme was coordinated by Mr. Akshith Kumar K.

ಓದಿನ ಮಹತ್ವ

The Kannada Department organised a student faculty programme on the topic 'ಓದಿನ ಮಹತ್ವ' by Ms. Soundharya and Thanvi of III BBA for I BBA on 23 December 2021. The objective was to enhance the communication and presentation skills. The programme was coordinated by Mrs. Renuthakshi.

Entrepreneurial Skills and Competencies

A student faculty programme on “Entrepreneurial Skills and Competencies” by Vignesh Kamath and Aishwarya N of III BBA ‘B’ was organized for I BA (HRD) by EDP Cell on 22 December 2021. The objective was to inculcate effective presentation and communication skills among the students. The programme was coordinated by Mrs. Supritha A.

Digital Marketing

A student faculty programme on ‘Digital Marketing’ by Deeksha of III BA(HRD) was organized for II BBA ‘B’ on 4 January 2022. The objective of the programme was to

inculcate knowledge regarding marketing. The programme was coordinated by Mrs. Deepashree G. Shenoy.

Service Marketing

A Student faculty programme on 'Service Marketing' by Akshith Suvarna of III BA HRD was organized for II BBA 'B' on 4 January 2022. The objective of the programme was to inculcate knowledge regarding Service marketing. The programme was coordinated by Mrs. Deepashree G Shenoy.

Service Marketing

A student faculty programme on "Service marketing" by Kushi II BBA 'C' was organised for I BBA 'on 28 January 2022. The objective of the programme is to develop presentation and communicative skills of the student. The Programme was coordinated by Mrs. Kavitha Prabhu.

Social Media

A student faculty programme on "Social media" by Monisha of III B.Com and Deeksha Nayak of III BBA 'A' was organized for II B.Com on 3 January 2022. The objective of the programme was to create awareness about good and bad effects of the social media. The programme was coordinated by Dr. Shalini.M.

Social Issues

A Student Faculty programme on 'Social Issues' by Arfa Banu and Afsana of III BCA was organized for I B.Com on 19 January 2022. The objective of the programme was to develop presentation skills. The programme was coordinated by Dr. Jyothi.

Recent Development in Marketing

A student faculty programme on "Recent Development in Marketing" by Ms. Sonali and Sunasa of III BBA 'C' for I B. Com was organised by Business Law association on January 2022. The objective was to enhance the communication and presentation skills. Ms. Sunasa explained about 'Social and Service marketing' and Ms. Sonali discussed the features of Green and Online marketing. Ms. Parinita coordinated the programme.

Economics and Business Environment

A student faculty programme on "Economics and Business Environment" by Adithi II BBA 'C' was organized for I BBA 'B' on 28 January 2022. The objective was to enhance presentation skills. Students actively participated in the session. The programme was coordinated by Mrs. Shashikala K.G

Money talk

A student faculty programme on "Money talk" by Sheethal and Anusha of III B.Com was organised by finance department for I BBA 'C' on 3 January 2022. The programme was coordinated by Mrs. Sowmya Hegde.

Motivational Elements in Organizations

A student faculty programme on “Motivational Elements in Organizations” by Skanda of III BBA for I B.Com was organized on 10 January 2022. The objective of the programme was to create awareness on importance of motivating employees in an organization. The programme was co-ordinated by Mrs. Manju.H.

Performance Evaluation

The Finance department organised a student faculty programme on “Performance Evaluation” by Deeksha of III BA (HRD) for II BA (HRD) on 18 January 2022. The objective was to acquaint the students with the various concepts of performance evaluation. She explained the basic concepts and methods of performance evaluation. The programme was coordinated by Mrs. Smitha M.

ಮಾಗುವ ಕ್ರಿಯೆ ನಿರಂತರ – ನಾ.ಮೊಗಸಾಲೆ

A student faculty programme on “ಮಾಗುವ ಕ್ರಿಯೆ ನಿರಂತರ – ನಾ.ಮೊಗಸಾಲೆ” by Payaswini of II BBA ‘B’ was organized for I BA(HRD) on 17 January 2022. The objective of the program was to give a platform for the advanced learners to enhance presentation skill. The programme was coordinated by Mrs, Jeevitha.

Foreclosure Talk on Identity

The English association conducted a student faculty programme on “Foreclosure Talk on Identity” on 21 January 2021 for II BBA ‘B’ by Tanuj Shriyan of III BCA ‘A’. The objective of the session was to create an awareness programme on LGBTQ community. He interacted with the students about the problems and Legal rights of the LGBTQ community. It was an informative and engaging session. The programme was coordinated by Ms. Lolita Neeta Dsouza.

Mannerism and Etiquettes

The English association conducted a student faculty programme on “Mannerism and Etiquettes” on 27 January 2021 for I BBA ‘A’ by Deepika of II B.Com. The objective of the session was to inculcate classroom mannerism and behaviour among the students. The student faculty briefed about the do and don’ts in the classroom. It was an informative and engaging session. The programme was coordinated by Mrs. Kavya U.

Positivity

The English association conducted a student faculty programme on “Positivity” on 27 January 2021 for II B.Com by Sanjeevini and Yashaswini of II BA HRD. The objective of the session was to motivate the students to have positive attitude in life. The student faculty briefed about building positive attitude. It was an informative and engaging session. The programme was coordinated by Mrs. Madhumathi J Raja.

Non Visual Desktop Access

The English association conducted a student faculty programme on “NVDA – Non Visual Desktop Access” on 19 February 2022 for I BCA ‘A’ by Adhish Uchil of II BA (HRD). The objective of the session was to motivate the students to develop a sense of interest towards various software. The student faculty briefed about usage and application of the Non Visual Desktop Access software. It was an informative and engaging session. The programme was coordinated by Mrs. Madhumathi J. Raja.

Personality Development and Communication Skills

The English association conducted a student faculty programme on the topic “Personality development and Communication Skills” on 17 February, 2022 for II BBA “C” by Skanda, of III BBA ‘A’. He interacted with the students on how to grab the opportunities provided to them by the college. It was an informative and engaging session. He also shared his personal experiences from a journey of a dropout to a ladder to success. The programme was coordinated by Ms. Lolita Neeta D’Souza

HR Tools

The HRD department organized a student faculty programme on the topic “HR Tools” for II BA (HRD) by Ms. Zaina Haleema Thalagara of III BA (HRD) on 17 February 2022. The objective was to improve presentation skills and communication skills of the students. Ms. Zaina explained the human resource and need for HR tools. Then she gave an insight to the various HR tools such as simulation, case study method, role play, paper-centred discussion and in-basket exercise. Mrs. Gayathri K. organized the session.

Company Accounts

The Finance department organized a student faculty programme on the topic “Company Accounts” for I BA(HRD) on 18 February 2022 by Ms. Shama of III B.Com. She explained about Company Accounts with the practical example. Ms. Sowmya Hedge coordinated the programme.

Marketing and Business System

The Business Law Department organised a student faculty programme on ‘Marketing and Business System’ by Remal Jasmine Pais and Vijeth D of III B.Com for I B.Com on 22 February 2022. The objective was to create awareness on the marketing and business system in India. The activity was coordinated by Mrs. Sanjana.

Consumer Awareness

The Marketing Department organized a student faculty programme on “Consumer Awareness” by Bhavyashree of III BBA for I BA (HRD) on 13 November 2020. The objective of this session was to create awareness about the consumable products. The activity was coordinated by Mrs. Rashmi.T

Conflict Management

The Business Law association organised a student faculty programme on “Conflict Management” for I BA(HRD) by Ms. Spoorthi of III BBA ‘B’ on 4 March 2022. The objective was to enhance the communication and presentation skills. Ms. Spoorthi explained the types of conflicts and strategies to resolve conflict. Ms. Parinita coordinated the programme.

Leadership

A student faculty programme on “Leadership” by Deeksha of III BA (HRD) was organized for I BA (HRD) on 23 February 2022. The objective of the programme was to develop and inculcate leadership qualities within the students. The programme was coordinated by Mrs. Deepashree Shenoy.

SKILL ENHANCEMENT ACTIVITIES

English Association

Brochure Making

English association organized Brochure making competition on the topic ‘Book of Values’ on 20 December 2021. The objective of the event was to inculcate values in the students and to kindle their creativity. Large number of students actively participated in the event. The programme was coordinated by Mrs. Kavya U.

