

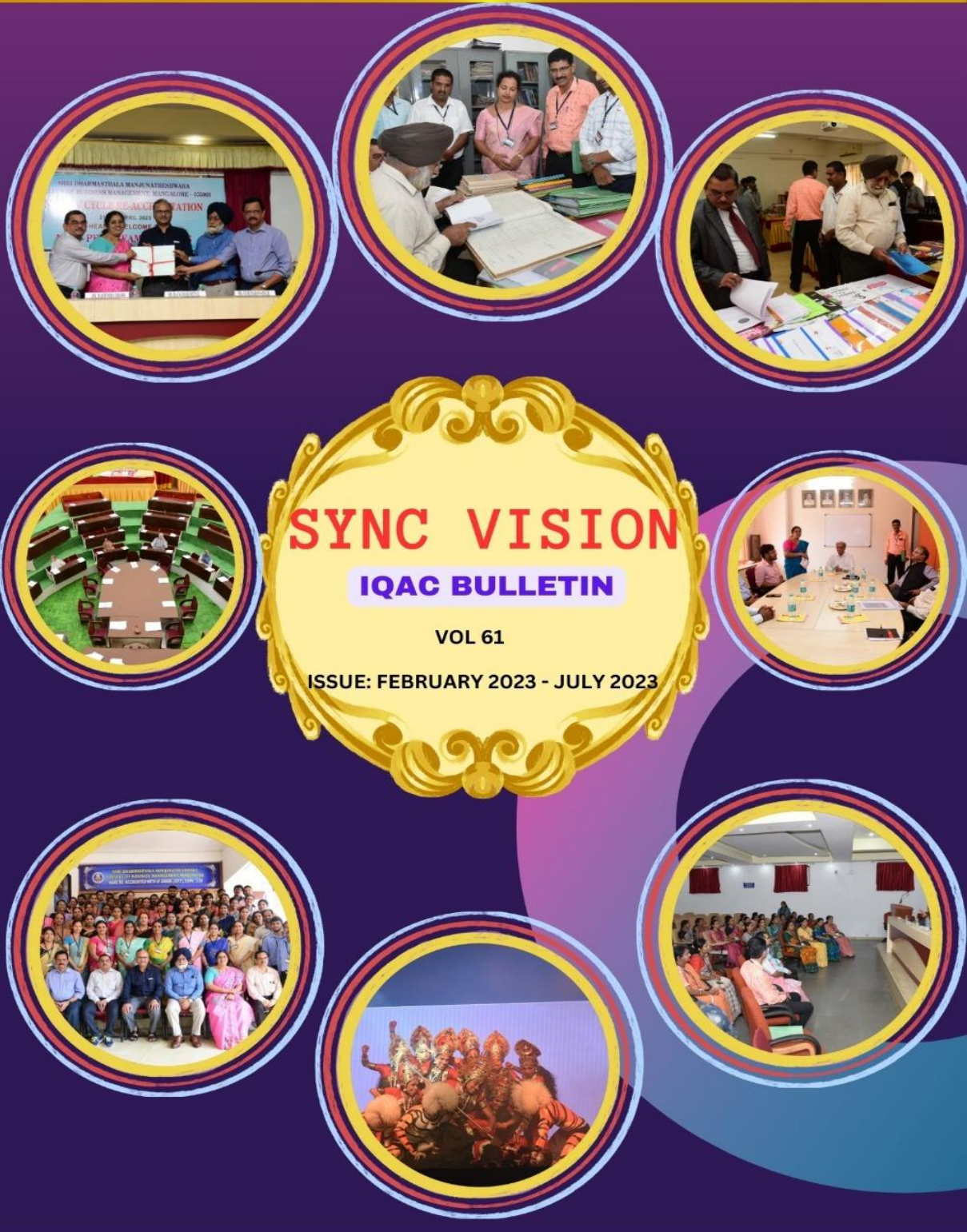


# SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT

MANGALURU - 575003, DK

NAAC RE-ACCREDITED (2023) with 'A' Grade

Managed by Shri Dharmasthala Manjunatheshwara Education Society (R), Ujire, DK  
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**Editorial**

*It is a triumph for the college to secure 'A' Grade with CGPA 3.15 in fourth cycle of NAAC accreditation. This success commemorates the hard works and multivarious activities organized in the college. Everything starts with us. Believing that we have the capability to achieve the level of success that we dream about is more important than anything else. The best thing we can do is to learn and develop confidence in all our endeavours. The journey continues ahead with glory and joy in attainment of many more feathers to the crown of our college.*

**NAA Peer Team Visit**

It's a proud moment for the college to secure 'A' Grade with CGPA 3.15 in fourth cycle of NAAC accreditation. The Peer Team committee of National Assessment and Accreditation Council (NAAC) visited the college on 21 and 23 April 2023. The committee comprised of Dr. Raj Kumar Mittal, Vice-chancellor, Chaudhary Bansi Lal University, Bhiwani, Haryana as Chairperson; Dr. Gurcharan Singh, Professor, School of Management Studies, Patiala, Punjab as Member Coordinator and Dr. MahendraDhore, Principal, Shri Shivaji Education Society, Amravati's Science College, Congress Nagar, Nagpur, Maharashtra as Member of Peer Team Committee. While appreciating the contribution of Management, staff, students, alumni & parents they gave a few suggestions for improvement & handed over the report to Principal, Prof. Aruna P. Kamath. Dr. Satheeshchandra S., Secretary of SDME Society, Ujire, Dr. Muralidhar Rao K. S. & Mr. Arun F Sequeira, NAAC Coordinators were present on the occasion.

**Mock NAAC Visit**

In view of NAAC preparation, a Mock NAAC visit was held on 15 April, 2023 in the college. The members, Dr.Satheeshchandra S, Secretary, SDM Educational Society, Dr. Vishwanath P.,Dean, Department of Post Graduation, SDM Post Graduation Center, Ujire, Dr.Shankaranarayana K. HOD, English Department, SDM Post Graduation Center, Ujire, Dr.Puttanna, Chairperson, MBA Department, Mangalore University, Dr. Ishwar P., Dean, Department of Commerce, Mangalore University constituted the team and conducted the Mock NAAC. Prof. Aruna P. Kamath, Principal presentedacomprehensive picture of the entire college with reference to all the seven NAAC Criteria followed by the IQAC presentation by the Coordinator, Mrs. Shashikala Shetty. Themembers also interacted with students and faculties. In the afternoon session Mrs. Smitha M, Dean of BBA, Mrs. DivyaUchil, Dean of BCA, Mrs. Gayathri, Dean of BA(HRD), and Mrs. Manju, Dean of B.Com presented their respective departments. The team visited the record room and checked the documents supporting the claim made in the SSR. They checked the documents at random and were happy with the documentation display. They also viewed the projects and assignments, field and project reports prepared by the students. It was a day-long session. the mock NAAC visit was concluded with the suggestions and recommendations by the members.