Poster Making

English association organized poster making competition on the topic ‘Festivals of India a march towards harmony’ on 20 December 2021. The objective of the event was to develop a sense of belongingness and to spread harmony among the youngsters. Large number of students actively participated in the event. The programme was coordinated by Mrs. Madhumathi J Raja.

Tiara Competition

On the eve of Christmas, English association conducted “Tiara competition” on 24 December 2021 to bring out the best designer among the students. The objective of the activity was to inculcate creative expression among the students. The students enthusiastically participated in the activity and exhibited their talent by making beautiful Tiaras. The students were rewarded with E-Certificates. The competition was coordinated by Ms. Lolita Neeta Dsouza.

Ink It: Poetry Writing

The English Association conducted ‘Ink It’ Poetry writing Competition with the theme “A Game called life’ to have an optimistic attitude towards life” on 16 January 2022. The objective of this Competition was to create interest among the students about English language and poetry, to improve their vocabulary, imagination and composing skills. Large number students actively participated in the event. The activity was coordinated by Ms. Lolita Neeta Dsouza.

Slogan Writing

The English association organized a slogan writing competition on “Values in Life” on 17 January 2021. The objective of the event was to imbibe values among the students. Large number of students actively participated in this activity. The event was coordinated by Mrs. Madhumathi J. Raja.

Story Writing

The English association organized a story writing competition on the topic “A Teacher you will never forget” on 20 January 2021. The objective of the event was to improve their vocabulary, imagination and composing skills among the students. Large number of students actively participated in this activity. The event was coordinated by Mrs. Madhumathi J Raja.

Poetry Recitation

The English association organized poetry recitation competition on the topic “Nature” on 17 January 2021. The objective of the event was to enhance confidence and love for literature. Large number of students actively participated in this activity. The event was coordinated by Mrs. Kavya U.

Essay Writing

The English association organized an essay writing competition on the topic “A Teacher you will never forget” on 18 January 2021. The objective of the event was to improve their vocabulary, imagination and composing skills among the students. Large number of students actively participated in this activity. The event was coordinated by Mrs. Kavya U.

Collage

The English Association conducted Collage competition on “Solutions for Environmental Issues in India” on 15 February 2022. The objective of this competition was to develop a sense of responsibility towards the environmental issues. Large number students actively participated in the event. The student coordinators were Prisca and Tanvi. The activity was coordinated by Mrs. Kavya U.

Documentary Making

The English Association conducted Documentary making competition on “Organic Farming” on 22 February 2022. The objective of this competition was to create an understanding of agriculture sector and to develop interview skills. The activity aims to urge the creativity of the students. Large number students actively participated in the event. The student co-ordinators were Prisca and Tanvi The activity was coordinated by Mrs. Madhumathi J. Raja.

Pencil Sketching

The English Association conducted pencil sketching competition on the topic ‘Child Infanticide’ on 12 February 2022. The objective of this competition was to kindle their creativity and bring out their talents. This competition also gave a platform to showcase their drawing skills and also gave a platform to show their views through their

sketching. The student co-ordinators were Prisca and Tanvi . The activity was coordinated by Mrs. Kavya U.

Logo Designing

The English Association conducted logo designing competition on 16 February 2022 on the topic 'Reflections on being Humane'. The objective of this competition was to enhance the student's views and ideas about learning to have compassionate and being humane. This activity helped the students to understand the value of people and learnt to have empathy towards others. The student co-ordinators were Prisca and Tanvi. The activity was coordinated by Mrs. Madhumathi J. Raja.

Caption Writing

Caption writing Competition was conducted by the English association on 28 February 2022. A photograph is worth a thousand words keeping this in mind the students had to look into a picture and write a caption thus to promote creativity among the student writers. The theme for the caption writing was "Personal freedom". The staff coordinator for the competition was Ms. Lolita Neeta D'Souza

Book review

- A book review on "Wings of Fire" by A P J Abdul Kalam was conducted for I BCA 'A' on 10 January 2022 by Keerthana of I BCA 'A'. The objective of the review was to develop critical reading skills by identifying the author's perspective. It helped to analyse, evaluate and judge the content of the book. A P J Abdul Kalam has shared his heart-warming experiences. He motivates the young minds to dream high, plan perfectly, have clear goals and work hard to achieve the set goals. The event was coordinated by Mrs. Madhumathi J Raja.
- A book review on "Good Vibes Good Life" by Vex King was conducted for I BCA 'A' on 21 January 2022 by Fathima Famaz of I BCA 'A'. The objective of the review was to develop critical reading skills by identifying the author's perspective. It helped to analyse, evaluate and judge the content of the book. Vex King emphasizes the concept of self-love and its importance. The book is a collection of good thoughts, it explains the power of subconscious mind and self-belief. The event was coordinated by Mrs. Madhumathi J Raja.
- The English department conducted a book review on "Believe in Yourself" written by Joseph Murphy by Sweedel of II BA HRD on 4 March 2022. The objective was to enhance reading skills by identifying the author's perception and an overview of one person's highly subjective reading experience. The student opined that the book explores the power of believing in yourself and its help to achieve our dreams. The author illustrates his points with wonderful stories about how inventors, writers, artists, and entrepreneurs have used this power to reach the highest of heights. The programme was coordinated by Mrs. Madhumathi J. Raja.

Kannada Association

Debate

The Kannada Association conducted Debate competition on 21 February 2022, on the topic “ಮಾತೃ ಭಾಷೆಯಲ್ಲಿ ಶಿಕ್ಷಣ ಬೇಕು/ಬೇಡ” . large number of students participated in the competition. The programme was coordinated by Mrs. Jeevitha D and Mrs. Renuthakshi.

Essay Writing

The Kannada Department organized Essay writing competition on 21 February 2022, on the topic “ಮಾತೃ ಭಾಷೆಯ ಮಹತ್ವ, ಅಗತ್ಯ, ಪ್ರಯೋಜನ” for B.Com, BA(HRD) students. Large number of students participated in this programme. The programme was coordinated by Mrs. Jeevitha D and Mrs. Renuthakshi.

Poetry/ Story Writing

The Kannada Association organized poetry/ story writing competition on 7 January 2022. The objective was provide a platform to showcase their writing and creative skills. Large number of students actively participated. The event was coordinated by Mrs. Renuthakshi.

Pick and speak

The Kannada Association organized Pick and speak competition on 20 January 2022. The objective was to enhance conversational and presentation skills. Various current issues enhanced the knowledge. The event was coordinated by Mrs. Renuthakshi.

Bhavageetha

The Kannada Association organized Bhavageetha competition on 17 January 2022. The objective of this activity was to encourage and develop vocal talent of the participants. The event was coordinated by Mrs. Renuthakshi.

Hindi Association

Story Narration

Story narration competition on the topic "As you sow, so shall you reap" was organized on 18 January 2022. The objective was to build up the confidence in students and to sharpen their presentation skills and to present the story on their own with expression. Large number of students actively participated in the event. The programme was coordinated by Dr. Shalini. M.

Essay writing

Essay writing competition on the topic "Humanity" was organized on 18 January 2022. The objective was to enhance writing skills of the students. Large number of students actively participated in the event. The programme was coordinated by Dr. Shalini. M.

Story writing

Story writing competition on the topic "Humanity" was organized by on 19 January 2022. The objective is to develop writing skills. Large number of students actively participated in the event. The programme was coordinated by Dr. Shalini M.

Book Review

- The Hindi department conducted a book review on "Pita" written by Gyanranjan on 19th February 2022 by Anusha.S of I BA(HRD). The objective was to enhance their reading skills by identifying the author's perception. The student opined that it is a story of the conflict in the father-son relationship is created by the father's indifference and disinterest in the son's efforts to provide facilities for the father and this is where the content of the story opens, the conflict between two generations as well as the emotional attachment between them. Kahani takes her along; this is the great feature of this story. Dr.Shalini coordinated the programme.
- The Hindi Association conducted a book review on "Poos Ki Raat" written by Munshi Premchand on 3 March 2022 by G. Karishma of II BCA 'B'. The objective was to enhance their reading skills by identifying the author's perception. The student opined that it is a story where a glimpse of the weakness and strength of the farmer's life has shown. The story has satirized the force responsible for the helplessness of the farmer. The activity was coordinated by Dr. Shalini.

HR Association

Paper Presentation

Paper presentation on "Green Marketing and Guerrilla Marketing" was conducted by HR department for II BBA on 2 and 3 December 2021. The objective was to develop competencies and also make the students aware about the recent trends in Marketing. The activity was coordinated by Mrs. Anasuya.

First Impression

Resource Hub association organized First Impression' competition on 22 December 2021. The objective of the competition was to improve the writing skill of the students. Participants had to submit their hand written CV to create a best impression. The event was coordinated by Mrs. Anasuya.

Allegation

The Resource Hub association conducted allegation competition on 7 February 2022. The objective of the competition was to create awareness on the current events in the field of human resource. The event was judged on the basis of creative, innovate and knowledge. The event was judged by Mr Thilak Raj. The programme was coordinated by Mrs. Anasuya.

Business Law Association

Crossword Puzzle

Crossword Puzzle competition was conducted by Business law association on 22 December 2021. The objective of this competition was to test the students' knowledge related to law and to encourage students to look beyond their textual knowledge. The activity was coordinated by Mrs. Parinita.

Legal Logo Designing

The business law association organized Legal Logo Designing competition on 17 February 2022. The competition aimed to provide students with an opportunity to showcase their design skills. Mrs. Shashiprabha judged the competition. Ms. Shama and Ms. Kavya Rao were the student coordinators. Ms. Parinita coordinated the activity.

Legal Business Photography

The Business Law Association organized a Legal Business photography competition on 1 January 2022. The objective of the competition was to enhance the photography skills, reflect on the cause that has been laid in the dark and to celebrate the beauty of the business. Mrs. Supritha judged the competition. Ms. Shama and Ms. Kavya Rao were the student coordinators. Mrs. Parinita coordinated the activity.

Video Review

Value Education and Skill Development

The Business Law Department organised video review on 'Value education and Skill development' for I B.Com on 07 March 2022. The objective of the programme was to create awareness on the life values among the students. The activity was coordinated by Mrs. Sanjana.

Natural Resource Conservation

The Business Law Department organised video review on the topic 'Natural Resource Conservation' for I BA (HRD) on 09 February 2022. The objective of the programme was to create awareness about natural resources available in India and its need for conservation. The activity was coordinated by Mrs. Sanjana.

Book Review

The Monk who sold his Ferrari

The Business Law Department organised book review on 'The Monk who sold his Ferrari' written by Robin Sharma on 04 March 2022 by Ashish of I BBA 'A'. The objective was to give insight into the author's perspective and enhance the reading skill. The book provided a deep insight into the meaning of life, self-reflection of life and work life balance. The activity was coordinated by Mrs. Sanjana.

SCAN Association

IT Quiz

IT Quiz competition was conducted by Scan Association on 12 December 2021. The objective of the event was to enhance IT skill. The students enthusiastically participated in the event. The event was coordinated by Mrs. Divya Uchil.

IT Debate

IT Debate on "Online Classes Boon or Bane" was conducted on 24 January 2022. The objective of the competition was to enhance communication skills. The event was judged by Mrs. Reshmi B R and Ms. Lolita D'Souza. were the judges. The event was coordinated by Mr. Arun F. Sequeira.

Turn Coat (Toggle Toggle)

Toggle toggle was organized by SCAN association on 28 January 2022. The objective of this event was to test the participant's communication skills and their ability to cope under pressure. The event was judged by Mrs. Deepa D Hegde. The event was coordinated by Mrs. Shashikala Shetty.

Marketing Association

Slogan Writing

Marketing association organized slogan writing competition on 27 December 2021. The objective of the competition was to enhance writing skill. The participants were asked to write slogans for the given theme. The event was judged by Mrs. Supritha and Mrs. Rashmi.

Marketing Quiz

Marketing association organized quiz on 29 December 2021. The participants were asked to answer the quiz based on Marketing. The objective of the competition was to enhance knowledge on marketing. The event was judged by Mr. Gururaj.

Book Review

A book review on "Who will cry when you die" written by Robin Sharma was organised by the marketing department by Payaswini of II BBA 'B' on 14 January 2022. The objective of the programme was to develop critical reading skills by identifying the author's perspective. The activity was coordinated by Mrs Kavitha Prabhu.

Library Department

Book Review Competition

The Library department in association with Kannada Department organized book review competition on 12 January 2022. The objective of the competition was to enhance the thinking, analyzing and summarizing capacities of students. Students of BBA, B.Com. BCA and BA (HRD) participated in the Competition. The event was coordinated by Mrs Renuthakshi and Mr. Muralidhar Hegde.

Library Book Exhibition 2022

On the occasion of 159th Swami Vivekananda Jayanthi One day Book exhibition Programme was organised on 20 January 2022. The objective of this exhibition was to acquaint and familiarize the students of the collection available in library related to Swami Vivekananda. There was an active and enthusiastic participation of faculty and students. The programme was coordinated by Librarian Mr. Muralidhar Hegde and Library staffs.

NSS**Sapling Plantation Programme**

NSS Unit organised Medicinal and Other Saplings Plantation Programme on 22 January 2022 at College Garden. The NSS Volunteers planted saplings of Aloe Vera, Coleus Aromaticus, Hibiscus Rosa Sinensis, Allamanda Cathartica, Ocimum Tenuiflorum, etc. with a noble cause of saving the planet earth and for sustainable development. The programme was coordinated by Mr. Akshith Kumar K and Mrs. Sanjana.

Best Out of Waste

National Youth Week was observed by organising Best out of Waste competition on 14 January 2022. The objective of the competition was to enhance creativity and innovation in order reduce the destruction of forest & eco-system for sustainable development of the nation. The event was judged by Mrs. Kavya U. and Ms. Lolita Neeta Dsouza. The activity was coordinated by Mr. Akshith Kumar K and Mrs. Sanjana.

EDP Cell**Business Plan**

The EDP department conducted an online Business Plan competition on 24 January 2022. The objective was to enhance the analytical and entrepreneurial skills among students. Students of different courses actively participated in the competition and made the event successful.

Pick and Speak

The EDP cell conducted Pick and speak competition on 20 January 2022. The objective of this competition was to bring out quick thinking and oratory skills among the students. Large number of students actively participated in the competition. The activity was coordinated by Mrs. Supritha.

Logo Design

EDP cell conducted business logo design competition on 4 March 2022. The objective of the competition was to enhance creativity among the students. Large number of students participated in the programme. The programme was coordinated by Mrs. Supritha.

Fest Forum**Management Training**

A Management training for the first-year students was conducted by Fest forum from 4 to 7 January 2022. The training was organized by a group of final and second year students. The objective was to enhance the entrepreneurial, communication, technical and other skills required to compete in the corporate world. The programme was coordinated by Mrs. Shashikala K.G.

IT Training

Fest Forum organised a training programme for I BCA on 6th and 10th January 2022. The objective of this training programme was to enlighten the students about various IT Fest events, to improve the communication and technical skills, to recognize the aspiring talents, to give a broader vision of how to face IT Fests with confidence and positive attitude and to train first year students about information technology. Tanuj B Shriyan of III BCA 'A' gave a brief introduction about the session. The training programme provided an insight into various fests organised in the college and other intercollegiate fests. Skanda Narayan, Charith, Rahul Devadiga, Devanshu Shrama, Bhoomika, Ashika, Arfa Banu, Anushree Alva, Bhagyashree, Yashika. and Manvith of III BCA were the student coordinators. The programme was coordinated by Mrs. Deepa D Hegde.

Economics Association**Book Review**

A Book review on "I Love Money" written by Suresh Padmanabhan was conducted by Ms. Deeksha Nayak III BBA 'A' for III BBA 'A' on 12 January 2022. The objective of the review was to develop critical reading skills by identifying the author's perspective. The programme was coordinated by Mrs. Shashikala K.G.

Essay Writing

On the occasion of 159th birth anniversary of Swami Vivekananda and National youth day an essay writing competition on "Role of Youth in Export Development" was organized by the economics association on 12 January 2022. The objective of this competition was to create awareness among the students about contributions made by Swami Vivekananda for youth. The programme was coordinated by Mr. Prasanna Kumar T.

Turn coat competition

Turn coat competition was organized by the Economics association on 20 January 2022. The objective of the event was to enlighten the students about pros and cons on various topics related to current issues of economics. The programme was coordinated by Mrs. Shashikala K.G and Prasanna Kumar T.