**Synergy 2023– A National level Management Fest**

Synergy 2023 A two day National Level Management fest for undergraduate management students was inaugurated by Mr. Vasudev Kamath, Managing Partner, Maya International, Mangaluru on 19 May 2023. Mr. Vikram Vasudev Poojary, Lead University Hiring and Relations, Brane Enterprises, Bangalore also an alumni of SDMCBM was the distinguished Chief Guest. Synergy 2023 came up with the theme ASTRAPI symbolizing mythology of ancient India and Greece, a stored traditions of great richness and complexity, replete with sagas of epic scope and fantastical beings that command the imagination. Mr. Vasudev Kamath in his inaugural address encouraged the students to enhance their skills, abilities and capacities through the fests organized in the college. He added that students need to adapt to new culture in the modernized corporate world which has now become the need of the hour. He congratulated the college for conducting fests like Synergy adding value to the student's life. Mr. Vikram Vasudev Poojary urged the students to upgrade their soft skills as needed in the job market. He also added that students should be confident and strong in the constantly changing job market. He urged the students to grab the opportunities and create new possibilities in their career. Principal Prof. Aruna P. Kamath in her presidential remarks said that the fests organized contributes to overall development of the students helping them excel in their career. She added that we all should be prepared to face the challenges in life as only the best sailors make it to their destinations. This fest aims to connect the minds and create the bright future through various events such as CEO, Best Manager, Marketing, Human Resource, Public Relations, Finance, Research and Development, Business Quiz and Photography. Ms. Payaswini Bhasri gave a brief introduction of Synergy 2023, Ms. Shibani welcomed the gathering, Ms. Rea and Ms. Dhruthi introduced the guest, Ms. Deepika delivered the vote of thanks and Ms. Prajna compeered the programme. The fest was coordinated by Student coordinators Ms. Payaswini Bhasri and Mr. Rajesh. Staff coordinators Mrs. Anasuya and Mr. Prassana Kumar T.

**SYGMA 2023 –A National level IT Fest**

SYGMA 2023 A One day National level IT fest was conducted on 20 May 2023 by BCA department of SDM College of business management, Mangalore. The fest came up with the theme Neo Samkhya A universe of endless possibilities. Mr Vishnu Shashank B. Founder and CEO ISIRI technologies Pvt Ltd. Mangaluru was the Inaugurator for the fest in his speech he said that The IT Fest provides a platform to the students to explore their talents, their organizational skills and to discover their competence and technological abilities. The Chief Guest Mr Ajay Mada EPMO controller lead city of Ballarat (Ballarat council ) Victoria state, Australia alumni of the college shared his experience in this college and addressed the gathering wherein he voiced his opinion on coping up with the growth in technology. Prof. Aruna P Kamath, Principal in her presidential address emphasized s that along with classroom experiences events such as technical fests help students gain knowledge regarding the latest technology. This fest aims to connect the minds and create the bright future through various events such as, El conquistador, Tech trivia Hypernova Hale, Visualific, Web Dynamo. Mr. Chethan J Rao gave a brief introduction of Sygma 2023, Ms. Vishaka Puthran welcomed the gathering. The programme concluded by singing Sygma Anthem and revealing of trophies. Ms. Wiola compeered the programme. Mr. Chethan J Rao and Ms.

Ananya were the student coordinators. The fest was coordinated by Mrs. Shashikala Shetty and Mrs. Yogita Patgar.

### **College day Celebration**

College day celebration was organized on 23 May 2023 in the college auditorium at 9:15 am. Dr. Premalatha, Principal Canara College, Mangalore was the chief guest. She motivated the students to choose their path towards success. She added that losing is an experience, it motivates us to do better which ultimately contributes to accepting all the opportunities leading us to success. Mr. Rahul Amin, Actor and Director Tulu film industry, Alumni of SDMCBM was the guest of honour. He shared the reminiscence of college days and added that he received the best from the portals of SDM College of Business Management. He emphasized that clinging on to our passion adds value to our life. Principal Prof. Aruna P Kamath presided over the programme and presented the college annual report. She congratulated all the members of SDM fraternity for consequently securing 'A' grade in NAAC for three consecutive assessment periods. On this occasion a book titled "Bhavanegala Bayalinalli" collection of poems written by Archith Jain of II BBA was released by the dignitaries on the dias. Prizes were distributed to university rank holders and meritorious students. The prize distribution ceremony was followed by cultural extravaganza by the students. Student council coordinator Mrs. Divya Uchil, student coordinators Ms. Jahnvi, Ms. Riya G and Ms. Adhiti Kini were present. Ms. Adhiti Kini welcomed the august gathering. Ms. Jahnvi and Ms. Dhruthi introduced the guests. Ms. Riya proposed the vote of thanks. Ms. Deepika Sharma compered the programme. The programme was coordinated by Mrs. Divya Uchil and Mrs. Manju

### **Observation of World Blood Donor Day**

Red cross association in collaborated with Indian Red cross association Dakshina Kannada Mangalore, observed World blood donor day on 20 June 2023. Dr M Shantharam Shetty, Pro Chancellor, Nitte University inaugurated the programme. J Krishna Palemar , Former Minister, Govt of Karnataka felicitated the Blood donors. D. Vedavyasa kamath MLA , Mangalore city South was the Guest of honour . Mrs. Divya Uchil, dean of BCA department presided over the programme. Ms Sakshi Pai compered the programme. Mrs. Shwetha Y and Mrs. Preethika Red Cross Officers, coordinated the programme.

### **Workshop on 'Funding New Ventures'**

The Entrepreneurship Development Programme (EDP) cell organized a workshop on 'Funding New Ventures', to create awareness about the various sources available for funding new ventures among budding entrepreneurs. The programme was inaugurated by Walter Nandalike, founder and Managing Director of Daiji World Media Pvt. Ltd., Mangalore. In his inaugural address, he pointed out how to overcome issues and challenges in business and focused on youth empowerment. Ms. Pooja Acharya, the founder of Digitallence, a digital marketing firm in Mangaluru, and also an alumnus of the college, was the Guest of honor. She stressed the need for developing a passion for following needs and becoming successful entrepreneurs in the future. Identifying business opportunities is crucial for budding entrepreneurs. Divya Uchil, Dean of BCA department in her presidential address, pointed out the need for awareness of funding new ventures among budding entrepreneurs. The Inaugural session was followed by two technical sessions on topics, 'MSME SCHEMES' by

Sundera Sherigara M., Assistant Director, MSME Development and Facilitation Office, Ministry of MSME Government of India Mangaluru, and 'Banking Schemes and Loans for Start-Ups' by Megha Shetty, Senior Manager, Canara Bank Mangaluru. Large number of students from various colleges took part in the workshop. The workshop was successful in giving motivation to young entrepreneurs to venture into the exciting field of entrepreneurship. Mohammed Shameer and Yashaswini were the student coordinators. The programme was coordinated by Mrs. Supritha R. K. and Ms. Pooja Anchan.

### **Workshop on 'Consumer Empowerment'**

A workshop on 'Consumer Empowerment' was organized by Consumer cell on 8 June 2023. The objective of the programme was to create awareness among the students on empowering consumer for sustainable tomorrow and also to know about consumer claims and settlements. The workshop was inaugurated by Dr. Devan, Professor, ENT department, AJ Institute of Medical Science and Research centre, Mangalore. In his Inaugural address, he motivated the students with adequate skill sets which enable their skills in relevant sectors and improve their productivity in future. Divya Uchil, Acting Principal, SDM College of Business Management, Mangaluru, in her presidential address highlighted the need for awareness of consumer in digital sector. The inaugural was followed by technical sessions, 'Empowering consumer for sustainable tomorrow' and 'Consumer claims and settlements' by Ashni, Resource Person for the District consumer information center in Mangalore. The workshop drew a large number of students from various colleges. The programme was coordinated by Mrs Rashmi T and Mrs Deepashree G Shenoy.

### **World Environment Day and Vanamahotsava – 2023**

NSS Association celebrated World Environment Day-2023 by organising a guest lecture on 'Sustainable Environment' by Mr Natesh Alva, Agriculturist and NSS Programme Officer, Sri Ramakrishna College, Mangalore on 05 June 2023. The resource person said that we should run towards saving the environment before we have to run towards survival battle and let's preserve the most beautiful thing in the entire galaxy, Our Environment. Mrs Divya Uchil, Dean, Department of Computer Application, presided over the programme. She said that, with the theme 'Beat Plastic Pollution' for World Environment Day 2023 students should take initiative to reduce and recycle single use plastic and e-waste. On the occasion of Vanamahotsava, saplings were planted in the college garden as a step towards greener environment. More than 150 students attended the event. NSS Programme officers Mr Akshith Kumar K and Mrs Sanjana organised the event.

### **Traditional Day -2023**

Fine Arts association organized traditional day on 27 May 2023. The objective of this event was to promote the Indian culture and tradition in the globalized context of education. It was an eventful day. It was observed as a celebration of India's diverse culture. Mrs. Reshmi B R and Mr. Akshith Kumar coordinated the programme.

### **Factory Visit**

Factory visit to various industries in and around Mangalore was organized on 26 May 2023. The objective of the programme was to meet industry leaders, professionals, entrepreneurs, policymakers, and corporates who share their wisdom, learning, and experiences. All students

benefited with the practical exposure from Industrial sector. Students were escorted by the class  
 I year Canara Springs Maroli. class  
 Dakshina Kannada Co-operative Milk Union Ltd., Kulshekar, ors.  
 Mangalore. The  
 II year Gurucharan Industries,SRR Industries facto  
 Anagha Refined Oil Industry, Baikampady. ry  
 III Year Glencia Group of Concerns, Belman visit  
 was  
 coordinated by Mrs.Smitha M.

### **International Yoga Day**

International Yoga Day 2023 was observed by sports department in collaboration with NSS and Red Cross unit with great enthusiasm and fervour. Shree Gopalakrishna Delampady Yoga Prathisthana was the chief guest. The Physical director, NSS and Red Cross unit officers along with chief guest and in charge Principal Mrs. Divya Uchil inaugurated the programme. Shree Gopalakrishna Delampady in his speech said that Yoga is the best natural cure to all ailments human race is suffering from, He emphasized on the importance of yoga and motivated the students to make it an important part of their lives. Being the yoga trainer he trained the students various asanas, and mentioned the positive aspect of it. Mrs Divya Uchil, Dean of BCA Department, in her presidential address applauded the efforts of the students and asked the students to practice yoga every day to lead a healthy life. All the students were enthusiastic and energetic while performing each asanas. Mr Sudarshan Physical Director coordinated the programme.

### **SwacchaGelathi 'Menstrual Hygiene'**

The Internal Quality Assurance Cell (IQAC) in association with National Service Scheme (NSS) Unit organized SwacchaGelathi 'Menstrual Hygiene' programme on 30 June 2023. The objective of the programme was to create awareness about menstrual hygiene among the students. Mrs. Jayalakshmi Bai, Model, Social Activist (SAMS Trust), HR was the resource person. She explained the sociological aspects and the myths associated with menstruation, the hygienic practices to be followed during the menstrual cycle, the scientific disposal of sanitary pads, instilling of self-confidence in the girls, and the creation of awareness about the various taboos related to menstrual cycle. Mrs. Jayalakshmi Bai donated Sanitary Napkin Vending Machine to the college in the fond memory of her mother Lakshmi Bai M. Principal Prof. Aruna P Kamath presided over the programme. The programme was coordinated by IQAC Coordinator Mrs. Shashikala Shetty and NSS Programme Officers Mr. Akshith Kumar K and Mrs. Sanjana.

### **Investors Awareness Programme on 'Financial Empowerment through Wealth Creation'**

The Finance Department in association with Mutual Funds in India organized an Investor Awareness Programme on 'Financial Empowerment through Wealth Creation' on 30 June 2023. Mr. M. Raghuram Vilasagaram, AGM, SEBI, was the resource person. He addressed the students on various investment opportunities for the students and the beginners. He encouraged the students to start early to reap maximum benefits. Mr. Surya Kant Sharma,

Senior Consultant AMFI, in his key note address spoke about the importance of the financial security of individuals. He said, “Risk can be managed by the simple formula – Think, understand, and invest”. He then shared basic information on various investment avenues available in the market viz. Government/RBI bonds, corporate bonds, Government schemes, Post office schemes, PPF, NPS, Sukanya Samriddhi Scheme, securities market, etc. The programme was coordinated by Mrs. Smitha M.

### **Blood Donation Camp**

Red Cross Unit in collaboration with Wenlock hospital Mangalore, organized a Blood donation camp on 27 June 2023. The camp was inaugurated by Dr Selvi, Medical Officer and Antony, Blood Bank in charge. Aruna P Kamath, Principal in her presidential address said, “One should feel great for selflessly giving someone the gift of blood”. She appreciated the students for donating blood. Mrs. Shwetha Y and Mrs. Preethika, Red Cross Unit Programme Officers coordinated programme.

### **Felicitatation to Dr.Muralidhar Rao K. S.**

Dr.Muralidhar Rao K. S, Vice Principal was felicitated during his farewell programme on 13 July 2023 in the conference Hall. Dr.Muralidhar Rao K S retired from service after serving the institution for 27 years. In his speech sir recollected his experiences and best moments of his career in the institution. Sir was felicitated with his family members. In this occasion few of teaching and non-teaching staff shared their experience. Prof. Aruna P Kamath, Principal presided over the programme. Dr. Tharanath Shetty, Principal SDM Law College, Dr. Seema S Shenoy, Director, SDM PG Centre were present. Mrs. Smitha . M welcomed the gathering and Mrs. Manju proposed vote of thanks. The programme was compeered by Mr. Thilakraj.

### **Value Education programme on Role of Youth in Nation Building**

A value Education programme on “Role of Youth in Nation Building” by Swami Vimokshandaji Maharaj, Ramakrishna Matt, Tamilanadu and Swami Jitakamanandaji , Ramakrishna Matt, Mangaluru was held on 7 June 2023. The objective of the programme was to instil love towards motherland. The resource persons explained the role of youth in nation building and added that youth will contribute to the success of any country. Explaining the role of youth in nation building, he said that each soul is potentially divine and service to mankind is the most important virtue. He also gave insights on organising mind to achieve great concentration. The session was very interesting and interactive. The session was coordinated by Mrs. Smitha M.