Quest For Knowledge

Quest for knowledge competition was organized by the Economics association on 21 January 2022. The students participated with great enthusiastic by exhibiting their

potential in those areas. It gave an exposure to economic business and industry of our country. The programme was coordinated by Mrs. Shashikala K.G and Prasanna Kumar T.

Knock out and drag out

The association conducted a knock out and drag out competition on 7 February 2022 on the topic "Plastic ban Economy Vs. Environment". The objective was to enlighten the students on advantages and disadvantages of Plastic ban. Large number of students participated in the event. The event was coordinated by Mrs. Shashikala K.G.

Commerce Association

Blind Presentation

A Blind presentation competition was conducted by the commerce department on 14 January 2022. The objective of this activity was to enhance the communication skills and knowledge among the students on commerce topics. The event was co-ordinated by Mr. Akshith Kumar K.

Book Review

The Commerce department conducted book review on the book titled “Before You Start up” authored by Pankaj Goyal on 4 February 2022 by Heeba, I B.Com. The objective of the programme was to improve reading habits and communication skills. The programme was coordinated by Mrs. Manju H.

Finance Association

Fin Quiz

Fin Quiz competition was conducted by finance association on 6 January 2022. The objective was to improve the knowledge of the students. The event was coordinated by Mrs. Sowmya Hegde.

Money talk

Money talk competition was conducted by finance association on 21 January 2022. The topics given were Bitcoin, Inflation, financial crisis, Fin tech companies etc. The objective was to improve the student’s communication skill. The event was judged by Mr. Akshith. The event was coordinated by Mrs. Sowmya Hegde.

Crossword

Crossword competition was conducted by finance association on 25 January 2022. The objective of this event was to improve the student’s financial vocabulary. The event was coordinated by Mrs. Sowmya Hegde.

Youth Red Cross Association

Save Trees, Save Life

The Youth Red Cross association organized a Save Trees, Save Life Campaign for students on 21 December 2022. The objective of programme was to create awareness

on conserving renewable energy. A large number of students participated in the programme. Mrs. Shwetha Y. coordinated the programme.

Painting

The Youth Red Cross association organized Painting competition on topic Conservation of renewable resources on 3 January 2022. The objective of programme was to create awareness on conserving renewable energy. A large number of students participated in the programme. Mrs. Shwetha Y. coordinated the programme.

Poster

The Youth Red Cross association organized Poster Making competition on the topic Save Girl Child on 7 January. The objective of programme was to create awareness on gender selective abortion of female foetuses. A large number of students participated in the programme Mrs. Shwetha Y. coordinated the programme.

Best out of waste Competition

The Youth Red Cross association organized Best out of Waste competition on the topic “Recycle your Trash” on 10 January 2022. The objective of programme was to enable the students enhance their creativity & innovation. A large number of students participated in the programme. Mrs. Shwetha Y. coordinated the programme.

Consumer Club

Essay

Consumer Forum in Association with Dakshina Kannada District Federation of Consumer Organization®, D.K District Consumer Information Centre, Mangalore observed World Consumer’s Day by organizing an Essay Writing competition on 9 March 2022. The objective was to evaluate and enhance student’s knowledge on consumer rights. The activity was coordinated by Mrs. Rashmi. T.

Quiz

Consumer Forum in Association with Dakshina Kannada District Federation of Consumer Organization®, D.K District Consumer Information Centre, Mangalore observed World Consumer’s Day by organizing a quiz competition on 10 March 2022. The objective was to evaluate and enhance student’s knowledge on consumer rights. The activity was coordinated by Mrs. Rashmi. T.

EXTENSION ACTIVITIES

Student Council

Visit to Sundar Ice Factory

The members of the Student council conducted an extension activity in Sundar Ice Factory, Kudroli Mangalore on 3 March. Where the students of the association visited the factory and educated the employees about digital payments using mobile and explained the various options available under digitalization. The programme was coordinated by Mrs. Veena D. Kotian.

Marketing Association

Visit to Deccan Packaging India Private Limited

Members of Marketing Department visited Deccan Packaging India Private Limited Mangalore on 18 January 2022. The objective of the programme was to know about the functioning of Packaging process and to clarify the doubts on marketing activities the company. The visit was coordinated by Mrs Kavitha Prabhu.

Visit to Mudra Printers

Members of Marketing Department visited Mudra Printers Mangalore on 18 January 2022. The objective of the programme was to know about the functioning of mudra printers and also to guide the workers about online transactions and online purchasing. The visit was coordinated by Mrs Kavitha Prabhu.

Visit to Flower Market

The Marketing association conducted an extension activity on 25th February 2022 at flower market, State Bank and Cartstreet Mangalore. The objective was to understand the various problems faced by Flower vendors in their business and also to suggest possible solutions.. The activity created awareness about problems and inconveniences faced by the Flower vendors. The members gave awareness about online business transactions to the flower vendors . The activity was coordinated by Mrs. Kavitha Prabhu and Mrs. Deepashree Shenoy

Visit to Aruna Industries

The Marketing department organized a field visit to Aruna Industries, Industrial area Baikampady on 26 February 2022. The objective of the programme was to acquaint the students about the working environment of industry. This programme was coordinated by Mrs. Kavitha Prabhu.

Visit to Abhay Engineers

The Marketing department organized a field visit to Kamaths Industrial estate Bolar, Mangalore on 25th February 2022. The objective of the programme was to acquaint the students about the working environment of industry. This programme was coordinated by Mrs. Deepashree Shenoy

Visit to Star Flex industries

The Marketing department organized a field visit to Star flex Industries, Industrial area Baikampady on 26 February 2022. The objective of the programme was to acquaint the students about the working environment of industry. This programme was coordinated by Mrs. Deepashree Shenoy.

HR Association**Visit to Baroda Bank**

HR department conducted a field visit to Bank of Baroda, Ladyhill Branch, Mangalore on 6 January 2022. The objective of the visit was to develop communication skills among the students. Activities like Yoga Break (Y Break) were conducted to boost release the work stress among employees were conducted. The programme was coordinated by Mrs. Anasuya.

Visit to Welmers Plastics

The HRD department organized a factory visit on 12 February 2022 at Welmers lastics, Mulky for I BBA. The objective was to give hands of experience on the working condition provided for the employees at Welmers plastics. The visit helped to gain information on manufacturing process of pet bottles, jars and containers through the blowing machines. The programme was coordinated by Mrs. Preethika Dharmapal.

Visit to ATELIER Industry

The members of the HR department visited the ATELIER Industry, Valencia, Mangaluru on 18 February 2022. The objective was to provide the practical knowledge to the students about Industry. The programme was coordinated by Mrs. Anasuya.

Visit to VIJI Condiments

The members of the HR department visited the VIJ Condiments, Savoor, Post Kotekar Mangaluru on 22 February 2022. The objective was to provide the practical knowledge to the students about Industry. The programme was coordinated by Mrs. Anasuya.

Visit to Vamanjur Packers and Packers

The HR department conducted an extension activity in Vamanjur Packers on 4 March 2022. The objective of the visit was to providing awareness about safety measures and to obtain knowledge on various training methods adopted in the factory. The programme was coordinated by Mrs. Anasuya.

Economics Association**Visit to SARKAR Laminates**

Members of the Economics association visited SARKAR Laminates, Plywood's, Kallapu, Mangalore on 25 January 2022. The objective of the visit was to gain insight into the functions of Plywood Manufacturing and production process. The programme was coordinated by Mrs. Shashikala K.G

Visit to M/s Sri Pawan Marble & Granite Co

Members of the Finance association visited M/s Sri Pawan Marble & Granite Co Hosabettu Mangalore on 26 December 2021. The objective of the visit was to provide guidance about cashless transactions. The students briefed the employees about benefits of UPI, Net banking transactions. The programme was coordinated by Mrs. Sowmya Hegde.

Visit to Nilgiris

Commerce department organized an extension activity on creating awareness on importance of using branded products for the consumers from Nilgiris on 13 January 2022. The programme was coordinated by Mrs. Manju. H.

Visit to Deepa Residency

Commerce department organized an extension activity on creating awareness on importance of making plastic card payments among housewives at Deepa Residency Mangaluru on 18 January 2022. The programme was coordinated by Mrs. Manju. H.

Awareness on Crypto Currency

The members of Economics department visited Panchami Gas agency, Thokkottu, Mangalore to conduct extension activity on 16 January 2022. The objective of this programme was to guide the labourers about benefits and effects of crypto currency. This visit proved to be a rewarding experience for both the students and the labourers of the industries. Mrs. Shashikala K.G. coordinated the programme.

Awareness on Employee Rights in the Workplace

The members of Human Rights cell visited Panchami Gas Agency, Thokkotu Mangalore on 16 February 2022, as a part of extension activity. The objective of the programme was to create awareness on employees' rights. This visit proved to be a rewarding experience for both the students and the laborers of the Panchami Gas agency. Mrs. Shashikala K.G. coordinated the activity.

English Association**Visit to PowerPoint Bag Industries**

The English department organized a factory visit to PowerPoint Bag Industries, Karkala on 17 January 2022. The objective was to make the students understand the working process of Bag industries. They also gained knowledge about the marketing process of it. The visit was coordinated by Mrs. Kavya U.

Visit to Deccan Plast Industries, Bikampady

The English department organized a factory visit to Deccan Plast Industries, Bikampady on 18 January 2022 to their Injection Molding Manufacturing Unit. The objective was to make the students understand the working process of Injection Molding Manufacturing Unit. They also understood the process of the Machines and cleared their doubts about it. The visit was coordinated by Mrs. Madhumathi J Raja.

Visit to Mudra Print Process, Baikampady

The English department organized a factory visit to Mudra Print Process, Baikampady on 25 January 2022. The objective was to make the students understand the working process of printing. They also understood the marketing process of printing and cleared their doubts about it. The visit was coordinated by Mrs. Kavya U.

Visit to Our Home for Senior Citizens

English department organised an extension activity on 19 January 2022 at Our Home for Senior Citizens, Mangalore. The objective of this activity was to sensitize the students about the problems faced by the elderly, learn how to respect them and care for them. The activity was coordinated by Mrs. Madhumathi J. Raja.

Visit to Canara Higher Primary School

English department organised an extension activity at Canara Higher Primary School, Urva, Mangalore on 4 March 2022. The objective of the activity was to develop communication skills and leadership qualities among the members. Students conducted various activities to improve language skills. The activity was coordinated by Mrs. Madhumathi J Raja.

Visit to Dakshina Kannada Zilla Panchayath Higher Primary School, Bejai

English department organised an extension activity at Dakshina Kannada Zilla Panchayath Higher Primary School, Bejai, Mangalore on 11 March 2022. The objective of the activity was to develop communication skills and leadership qualities among the members. Students conducted various activities to improve language skills. The activity was coordinated by Mrs. Madhumathi J Raja.

World Water Day 2022

Students of I BBA B observed World Water Day by providing drinking water to the animals from 1 March to 31 March 2022. The objective of the activity was to create a sense of social responsibility among the students and to act towards the benefit of animals. The students placed water bowls for animals to quench their thirst. The activity was coordinated Mrs. Kavya U.

Kannada Association

Visit to Mangala Higher primary School

The members of the Kannada department visited Mangala Higher Primary School Mannagudda, on 11 February 2022. The objective of the activity was to develop self-confidence and enhance leadership qualities. The various activities like Memory test, Pic and speak and Quiz on the occasion of Independence Amrith Mahothsav. The winners were awarded. The students participated enthusiastically. Ms. Sheethal was the student coordinator. Mrs. Renuthakshi K. coordinated the programme.

Visit to Sharada Vidyalaya

The members of Kannada department conducted an extension activity on 18th February 2022 to primary school students of Sharada Vidyalaya, Vidyasree Tuition Centre. They conducted craft making and created awareness on cleanliness. The objective was to build confidence and overcome inferiority complex. The programme was coordinated by Mrs. Jeevitha D and Mrs. Renuthakshi

Hindi Association

Visit to St. Aloysius Primary School

The Hindi association conducted an extension activity at St. Aloysius Primary School, Urva on 23rd February 2022. The objective of this programme was to develop personality, self-confidence and enhance their creativity. Various craft activities were taught to the school children in order to make the best use of the waste articles that is available around them. Students also conducted Amrit Mahotsav activity to develop their patriotism to country. This activity was successful in enriching the creativity of school children. Dr. Shalini coordinated the programme.

Visit to Shree Jamnadas Dwarakadas Kotecha English Medium School

Hindi department organized an extension an activity at Shree Jamnadas Dwarakadas Kotecha English Medium School, Mangalore on 3 March 2022. The objective of the activity was to develop personality and leadership skills. The students spoke about importance of Hindi in present scenario. Students conducted several activities for the students. The activity was coordinated by Dr. Jyothi.

Visit to D.K.Z.P.H.P.School

Hindi department organized an extension an activity at D.K.Z.P.H.P.School Mannagudda Mangalore on 22 February 2022. The objective of the visit was to enhance the language skills of the students. The students spoke about importance of Hindi in present scenario. Students conducted several activities for the students. The activity was coordinated by Dr. Jyothi.

Visit to Padua Higher Primary School

The members of the Hindi department visited Padua Higher Primary School on 16 March 2022. The objective of this programme was to develop self-confidence and enhance their creativity. Various games and other cultural activities were conducted to the school children. The programme was coordinated by Dr. Shalini.

EDP Cell**Visit to Pawan Marbles**

The members of the EDP cell visited Pawan Marbles, Bunder, Mangaluru on 8 February 2022 at 3.00 pm. The objective of the field visit was to get practical exposure and understand the issues and challenges faced by an entrepreneur. Mr. Mansoor Ahmed, proprietor of Azad steels and hardware, gave detailed information about his achievements, issues and challenges. The programme was coordinated by Mrs. Supritha

Visit to AZAD Steels and Hardware

The EDP cell conducted an extension activity on 16 February 2022 at Azad steels, Bunder, Mangalore. The objective was to develop entrepreneurial skills among the students. The members of EDP Cell explained the importance of digitalisation, safety measures in steel industries .The programme was coordinated by Mrs. Supritha A.

Red Cross Association**Visit to Dakshina Kannada Zilla Panchayat Higher Primary School**

The members of Youth Red Cross association visited Dakshina Kannada Zilla Panchayat Higher Primary School, Bokapatna on 23 February 2022. The objective was to provide first aid training programme to the children of the school. Mrs Shwetha Y. coordinated the programme.

Visit to B.E.M Aided Lower Primary School

The members of Youth Red Cross association visited B.E.M Aided Lower Primary School Carstreet, Mangalore on 26 February 2022. The objective was to create awareness on first aid training, health and hygiene and value of medicinal plants to children of the school. Mrs Shwetha Y. coordinated the programme.

Business Law Association**Visit to Shubha Beedi, Pachinadka**

The Business Law Department organised an extension activity at Shubha Beedi, Pachinadka, Kallige, Bantwal on 9 February 2022. The objective of the visit was to get practical exposure to the students about Beedi manufacturing industry, capital required for the industrial activity and the legal issues related to it. The visit was coordinated by Mrs. Sanjana.

Visit to Sun-Spirit Soft drinks, Bantwal

The Business Law Department organised an extension activity at Sun-Spirit Soft drinks, Bantwal on 9 February 2022. The objective of the visit was to get practical exposure about manufacturing process and risk faced by the factory in the competitive era. The visit was coordinated by Mrs. Sanjana.

Visit to Organic Poultry Farm

The Business Law Department organised an extension activity at Organic Poultry Farm, Kallige, Bantwal on 20 February 2022. The objective of the visit was to get practical exposure to the students about functioning of poultry farm, risk associated, fund acquisition and encourage them to start up their own farm. The visit was coordinated by Mrs. Sanjana.

Visit to District Jail

The Business Law Department organised an extension activity at District Jail, Mangalore on 9 March 2022. The objective of the activity was to understand the working of the jail, the nature of the duties of the executive officers and included in-depth study of the day-to-day functioning. Plant Saplings were handed to the Jailors. The visit was coordinated by Mrs. Parinitha Salian and Mrs. Sanjana.

Visit to D.K. District Court

The Business Law association organized an extension activity at D.K. District Court, Hampankatte, Mangaluru on 4 March 2022. The objective of the programme was to make students understand the working of a court, the nature of duties of the judicial officers. The visit included an in-depth study of the day to day functioning of the civil and criminal courts, at different levels and over a vast variety of cases. Mrs. Parinita and Adv. Kavitha K coordinated the programme.