### **Investors Awareness Programme on Financial Empowerment through wealth Creation**

The finance department in association of Mutual Funds in India (AMFI) organized an investor awareness programme on “Financial Empowerment through wealth Creation” by M.Raghuram Vilasagaram, AGM, SEBI on 30 June 2023. The guest Speaker addressed the students on the various investment opportunities for the students and the beginners. He encouraged the students to start early to reap maximum benefit. The keynote speaker Shri Surya Kant Sharma, Senior Consultant AMFI touched upon the importance of financial security of individuals. He emphasized that an investor should first think and ensure adequate life insurance, reasonable medical insurance cover and an emergency fund before embarking

upon the journey of wealth creation through sustained investments which is most essential for prosperity. He added that risk can be managed by simple formula – Think, understand and invest. The session was interesting and informative .This programme is coordinated by Mrs.Smitha M.

### **Capital Market Awareness Programme**

Capital Market Awareness Programme by Mr.Ramchandra Bhat K, Senior Associate, Lotus Knownwealth , Mumbai for III BBA ‘A’ was organized on 22 June 2023. The objective of this programme is to provide an insight into working of BSE. The Resource person spoke on importance of investing and the key aspects of financial planning. He also elaborated about institutions like RBI, SEBI etc. Listing the market offerings by BSE, he explained the capital market operations. It was interesting and informative session. The programme was coordinated by Mrs.Smitha M.

### **GUEST LECTURES**

#### **Career opportunities in Hospitality Industry**

A Guest Lecture on “Career opportunities in Hospitality Industry” by Mr. Parithosh Debral and Dr. Rajashree Kini, Faculty, Dept. of Allied Hospitality Studies, MAHE was organized by BA HRD department on 6 April 2023. The objective was to give an insight to the importance and role of hospitality industry in the Indian economy as well as in the global level.The programme was coordinated by Mrs. Gayathri K.

#### **Career Guidance Programme**

A career Guidance programme by Mrs. Rajashree Rao, Assistant Professor, Department of M.Com HRD, Alvas College, Moodabidri was organized by BAHRD department on 2 June 2023. The objective of the programme was to guide the students on various career prospects. The resource person highlighted the job opportunities in connection with hospitality sector. The programme was coordinated by Mrs. Gayathri K.

#### **Investment Awareness**

A Guest lecture on “Investment Awareness” by Mr. Yvonil D’Souza, Financial Advisor, Mangalore was organized on 21 June 2023. The objective of this programme was to make students aware about investment and Trading Process .The programme was coordinated by Mrs. Anasuya.

#### **Corporate Governance**

A Guest lecture on “Corporate Governance” by Ms.Vaishali D Kudva, Management Associate, Ernst Young GDS, Bangalore was organized on 29 April 2023. The objective of the session was to understand the principles and importance of corporate governance. The programme was coordinated by Mrs. Parinita Salian.



**Navigating the landscape of Software Testing**

A Guest lecture on “Navigating the landscape of software Testing –Types ,life cycle, Automation and career Insights” by Mrs Anushree Raj, Assistant professor Coordinator Bioinformatics Department, AIMIT, Beeri, was organized on 7 June 2023. The objective of the session was to understand the various career opportunities in testing industry. The programme was coordinated by Yogita Patgar.

**Latest Technology Trends- ChatGpt, Bard and Apple Vision Pro**

A guest lecture on “Latest Technology Trends- ChatGPT, Bard and Apple Vision Pro” by Mrs. Suprith Rodrigues, Principal Engineer, Vyne Dental, U.S.A. was organized for I BCA on 22 June 2023. The objective was to make the students aware of the latest trends in the technology. The programme was coordinated by Mrs. Sowmya Jyothi.

**Pranayama and healing**

A guest lecture on “Pranayama and healing” by Ms. Leela Nayak , YPV Healer and trainer, Yoga prana Vidya Foundation on the occasion of International Yoga day, was organized on 8 June 2023. The objective of the programme was to spread the knowledge of meditation. The programme was coordinated by Mrs. Shwetha Y.

**Career opportunities and the growth in Airport Management**

A guest lecture on the topic “Career opportunities and the growth in Airport Management” by Mr Karthik K ,Trainer and counsellor, Aerodynamics was organized on 6 April 2023 for II BBA ‘C’ and III B.Com. The objective of the session was to gain knowledge regarding the opportunities in the airport sector. The programme was coordinated by Mr Gururaj G.

**ಸಾರಲಬೂಬಕ್ಕಚ್ಚಂದ್ರಗಿರಿಯತೀರದಲ್ಲಿ – ಒಂದುವಿಮರ್ಶೆ**

A guest lecture on 'ಸಾರಲಬೂಬಕ್ಕಚ್ಚಂದ್ರಗಿರಿಯತೀರದಲ್ಲಿ – ಒಂದುವಿಮರ್ಶೆ ' by Dr. Shailaja U Asst. Professor University college ,Hampankatta, Mangaluru was organized on 23 June 2023 for II BCA. The objective of the programme was to develop critical thinking among the students. The programme was coordinated by Mrs. Jeevitha D.

**Ekalavya khand kavya keadhaar par aaj ki samajikta**

A guest lecture on “Ekalavya khand kavya keadhaar par aaj ki samajikta” organized by Hindi department on 8 June 2023 for II BA (HRD). The resource person was Dr. Amitha, Assistant Professor, Badriya First Grade College Mangalore. The objective was to develop a value-based teaching learning environment among the teachers and students. It inspires a student to be like Ekalavya. Dr. Shalini was the in charge for this guest lecturing.

**Investor Awareness Programme**

A guest lecture on the topic “Investors Awareness Programme” was organized by the Commerce department on 27 June 2023. Mr. Steevan Robert Tellis, Trainer BSE Banner was the resource person. In his lecture he said that the capital markets play a significant role in any economy. He pointed out the concepts of investment basics, avenues, and money management. Mr. Thilakraj G. coordinated the programme.

**Alumni Interaction Programme**

**Building a Successful Career**

An alumni interaction programme on “Building a Successful Career” was organised by Mr. Venkatesh Bhat S, Software Engineer, TCS, Bangalore for I BCA ‘A’ on 23 March 2023. The objective of the programme was to motivate and guide the students to take up suitable careers, to promote knowledge and experience sharing between alumni and students. The programme was coordinated by Mr. Arun F. Sequeira.

**EXTENSION ACTIVITIES****Visit to Food, Civil Supplies and Consumer Affairs Department, Mangalore**

Members of the Consumer Cell visited Food, Civil Supplies and Consumer Affairs Department, Mangalore on 31 May 2023, as a part of practical Training organised by District Consumer Information Centre, Bejai Mangaluru. Mr. Naveen Bhat from the department gave information about Antyodaya Anna Yojana (AAY), PHH and NPHH referring to Priority Household and Non-Priority Household cards. He also educated the students on Supplying food grains and other essential commodities and services to the consumer in a transparent manner under the PDS and other Government schemes to meet its consumer needs, comply with regulatory requirements and achieve maximum consumer satisfaction through continuous improvement of its processes and systems. Students also got the practical knowledge about online services, portal and mechanism to handle the grievances. The visit was coordinated by Mrs. Rashmi T.

**Visit to District Consumer Court, Mangalore**

Members of the Consumer Cell visited District Consumer Court, Mangalore on 30 May 2023 as a part of practical Training organised by District Consumer Information Centre, Bejai Mangaluru. Advocate Lingaraju guided the students with consumer related disputes, conflicts and grievances. Students were also allowed to observe the court session on live cases. The visit was coordinated by Mrs. Rashmi T.

**Visit to Zilla Panchayat, Mangalore**

An extension activity was held at Zilla Panchayat, Mangalore as a part of practical Training organised by District Consumer Information Centre, Bejai Mangaluru on 30 May 2023. Dr. Kumar IAS, CEO of Zilla Panchayat interacted with the students and also guided with information on execution of development schemes, providing civic functions in rural areas and looking after the duties of the government delegated in respect of certain department as per the schedule by Zilla Panchayat. The visit was coordinated by Mrs. Rashmi T.

**Visit to Government Pre-University College**

An extension activity was held at Government Pre-University College, Mangalore on 30 June 2023. The objective of this programme was to provide basic information about GST to the Pre University students. Ms. Spoorthi Pal and Ms. Deepika Sharma explained basic aspects of GST through PPT and conducted role play on working of GST. The session was very interactive and was successful in enriching the students with the knowledge of GST. The visit was coordinated by Mrs. Smitha M.

**Visit to Deccan Plast Industries Pvt Ltd.**

An extension activity was held at Deccan Plast industries Pvt Ltd.PajeeruGuttu, on 10 March 2023. The objective of the field visit was to get practical exposure and understand the issues and challenges faced by an entrepreneur. Students created awareness on cashless transactions to the employees. The visit was coordinated by Mrs. Supritha.

### **Visit to MSNIM**

Members of the EDP cell participated in Mangaluru Entrepreneurs Day, “IGNITE 2023” organised by MSNIM, Nitte on 4 March 2023. The objective of the visit was to get practical exposure and understand the issues and challenges faced by an entrepreneur. The visit was coordinated by Mrs. Supritha.

### **Student workshop in St. Aloysius**

The members of EDP cell attended a workshop on the topic “Start-up and Entrepreneurial Journey” on 24 May 2023 at St. Aloysius College, Mangalore. Mr. Devraj K (IEDS) explained about the scope for cashew manufacturing and about SCZ (Special Economic Zone). The programme was coordinated by Mrs. Supritha.

### **Visit to Govt. First Grade College**

The SCAN association organized an extension activity at Govt. First Grade College, Haleyangadi on 13 April 2023. The objective was to familiarize the students on ‘Ethical Hacking’. The student coordinators and the members of the association enlightened the students on various aspects of ethical hacking. Activities were also conducted to test the knowledge of the students on the topic. The winners were awarded. The student coordinators were Ms. Rashmitha S. Shet, Mr. Preethesh N. Anchan, Mr. Rahul A. of III BCA. Mrs. Shashiprabha coordinated the programme.

### **Visit to Sri Somanatha Vriddhashraya**

An extension activity was held at Sri Somanatha Vriddhashraya- old age home, Mangalore, on 9 May 2023. The objective was to give a glimpse into the lives of the elderly and the challenges they face. Students participated in large numbers and spent their time serving the elderly and spending time with them. Mrs Shashikala Shetty coordinated the programme.

### **Visit to DKZP Higher Primary School**

An extension activity was held at DKZP Higher Primary School, Manaagudda, Mangaluru, on 3 June 2023. The objective was to have an relationship with younger generation and share their knowledge on computers. Students interacted with children to enlighten them about basics of computers, parts of computers and to conduct some activities. It was an interactive session and all students actively participated in the activities. Mr. Arun F. Sequeira coordinated the programme.

### **Visit to Vidya Jyothi English Medium School**

An extension activity was held at Vidya Jyothi English Medium School, Vamanjoor, Mangaluru on 3 June 2023. The objective was to create awareness about impact of mobile phones on school children. Students interacted with children and conducted some activities. Mr. Arun F. Sequeira coordinated the programme.

**Visit to Shri Rama Govt. Higher Primary School**

An extension activity was organized at Shri Rama Govt. Higher Primary School, Farangipet on 2 June 2023 by the group of project students of III BCA. The objective was explore the innovative skills of the school students. Our students organized various activities to motivate and entertain the children. They also made students to create art work using the paper charts distributed to them. The children of the school benefited through this activity. The programme was coordinated by Mrs. Shashiprabha.

**Visit to Shashwathi Bricks and Interlock**

An Industry visit to Shashwathi Bricks and Interlock, Farangipet, Bantwalwas organized on 2 June 2023 for III BCA. The objective was to create awareness on automating the operations in the industry, to the employees. Students addressed the benefits of fully automated system by making use of latest applications available at present. Students were also explained about the various operations carried out in the industry. The programme was coordinated by Mrs. Shashiprabha.

**Visit to Paschim- Re Hab Charitable Trust**

An extension activity was organized at Paschim- Re Hab Charitable Trust, Kotekar on 27 June 2023 by the group of project students of III BCA. The objective was to understand the livelihood of the inmates of the trust. Our students organized various activities to motivate and entertain the inmates. The inmates enjoyed the activity. The programme was coordinated by Mrs. Shashiprabha.

**Visit to Ganapathy English Medium School.**

An extension activity was held at Ganapathy English Medium School, GHS Road ,Hampankatta, Mangalore, on 5 June 2023. The objective of the programme was to provide information on the different components of the computer. The students spoke on the topic “Components of the computer” and conducted activities related to it. Mrs. Yogita Patgar coordinated the programme.

**Visit to Ladyhill Victoria Girls Composite PU College**

An extension activity was held at Ladyhill Victoria Girls Composite PU College Ladyhill, Mangaluru , on 9 June 2023. The objective of the programme was to provide information on the fundamentals of the HTML and basics of styling the HTML document through CSS. Mrs. Yogita Patgar coordinated the programme.

**Visit to Poly Shakthi Recycling Industrial Area**

An extension activity was held at Poly Shakthi Recycling Industrial Area, Baikampady, on 16 June 2023. The objective of the factory visit was to provide the students with an opportunity to learn practically through interaction, working methods and employment practices. The

students explored about the manufacturing, marketing of plastics materials. Mrs. Yogita Patgar coordinated the programme.

**Visit to Dakshina Kannada Co-operative Milk Union Ltd.**

An extension activity was held at Dakshina Kannada Co-operative Milk Union Ltd., Kulshekar, Mangalore on 5 June 2023. The objective of the factory visit was provide the students good opportunity to gain awareness about factory practices. The students explored about the manufacturing, marketing of plastics materials. Mrs. Sowmya Jyothi coordinated the programme.