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

The Business Law association organised an extension activity at D.K.Z.P. Higher Primary School, Ghandhinagar, Mangalore on 5 March 2022 to sensitize on the protective steps against COVID19. The members of the association explained the importance of wearing

mask, personal hygiene and emphasized on proper handwashing techniques in order to avoid community transmission. They also organised various activities to develop self-confidence and personality of the students. The programme was coordinated by Ms. Parinita Salian.

NSS

One Day Camp: Swacchata Abhiyan – Campus Cleaning

The NSS unit organized campus cleaning on 6th February 2022. 100 NSS volunteers participated in the cleaning initiative. The objective of this activity was to clean and maintain the campus and the surroundings of the college and create awareness among the volunteers. NSS Programme Officers, Mr. Akshith Kumar K and Mrs. Sanjana coordinated the activity.

One Day Camp: Azadi Ka Amrit Mahotsav

NSS one day camp was organized on 13th February 2022 in SDM Mangalajyothi Integrated School, Vamanjoor in connection with 'Azadi Ka Amrit Mahotsav'. 100 NSS volunteers participated in the initiative. The objective of the programme was to keep the environment clean, safe and eco-friendly. NSS Programme Officers, Mr. Akshith Kumar K and Mrs. Sanjana coordinated the activity.

One Day Camp: Field Visit

NSS unit conducted a field visit at Pacchinadka, Bantwal in connection with 'Azadi Ka Amrit Mahotsav'. on 20th February 2022. 100 NSS volunteers participated in the initiative. The volunteers gained knowledge about different types of crops and its cultivation. NSS Programme Officers, Mr. Akshith Kumar K and Mrs. Sanjana coordinated the activity.

Commerce Department

Visit to Shubha Beedi Factory

The Commerce Department organised an extension activity at Mangalore Shubha Beedi, Pachinadka, Kallige, Bantwal on 09 February 2022. The objective of the visit was to get practical exposure to the students about Beedi manufacturing industry, briefly explained about various pension funds and schemes provided by the government. The visit was coordinated by Mr. Akshith Kumar K.

Visit to Sun spirit

The Commerce Department organised an extension activity at Sun-Spirit Soft drinks, Bantwal on 09 February 2022. The objective of the visit was to get practical exposure to the students about manufacturing process and risk faced by the factory in the competitive era. The visit was coordinated by Mr. Akshith Kumar K.

Visit to Deccan packaging Industry

The commerce department conducted an extension activity at Deccan Packaging Industry, Baikampady, Mangalore on 18 March 2022. The students of the association visited industry and educated the employees about online digital payment mode. The visit was coordinated by Mr. Akshith Kumar K.

Visit to Deccan Plast Industries

The commerce department conducted an extension activity at Deccan Plast Industries, Baikampady, Mangalore on 18 March 2022. The objective was to enhance the knowledge of the students regarding manufacturing process. The visit was coordinated by Mr. Akshith Kumar K.

Finance Department

Visit to Government Pre-University College

Members of the finance department conducted an extension activity on Stock Market Awareness at Government Pre-University College, Bokkapatna, Mangalore on 26 March 2022. The objective of the programme was to provide knowledge on Stock Market. Sanjeevini and Yashaswini explained the basic aspects of stock market. The session was interactive and enriching for the. The programme was coordinated by Mrs. Smitha M.

Consumer Cell

Visit to SDM School

The Consumer Cell organized an extension activity on “Consumer Rights” at SDM School, Ashoknagar on 5 March.2022. The objective of the programme was to create awareness on consumer rights. Bhavyashree, Pranjal and Vikyath of III BBA provided information about consumer products, usage, complaints and rights. The activity was coordinated by Mrs. Rashmi. T.

BCA Department

Visit to Social Welfare Unit

An extension activity at Social Welfare Unit, Jeppu, Mangalore was organised in connection with Women’s day on 10 March 2022. The objective was to provide insight about role of women in a family. The students performed skit, mime show and mono acting on the theme “Decision making role of a woman in the family and society”. The programme was coordinated by Mr. Arun F. Sequeira.

Career Guidance and Placement Cell

Campus Placement

- The Career Guidance and Placement Cell organized On-campus placement drive on 8th February 2022 for the final year students by ICICI Bank in Association with NIIT Bejai, Mangalore. The drive was for full time job as Probationary Officer and Relationship Manager. The interested candidates had to fill in their resume through google link of the bank. The bank personnel explained the company and job profiles to the candidates followed by aptitude test and face to face interview. Mr. Sumesh Matada and Mrs. Deepa D. Hegde coordinated the programme.

- The Campus Recruitment Programme through online mode was conducted by Northern Trust Bank on 18 and 24 February 2022 in three batches. There were five rounds consisting of the aptitude test, video uploading, technical round, face to face interview through video conferencing and a HR round. Students from BBA and BCOM participated in this campus recruitment programme. Mr. Sumesh Matada, Mrs. Deepa D. Hegde, coordinated the online campus drive.
- The Career Guidance and Placement Cell organized On-campus placement drive on 21 February 2022 by Decatalon Mangalore. The drive was for part time job as Sportleader. The interested candidates had to fill in their interests and job expectations in the questionnaire provided. The personnel explained the company and job profiles for the candidates. Various sports activities were conducted to judge the stamina and team work capability of the candidates followed by face to face interview. Students took part in this drive from all courses. Mr. Sumesh Matada and Mrs. Deepa D. Hegde coordinated the programme.

Staff Achievement

Mrs. Divya Uchil

- Attended one-Day Workshop on “New Choice Based Credit System Semester Scheme with Multiple Entry and Exit Options in the Undergraduate Degree Programmes” under NEP 2020 introduced by the Mangalore University from current academic year for BCA, B.Sc.(Computer Science) and B.Com (Computer Applications) programmes on 20 November 2021 at Canara First Grade College, Mangalore.

Mr. Arun F. Sequeira

- Attended one-Day Workshop on “New Choice Based Credit System Semester Scheme with Multiple Entry and Exit Options in the Undergraduate Degree Programmes” under NEP 2020 introduced by the Mangalore University from current academic year for BCA, B.Sc.(Computer Science) and B.Com (Computer Applications) programmes on 20 November 2021 at Canara First Grade College, Mangalore.
- Participated in one-day national seminar (online) on “Geography Day” organized by Department of Geography, Mahatma Phule Mahavidyalaya, Kingaon Tq. Ahmedpur Dist. Latur State. Maharashtra. on 15 January 2022.
- Conducted theory and practical classes as a part of “Certificate Course in Computer Applications” offered to the UG students of Government First Grade College, Haleyangadi, Mangalore on 28 January 2022.

Mrs. Gayathri K

- Completed Swayam ARPIT online certificate course on “Financial markets and Emerging Business Model” conducted by University of Kerala.

- Invited as resource person for “Working Capital Management” in a one day workshop on CBCS of V Semester BBA syllabus of Mangalore University held at Manjunatha Pai Memorial Govt. First Grade College of Professional and Business Management, Karkala on 19th November 2021.
- Attended one day workshop on “V Semester choice based credit system” of, BBA Syllabus on 19th November 2021 held at Manjuntha Pai Memorial Government First Grade College of Professional and Business Management , Karkala .

Mrs. Manju. H

- Attended BBA CBCS Vth Semester syllabus revision workshop at MPM GFGC Karkala, on 19 November 2021.
- Attended FOBMAT executive committee meeting on 19th November 2021 at MPM GFGC Karkala.
- Attended one day workshop on “V Semester choice based credit system” of, BBA Syllabus on 19th November 2021 held at Manjuntha Pai Memorial Government First Grade College of Professional and Business Management , Karkala .
- Participated in one day workshop on ‘First Semester NEP B.Com Courses’ organized by MUCTA in collaboration with St. Agnes College (Autonomous), Mangalore on 20 November 2021.
- Attended BOS meeting BA(HRD) on 21,22,23 October 2021 at SDM College of Business Management, Mangalore.
- Invited as a resource person for Marketing Management for NEP BBA First Semester virtual Syllabus workshop organized by Bhuvanendra College Karkala on 6 December 2021.
- Attended FOBMAT Virtual Executive committee meeting on 7 December 2021.
- Presented a paper titled “Green Marketing Strategies as a Tool for Competitive Advantage on Digital Podium” in one day international conference on New Trends and Challenges in Business Management and Innovation at Nehru Arts and Science College, Coimbatore on 10 February 2022.
- Presented a paper titled “Pedagogical and Technological Transitions in Teaching Learning Process” in one day international conference on Innovations and Challenges in Commerce, Humanities, Science and Technology at Shankarlal Khandelwal Arts, Science and Commerce College Akola on 23 February 2022.