**Visit to G. R. Industries, Industrial Estate**

An extension activity was held at G. R. Industries, Industrial Estate, Kumta. on 9 June 2023. The objective of the factory visit was provide the students good opportunity to gain awareness about factory practices. The students explored about the manufacturing, marketing of plastics materials. Mrs. Sowmya Jyothi coordinated the programme.

**Visit to Bokkapatna Government Primary School Gandhinagar**

An extension activity was held at Bokkapatna Government Primary School, Gandhinagar, Mangaluru. on 6 June 2023. The objective was to provide information on the basics of computer to the school children. Mrs. Sowmya Jyothi coordinated the programme.

**Visit to Besant Primary School**

An extension activity was held at Besant Primary School, Kodialbail, Mangaluru on 16 June 2023. The objective was to provide information on improving communication skills. Mrs. Sowmya Jyothi coordinated the programme.

**Visit to Goli Soda Factory**

An extension activity was held at Goli soda factory, Bolar in connection with World Health Day on 7 April 2023. The objective of the visit was to create awareness about healthy soft drinks options among the competitive artificial flavoured soft drinks in the market. Students looked into the Goli soda making process and Mr. Koragappa Bangera briefed about the health benefits of Ginger, Nanari, Plain soda variants. The visit was coordinated by Mrs. Madhumathi J. Raja and Kavya U.

**Visit to Snehadeep Orphanage**

An extension activity was held at Snehadeep Orphanage, Bejai on 21 May 2023. The objective of the visit was to develop a sense of compassion and responsibility towards the AIDS affected children. The students donated clothes and interacted with the inmates of the orphanage. Lunch was served together for everyone showing a sense of oneness towards the AIDS affected students. The visit was coordinated by Mrs. Madhumathi J Raja

**Visit to Kootakkala Auditorium**

An extension activity to Kootakkala Auditorium was held on 13 April 2023 for I BBA 'A'. The objective was to promote reading and writing literature of the students. Ms. Lolita Neeta Dsouza coordinated the programme

**Visit to at Vriddhaashrama**

An extension activity was held at Vriddhaashrama Deralakatte, Mangaluru, on 14 April 2023. The objective was to give a glimpse into the lives of the elderly and the challenges they face. Students enlightened the people about modern world and its living. Students conducted activities and entertained them. Mrs. Renuthakshi coordinated the programme.

**Visit to Narayana Guru School**

An extension activity was held at Narayana Guru School, Mulki in association with Dazzle Studio, Mangaluru on 6 January 2023. The objective was to enhance their love towards the state language. The students trained the children's of the school with various topics related to dance and drama in Kannada. The programme was coordinated by Mrs. Jeevitha D.

**Awareness Programme on Voting**

An extension activity on "Importance of Voting" to the general public was conducted on 8 May 2023. The objective of extension activity was to create awareness about importance of voting and encourage to cast their vote. Mrs Preethika Dharmapal coordinated the programme.

**Visit to Govt. First Grade College**

An extension activity was held at Govt. First Grade College, Haleyangadi on 13 April 2023. The objective was to give practical exposure to the E-voting software. The student coordinators and the members of the student council enlightened the students on working of the software. The student coordinators were Ananya and Chethan J. Rao of III BCA. Mrs. Divya Uchil coordinated the programme.

**Visit to Old Age Home**

An extension activity was organized at Old Age Home, Kodialbail Mangaluru on 1 July 2023. The objective of the activity was to sensitize the students towards the elderly members of the society. Students conducted several activities for the senior citizens. The activity was coordinated by Dr.Jyothi.

**World Sparrow Day**

An extension activity was held in connection with World Sparrow Day on 20 March 2023 by preparing bird feeders at their homes. The objective of the activity was to raise awareness about the conservation of birds. This day is celebrates the relationship between people and sparrows; spreads a love for sparrows. Students created awareness about the importance of birds in our lives. The bird feeders were placed in and around the residential areas. The activity was coordinated by Mrs. Kavya U.

**International Day of Happiness**

An extension activity was held in connection with International Day of Happiness on 20 March 2023 by distributing food items to the poor and needy. The objective was to recognize the importance of happiness in the lives of people around us. Students collected food items and distributed the same to the needy. The activity was coordinated by Mrs. Madhumathi J Raja.

**Visit to Kushi Store**

An extension activity to Kushi Store, Mangalore was organized on 2 June 2023 by the III BCA 'A'. The objective was to provide training on Google Sheets and Google Calendar for the employees. The purpose was to help the staff streamline their daily tasks, improve productivity, and enhance their organizational skills through the effective use of these Google productivity tools. The programme was coordinated by Mrs. Divya Uchil.

**Visit to Pai International Electronics Ltd.**

An extension activity to Pai International Electronics Ltd., Mangalore was organized for III BCA on 3 June 2023. The objective was to educate the members of the Pai firm about Microsoft Excel Application. The students gave the staff a brief talk about Excel. Games related to marketing and sales were conducted by the students. The activity was coordinated by Mrs. Divya Uchil.

**Visit to Karnataka Milk Federation**

An extension activity to Karnataka Milk Federation, Mangalore was organized on 13 June 2023 by the III BCA. The objective was to gain insights into the operations and functioning of one of the leading milk federations in the region. The students were explained about the process of milk procurement to milk distribution. The programme was coordinated by Mrs. Divya Uchil.

**Visit to Sai Tudar Restaurant**

An extension activity to Sai Tudar restaurant, Mangalore was organized on 3 June 2023 by the III BCA. The objective was to gain valuable insights into various aspects of the restaurant, providing the management with essential information. The students explained the staff about the ease with which the customer feedbacks can be collected using Google forms to. The programme was coordinated by Mrs. Divya Uchil.

**Visit to Artisans Village and Heritage Village of Pilikula**

An extension activity to Artisans Village and Heritage Village of Pilikula, Mangalore was organized on 14 June 2023 by the III BCA. The objective was to gain insights process of preparing handcrafted articles by the artisans. The students were explained about the various operations involved in making handcrafted items. The programme was coordinated by Mr. Arun F. Sequeira.

**STUDENT FACULTY PROGRAMMES****Time Value of Money**

A student faculty programme on "Time Value of Money" by Mr. Naman Bohra of III B.Com was organized for II BBA 'A' on 6 April 2023. The objective of the programme was to improve students teaching and communication skill. The student faculty explained about Time Value of Money with the practical example. The programme was coordinated by Mrs. Sowmya Hegde.

**Personality Development**

A student faculty programme on “Personality Development” by Deepika Sharma of III B.Com for III B.AHRD was organized on 17 May 2023. The objective of the programme was to improve students teaching and communication skill. The student faculty briefed about the different dimensions of Personality Development. The programme was coordinated by Mrs. Sowmya Hegde.

### **International Compensation Management**

A student faculty programme on “International Compensation Management” by Shobha Malli of III B.AHRD was organized for III B.Com on 17 May 2023. The objective of the programme was to improve students teaching and communication skill. The student faculty gave a brief insight in to the international compensation management. The programme was coordinated by Mrs. Sowmya Hegde.

### **Entrepreneurial Skills and Competencies**

A student a faculty programme on “Entrepreneurial Skills and Competencies”, by Adish Uchil of III B.AHRD was organized for I B.AHRD students on 17 April 2023. The objective was to inculcate effective presentation skills and communication skills among the students. The student faculty spoke on the importance of skills that we need to possess in corporate world. The programme was coordinated by Mrs. Supritha

### **Entrepreneurial Traits**

A student a faculty programme on “Entrepreneurial Traits”, by Muhammed Shameer of III B.AHRD was organized for I B.AHRD students on 17 April 2023. The objective was to inculcate effective presentation skills and communication skills among the students. The student faculty spoke on the importance of traits that we need to possess in corporate world. The programme was coordinated by Mrs. Supritha.

### **Importance of communication**

A student faculty programme on “Communication”, by Mr. Harsh Singala of II BBA ‘C’ was organized for I BCA ‘B’ on 16 June, 2023. The objective of the programme was to inculcate teaching habits, improve their awareness of careers and their individual career goals, and gain confidence. The programme was coordinated by Mr. Arun F. Sequeira.

### **Crypto currency and its Future in India**

A student faculty programme on “Crypto currency and its Future in India”. By Dawson Lester Lobo of III BCA ‘A’ was organized for I BCA ‘B’ on 9 June 2023. The objective of the programme was to inculcate teaching habits, improve their awareness of careers and their individual career goals, and gain confidence. The programme was coordinated by Mr. Arun F. Sequeira.

### **Importance of Self-Motivation**

A Student faculty programme on “Importance of Self-Motivation” by Ayush of II B.Com was organized for I BBA ‘A’ students on 20 May 2023. The objective of this session was to self-motivate and succeed in today’s competitive world. The programme was coordinated by Ms. Lolita Neeta Dsouza



**Use of tools in enhancing skills**

A student faculty programme on 'Use of Tools in Enhancing Skills' by Moh. Shameer of III BA HRD was organized for I B.Com students on 03 July 2023. The objective of the Programme was to create an awareness about various tools available in enhancing skills of students. The programme was coordinated by Mrs. Sanjana

**New Trends in Marketing**

A student faculty programme on 'New Trends in Marketing' by Ms. Sweedel Lasrado of III BA(HRD) was organized for I BBA 'A' on 05 July 2023. The objective of the programme was to make students understand and apply the principles of segmentation, targeting, positioning, and differentiation as keys to marketing strategy. The programme was coordinated by Mrs. Sanjana.

**Use of tools in enhancing skills**

A Student Faculty Programme on 'Use of tools in enhancing skills' by Moh. Shameer of III BA(HRD) was organized for I B.Com on 03 July 2023. The objective of the Programme was to create an awareness about various tools available in enhancing skills of students. The activity was coordinated by Mrs. Sanjana.

**New Trends in Marketing**

A Student Faculty Programme on 'New Trends in Marketing' by Ms. Sweedel Lasrado of III BA(HRD) was organized for I BBA A on 05 July 2023. The objective of the programme was to make students understand and apply the principles of segmentation, targeting, positioning, and differentiation as keys to marketing strategy. The activity was coordinated by Mrs. Sanjana.

**Blue Brain Technology**

A student faculty programme on "Blue Brain Technology" by Deekshitha K. of III BCA 'A' was organized for II BCA 'B' on 26 June 2023. The objective was to familiarize students on virtual machine incorporating artificial neural networks. Deekshitha in her address explained the important content of humans like knowledge, feelings, and memories of a person downloaded to artificial brain using complex algorithms. The programme was coordinated by Mrs. Shashiprabha.

**Artificial Intelligence**

A student faculty programme on "Artificial Intelligence" by Rashmitha S. Shet. of III BCA 'A' was organized for II BCA 'B' on 26 June 2023. The objective was to acquaint students about applications of artificial intelligence. Rashmitha in her address explained the various applications that perform complex tasks that required human inputs are now handled by machines which include machine learning and deep learning. The programme was coordinated by Mrs. Shashiprabha.

**Vishnu Prabhakar likhit Hori ke Naatya roopaantarkesameeksha**

A student faculty programme was organized by Hindi department on "Vishnu Prabhakar likhit Hori ke Naatya roopaantarkesameeksha" by Ms. Sasmeeeksha of II BBA 'B' on 30 June 2023 for II B.Com. The objective was to develop communication skill. Dr.Jyothi coordinated the programme.

**SKILL ENHANCEMENT ACTIVITIES****FINANCE****Obverse**

The Finance association conducted Obverse competition on 25 April 2023. The objective of the activity was to improve the financial knowledge among the participants. On spot topics related to recent trend in finance were given to students and asked them to speak on it. Mrs. Sowmya Hegde coordinated the programme.

**Financial Crossword**

The Finance association conducted financial crossword competition on 2 May 2023. The objective of the activity was to improve the financial vocabulary among the participants. Students are asked to solve the financial puzzle. Mrs. Sowmya Hegde coordinated the programme.

**Financial Fraud**

The Finance association conducted financial fraud competition on 16 May 2023. The objective of the activity was to improve the convincing and problem solving skill among the participants. Students were asked to find out the mistake and solve the financial fraud. Mrs. Sowmya Hegde coordinated the programme.

**RESOURCE HUB****HR Case Study**

The Resource Hub association conducted HR case study competition on 11 May 2023. The objective of the competition was to improve decision making skills of the students. The participants were given a case related to the corporate world. The programme was coordinated by Mrs Preethika Dharmapal.

**Let's Hire**

The Resource Hub association conducted Let's Hire competition on 12 May 2023. The objective of the competition was to improve creativity and advertising skills. The participants prepared a Job advertisement in a creative way in order to hire right people for the right job. The programme was coordinated by Mrs Preethika Dharmapal.

**ECONOMICS****Knock out and Drag out**

The Economics association conducted a knock out and drag out competition on 11 May 2023, on the topic "Plastic ban Economy vs Environment". The objective was to enlighten the students on advantages and disadvantages of Plastic ban. The event was coordinated by Mrs. Shashikala K.G and Mr. Prasanna Kumar T.

**Collage Making Competition**

The Economics association organised collage making competition on the topic Digital Transaction, on 15 May 2023. The participants were trying to depict the importance of digital

transaction. Students actively participated in the activity. The programme was coordinated by Mrs. Shashikala K.G and Mr. Prasanna Kumar T.

## **BUSINESS LAW**

### **Crossword Puzzle**

Business Law association organized Crossword Puzzle competition on 13 April 2023. The objective of this competition was to test the students' knowledge related to law and to encourage students to look beyond their textual knowledge. Mrs. Parinita coordinated the programme.

### **EDP CELL**

#### **Debate Competition**

The EDP Cell organized a debate competition on "Social Entrepreneurship for and against" on 17 May 2023. The objective was to inculcate effective Analytical skills and communication skills among the students. Mrs Supritha coordinated the programme.

#### **Case Study**

EDP Cell conducted a Case study competition on 5 April 2023. The objective of the competition was to prepare the students to effectively handle high pressure situations in their upcoming endeavours. Mrs Supritha coordinated the programme.