Mrs. Madhumathi J. Raja

- Presented a paper titled “A Study on College Students Insight and Perceptions of Social Entrepreneurship in Around Mangalore City Colleges” in one day international conference on New Trends and Challenges in Business Management and Innovation at Nehru Arts and Science College, Coimbatore on 10 February 2022.
- Presented a paper titled “Spinning towards Revolutionary Methods in E Learning in India” in one day international conference on Innovations and Challenges in Commerce, Humanities, Science and Technology at Shankarlal Khandelwal Arts, Science and Commerce College Akola on 23 February 2022.

Mr. Thilakraj K,

- Attended one day workshop on “V Semester choice based credit system” of, BBA Syllabus on 19th November 2021 held at Manjuntha Pai Memorial Government First Grade College of Professional and Business Management , Karkala.

Mrs. Shashikala Shetty

- Attended one-Day Workshop on “New Choice Based Credit System Semester Scheme with Multiple Entry and Exit Options in the Undergraduate Degree Programmes” under NEP 2020 introduced by the Mangalore University from current academic year for BCA, B.Sc.(Computer Science) and B.Com (Computer Applications) programmes on 20 November 2021 at Canara First Grade College, Mangalore.

Mrs. Renuthakshi K.

- Attended workshop on 'ಕನ್ನಡಕಲಿಕೆಸಾಧ್ಯತೆಗಳುಮತ್ತುಬೋಧನೆ' organized by St. Aloysius college (Autonomous) Kannada Department Mangalore on 12th February 2022.

Mrs. Kavitha Prabhu

- Presented a paper titled “Green Financing – An Integrated Approach Towards Endurable Development” in one day international conference on New Trends and Challenges in Business Management and Innovation at Nehru Arts and Science College, Coimbatore on 10 February 2022.
- Presented a paper titled “A Study on Blended Learning: An Ingenious Perspective Approach” in one day international conference on Innovations and Challenges in Commerce, Humanities, Science and Technology at Shankarlal Khandelwal Arts, Science and Commerce College Akola on 23 February 2022.
- Participated in an Seven days FDP on “Trends in Teaching Methods in Management Education “organized by SDMIMD, Mysore from 7 to 15 February 2022.

Mrs. Deepa D. Hegde

- Attended one-Day Workshop on “New Choice Based Credit System Semester Scheme with Multiple Entry and Exit Options in the Undergraduate Degree Programmes” under NEP 2020 introduced by the Mangalore University from current academic year for BCA, B.Sc.(Computer Science) and B.Com (Computer Applications) programmes on 20 November 2021 at Canara First Grade College, Mangalore.

Mrs. Sowmya Jyothi

- Attended one-Day Workshop on “New Choice Based Credit System Semester Scheme with Multiple Entry and Exit Options in the Undergraduate Degree Programmes” under NEP 2020 introduced by the Mangalore University from current academic year for BCA, B.Sc.(Computer Science) and B.Com (Computer

Applications) programmes on 20 November 2021 at Canara First Grade College, Mangalore.

Mrs. Shashikala K. G.

- Presented a paper titled “A Study on Waves of Digital Marketing in Contemporary Business Scenario” in one day international conference on New Trends and Challenges in Business Management and Innovation at Nehru Arts and Science College, Coimbatore on 10 February 2022.
- Presented a paper titled “Global Waves of E- Learning during COVID 19” in one day international conference on Innovations and Challenges in Commerce, Humanities, Science and Technology at Shankarlal Khandelwal Arts, Science and Commerce College Akola on 23 February 2022.

Dr. Jyothi

- Participated in One Day syllabus workshop on “Hindi Syllabus” organized by Mangalore University Hindi Adhyapak Sangh on 10 February 2022 at Mangalore University college, Mangalore.

Mrs. Shashiprabha

- Attended one-Day Workshop on “New Choice Based Credit System Semester Scheme with Multiple Entry and Exit Options in the Undergraduate Degree Programmes” under NEP 2020 introduced by the Mangalore University from current academic year for BCA, B.Sc.(Computer Science) and B.Com (Computer Applications) programmes on 20 November 2021 at Canara First Grade College, Mangalore.
- Was the resource person for the guest lecture on the topic “Computer Applications in Social Work” for I MSW, School of Social Work, Roshni Nilaya, Mangalore on 27 and 28 December 2021.

Dr. Shalini N.

- Attended one day International webinar on “Hindiyethar pranth me hindi bhasha or sahitya:vaishvik paridrashya me” organized by St.Aloysius college on 8 January 2022 Mangaluru.

Mrs. Anasuya

- Completed 4 month ARPIT Course in Financial Markets and Emerging Business Models organised by SWAYAM.
- Attended one day workshop on “V Semester choice based credit system” of, BBA Syllabus on 19th November 2021 held at Manjuntha Pai Memorial Government First Grade College of Professionl and Business Management , Karkala .
- Participated in a webinar on “Astronomy and Space” organized by Shri Mahaveera First Grade College, Moodbidri on 22 December 2021.

Mrs. Reshmi B.R

- Attended one-Day Workshop on “New Choice Based Credit System Semester Scheme with Multiple Entry and Exit Options in the Undergraduate Degree Programmes” under NEP 2020 introduced by the Mangalore University from current academic year for BCA, B.Sc.(Computer Science) and B.Com (Computer Applications) programmes on 20 November 2021 at Canara First Grade College, Mangalore.

Mrs. Preethika Dharmapal

- Presented a paper titled “Digital Marketing and Its Impact” in one day international conference on “New Trends and Challenges in Business Management and Innovation” at Nehru Arts and Science College, Coimbatore on 10 February 2022.
- Presented a paper titled “Artificial Intelligence in Education” in one day international conference on “Innovations and Challenges in Commerce, Humanities, Science and Technology” at ShankarlalKhandelwal Arts, Science and Commerce College, Akola on 23 February 2022.
- Attended one day orientation for Youth Red cross program officers organized by Mangalore University Youth Red Cross at Mangalore university college, Mangalore on 21 February 2022.

Mrs. Veena D Kotian

- Completed 4 month ARPIT Course in Financial Markets and Emerging Business Models organised by SWAYAM.
- Attended one day workshop on “V Semester choice based credit system” of, BBA Syllabus on 19th November 2021 held at Manjuntha Pai Memorial Government First Grade College of Professional and Business Management , Karkala .

Mrs. Shwetha Y.

- Participated in one day workshop on ‘First Semester NEP B.Com Courses’ organized by MUCTA in collaboration with St. Agnes College (Autonomous), Mangalore on 20 November 2021.
- Attended one day orientation for Youth Red cross program officers organized by Mangalore University Youth Red Cross at Mangalore university college, Mangalore on 21 February 2022.

Mr. Prasanna Kumar T,

- Attended one day workshop on “V Semester choice based credit system” of, BBA Syllabus on 19th November 2021 held at Manjuntha Pai Memorial Government First Grade College of Professional and Business Management , Karkala .

Mrs. Rashmi T

- Attended one day workshop on “V Semester choice based credit system” of, BBA Syllabus on 19th November 2021 held at Manjuntha Pai Memorial Government First Grade College of Professional and Business Management , Karkala .

Mrs. Parinita Salian

- Cleared KSET 2021 in Management on 2 November 2021.
- Appointed as the Chairperson BOE, BA (HRD), Mangalore University for the academic year 2021-2022.
- Participated in one day workshop on ‘First Semester NEP B.Com Courses’ organized by MUCTA in collaboration with St. Agnes College (Autonomous), Mangalore on 20 November 2021.
- Attended BOE meeting BA(HRD) on 16 and 17 March 2022 at SDM College of Business Management, Mangalore

Mr. Praveen D

- Attended one day workshop on “V Semester choice based credit system” of, BBA Syllabus on 19th November 2021 held at Manjuntha Pai Memorial Government First Grade College of Professional and Business Management , Karkala .

Mrs. Kavya U

- Presented a paper titled “ Green Innovation: A March Towards Cleaner, Greener Environment” in one day international conference on New Trends and Challenges in Business Management and Innovation at Nehru Arts and Science College, Coimbatore on 10 February 2022.
- Presented a paper titled “Revisiting the Transformation from Offline to Online” in one day international conference on Innovations and Challenges in Commerce, Humanities, Science and Technology at ShankarlalKhandelwal Arts, Science and Commerce College Akola on 23 February 2022.
- Attended one day workshop on “ಕನ್ನಡಭಾಷಾಭೋಧನೆಯ ಹೊಸ ಸಾಧ್ಯತೆಗಳ ಶೋಧನೆ” organized by St.Aloysius college in association with Manipal Academy of Higher Education and kannadaassociation(ವಿಕಸನ) of Mangalore University on 12 February 2022.

Mrs. Bhat S Sneha Ganesh

- Article on “Mangalurina upanyaasakiya thavare sneha” was published in newsics.com e newspaper on 07 November 2021.
- Interview on “Thaarasiyalli thaavarekrishi “was broadcasted by All India Radio, Mangalore station on 100.3FM Kissanvani program on 18 November 2021.
- A success story of growing lotus on “Terrace of Life” was published in The New Indian Express daily Newspaper on 21 November 2021.

- “Terrace melondu sundara loka-Snehala hoodotadallondu payana” an article about growing water plants was published in kannadaprabha.com on 22 November 2021
- Participated in one day FDP on Yoga on 25 November 2021, organized by SDM College of Business Management.
- Attended one-Day Workshop on “New Choice Based Credit System Semester Scheme with Multiple Entry and Exit Options in the Undergraduate Degree Programmes” under NEP 2020 introduced by the Mangalore University from current academic year for BCA, B.Sc.(Computer Science) and B.Com (Computer Applications) programmes on 20 November 2021 at Canara First Grade College, Mangalore.

Mr. Sudarshan K.

- Escorted students as Manager of Mangalore University Power Lifting(M) Team to participate in All India Inter University Power Lifting(M) Competition held at Janardan Rai Nagar, Rajasthan Vidyapeeth, Udaipur, Rajasthan from 13th April to 22nd April 2022.

Student Achievement

The following students brought laurels to the college by securing ranks in the Mangalore University examinations of April 2020-21.

✓ Nafeesath Hanna	I Rank	BBA
✓ Mahima	IX Rank	BBA
✓ Smriti Shettigar	IX Rank	BCA
✓ Adline Princia D’Souza	I Rank	BA (HRD)
✓ Rafa Fathima	II Rank	BA (HRD)
✓ Rimsha Anam	III Rank	BA (HRD)

- Students participated in Mangalore University Inter-Collegiate swimming competition for men organized by UPM College, Udupi on 26 November 2021. Students won fourth place. Following are the prizes won in the individual and group event:
 - ✓ Sai Kiran of III BBA ‘B’ won first Place in 50 mtrs Freestyle, second place in 100 mtrs Freestyle.
 - ✓ Hrithik B.P of I BBA won third place in 800 mtrs Freestyle.
 - ✓ Sajan of III BBA won third place in 100 mtrs Breaststroke and second place in 50 mtrs Butterfly.
 - ✓ Students won second place in 4x200 mtrs Freestyle relay.
- Students participated in Mangalore University Inter-Collegiate Basket Ball tournament was organized by Dr. NSAM First Grade College NITTE on 6th and 7th December 2021.
- Students participated in Mangalore University Inter-Collegiate Kabaddi tournament for men organized by Sacred Heart College, Madanthayar on 9, 10, 11 December 2021.

- Students participated in Mangalore University Inter-Collegiate Football tournament for men organized by P.A First Grade College, Madupadavu on 13th to 15th December 2021.
- Students participated in Mangalore University Inter-Collegiate Athletics meet for men and women organized by Alva's College Moodbidri on 17th and 18th December 2021.
- Varsha from II BBA 'C' won third place in 100 mtrs and fourth place in 200 mtrs women's category race and qualified for All India Inter-University competition.
- Sport Association conducted Inter-Class Volley Ball tournament for men on 28 December 2021 at Karavali Ground, Mangalore.
 - ✓ II BBA 'B' won first place,
 - ✓ I B.Com won second place.
- Sport Association conducted Inter-Class Cricket tournament for men on 29 December 2021 at Karavali Ground, Mangalore.
 - ✓ I BCA 'A' won first place
 - ✓ III BBA 'C' won second place.
- Students participated in Mangalore University Inter-Collegiate Handball tournament for men organized by SDM College, Ujire on 10 and 11 January 2022.
- Students participated in Mangalore University Inter-Collegiate Best Physic Competition for men organized by Govt First Grade College, Thenkanidiyooru on 10 and 11 January 2022.
- Students won second place in Mangalore Zone and Mangalore University Inter-Zone at Mangalore University Inter-Collegiate Cricket Tournament for men organized by St. Philomena College, Putur on 14 January 2022.
- Students participated in Mangalore University Inter-Collegiate Kabaddi tournament for women organized by K.S.S College, Subramanya on 18 and 19 February 2022.
- Students participated in Mangalore University Inter-Collegiate Hand Ball tournament for women organized by University College, Hampankatta, Mangalore on 21 and 22 February 2022.
- Department of Physical Education in association with YOGA Guru Gopalkrishna Delampady conducted 75 crores Surya Namaskara's on 22 February 2022. The objective of this programme was to have good health and stable mental stress among the students. Students of various streams of the college actively participated.
- Students participated in Mangalore University Inter-Collegiate Volley Ball tournament for men was organized by Govt First Grade College, Carstreet on 23 and 24 February 2022. Students Won fourth Place in Mangalore Zone.
- Students participated in Mangalore University Inter-Collegiate, Inter-Zone VolleyBall tournament for men was organized by Govt First Grade College, Hebri on 26 February 2022.
- Students participated in Mangalore Taluk level , ThrowBall tournament for women was organized by Youth Service and throwball association, Mangalore on 26 February 2022.
- Students participated in Mangalore University Inter-Collegiate, Karate tournament for men and women was organized by Physical Education Department, Mangalore University, Konaje on 26 February 2022. Students won

Over-All Championship under Women’s Category and Runners-Up under Men Category.

Following are the prizes won in the individual event:

Name of the Student	Class	Place	Technique
Neha	I BCA	Second	Individual Kumite technique.
		First place	Group Kata technique.
		Third place	Group Kumite technique.
Ananya	II BCOM	First	Individual Kumite technique
		First	Group Kata technique.
		third	Group Kumite technique.
Kushi Basnsali	I BBA	Fourth	Individual Kumite technique
		First	Group Kata technique.
		third	Group Kumite technique.
Neelesh	I BAHrd	Second	Individual Kata technique
		Second	Group Kata technique.

- Students participated in Mangalore University Inter-Collegiate, Throwball tournament for women was organized by St. Agnes College, Managalore on 2 March 2022. Students won third place in Mangalore Zone.
- Students participated in Mangalore University Inter-Collegiate, Inter-Zone, Throwball tournament for women was organized by Yenapoya College, Moodbidri on 7 March 2022.
- Varsha from II BBA participated in All India Inter-University, representing Mangalore University in Athletics held at Kalinga Institute of Industrial Technology, Bhubaneswar, Odisha and won Gold Medal in 4x100 mtrs rely.
- Neha of I BCA, Ananaya of II BCom and Kushi Bansali of I BBA participated in All India Inter-University representing Mangalore University in Karate held at Kurukshetra University, Kurukshetra.
- Sport Association conducted Inter-Class Throwball tournament for women on 9 March 2022 in the College Campus. All the classes participated in the tournament. I BBA ‘B’ won first place, III BCA ‘B’ won second place.
- Sport Association conducted Inter-Class Football tournament for Men on 9 March 2022 at Perfect Pass ground, Falnir. All the classes participated in the tournament. III BCom won first place, I BCA ‘B’ won second place.

- Sport Association conducted Inter-Class Kabadi tournament for Men on 10 March 2022 in College Campus. All the classes participated in the tournament. I BBA 'B' won first place, I BBA 'A' won second place.

NSS

- NSS Volunteer Pratham N Shetty of SDMCBM represented Mangalore University and participated at National Integration Camp held at Karnatak University, Dharwad from 21 to 27 February 2022.
- NSS Volunteer Bhavish K Shetty of SDMCBM represented Mangalore University, participated and won runners up trophy at Youth Festival held at Bhagalkote from 13 to 17 March 2022.