## **SCAN**

### **MAD AD**

SCAN association organized 'MAD AD' on 27 April 2023. The objective of this event was to evaluate the creativity of the participants. The participants were given a product which they had to advertise creatively to convince customers to purchase it. Mrs. Divya Uchil coordinated the programme.

### **Paper Presentation**

SCAN association organized paper presentation on the topic "Power of Media" on 18 May 2023. The objective of this event was to test the participant's knowledge, presentation and communication skills. Mrs. Reshmi B.R. and Mrs. Yogita Patgar coordinated the programme.

### **Coding and Debugging**

SCAN association organized coding and debugging event on 16 May 2023. The objective was to test the programming skills of the students. The students had to write a program using C and C++ and also to debug the given program by finding and rectifying the errors. Mr. Arun F. Sequeira and Mrs. Shashikala Shetty coordinated the programme.

### **IT Collage**

SCAN association organized an IT Collage event on 13 May 2023. The topic was "Digital

India”. The objective was to test the creativity of the students. The participants prepared a collage using the application of their choice. Mrs. Shruthi K. coordinated the programme.

### **Web Designing**

SCAN association organized Web design activity on the topic ‘Ecommerce’ on 15 May 2023. The objective of this activity was to test participant’s knowledge on HTML. Mrs. Sowmya Jyothi coordinated the programme.

### **Stress Interview**

SCAN association organized Stress Interview event on 18 May 2023. The objective was to test the participant’s ability to manage stressful situations. It was an individual event wherein the participants required to answer the questions asked by the judges. Mrs. Shashiprabha coordinated the programme.

## **LITERARY ASSOCIATION**

### **ENGLISH**

#### **Photography Competition – World Earth Day**

The English association conducted photography competition in association with World Earth Day on the topic “Invest in our planet” on 27 April 2023. The objective of the event was to create awareness about the need to protect our planet. The students clicked pictures connected with various attempts have a better environment. The activity was coordinated by Mrs. Madhumathi J Raja.

#### **Copy Writing- English Language Day**

The English association conducted copy writing competition in association with English Language Day on the topic “Food Product” on 12 April 2023. The objective of the event was to enhance creative writing skills and imagination of the students. Students created attractive and innovative copy write up to advertise food product. Large number students actively participated in the event. The activity was coordinated by Mrs. Kavya U.

#### **Poem Narration – Siblings Day**

The English association conducted poem narration competition in association with Siblings Day on the topic “Siblings” on 29 April 2023. The objective of the event was to inculcate writing skills. The students clicked pictures with their siblings to express their emotions. The activity was coordinated by Mrs. Kavya U.

#### **Paper Craft Competition – Theatre Day**

The English association conducted paper craft competition in association with World Theatre Day on the topic “Characters of William Shakespeare” on 17 April 2023. The objective of the event was to develop creativity and knowledge about the plays written by William Shakespeare. The students created models of the characters in the plays of William Shakespeare. Large number students actively participated in the event. The activity was coordinated by Mrs. Madhumathi J Raja.

**World Poetry Day**

The members of the English department observed World Poetry Day on 31 March 2023 by writing a poem in paint chip method. The objective was to recognise the unique ability of poetry to capture the creative spirit of the human mind. Students worked in groups to write a poem about a thing around them. The poems were creatively written and presented in Paint chip poetry by the students. The activity was coordinated by Mrs. Kavya U.

**Essay writing**

The English association conducted Essay writing competition on 28 April 2023. The theme was “G-20”. The objective of this competition was to bring out the ability to think quickly, write persuasively and present well- connected ideas. The staff coordinator for this programme was Ms Lolita Neeta Dsouza.

**KANNADA****Patriotic Singing**

The Kannada association conducted patriotic singing competition on 27 April 2023. The objective was to showcase the singing talent of the students. Large number of students actively participated in the event. Mrs Renuthakshi coordinated the event.

**Poster Making**

The Kannada association conducted poster making competition on 8 April 2023. The objective was to enhance the creative skills of the student. The theme given was “Importance of voting”. Mrs Renuthakshi coordinated the event.

**Elocution Competition**

The Kannada association conducted Elocution Competition on 12 May 2023. The objective was to improve the communication skills of the students. Large number of students actively participated in the event. Mrs Renuthakshi coordinated the event.

**Debate Competition**

The Kannada association conducted Debate Competition on 11 May 2023. The objective of the competition was to improve the communication skills of the students and teach them to defend on the argument they do confidently. Mrs Renuthakshi coordinated the event.

**Essay Writing Competition**

The Kannada Association conducted Essay Writing Competition on 6 April 2023. The objective was to showcase the writing skills of the students. Large number of students actively participated in the event. Mrs Renuthakshi coordinated the event.

**Slogan Writing Competition**

The Kannada Association conducted Slogan Writing Competition on 5 April 2023. The objective was to showcase the spontaneous and creative skills of the students. Mrs Renuthakshi coordinated the event.

**Quiz Competition**

The Kannada association conducted quiz competition on 8 May 2023. The objective of the event was to enhance the awareness of the students of current general knowledge. Large number of students participated in the competition enthusiastically which was beneficial for their overall development. Mrs. Renuthakshi coordinated the event.

**FINE ARTS****Cooking Without Fire**

Fine Arts Fine Arts association organized cooking without fire competition on 27 April 2023. The objective was to provide the platform for students to showcase their cooking talent and explore new area of interest. Mrs. Reshmi B R and Mr. Akshith Kumar coordinated the programme.

**NSS****Essay Writing Competition**

The NSS Association in association with Red Ribbon Club organised Essay Writing Competition on "AIDS Awareness" on 08 May 2023. The objective of the activity was to be empathetic throughout the essay, and do not hesitate to pen down their personal thoughts. Mr. Akshith Kumar K and Mrs. Sanjana coordinated the activity.

**STAFF ACHIEVEMENT****Mrs. Aruna P. Kamath**

- Visited Cambridge, Oxford and Greenwich Universities, UK on 30 May, 7 June and 13 June 2023 respectively.

**Mrs. Divya Uchil**

- Presented a paper titled "Rural Tourism - Need and Challenges in Indian Context" in the National Conference on "Tourism and Hospitality industry in India'-Theme Tourism and Environment" held at Moti Mahal College of Hotel Management-Falnir-Mangalore, on 27 May 2023
- Participated in the interaction session with Mr. N. R. Mohan, NAAC Advisor, Bangalore at Joint Director Office, Hampakatta, Mangalore on 13 March 2023.

**Mrs. Smitha M**

- Resource person in one day Workshop on "NEP-IV Semester BBA Syllabus" of Mangalore University at Dr. Nitte Shankara Adyanthaya Memorial First Grade College, Nitte, on 1 April 2023.
- Presented a paper titled "Women Entrepreneurship: Prospective and challenges" in the National Conference on "Tourism & Hospitality Industry in India" and presented a paper on at Moti Mahal College of Hotel Management, Mangalore, on 27 May 2023.

**Mr. Arun Francis Sequeira**

- Participated in five days Faculty Development Programme on "Contemporary Issues in Taxation, Investment, Banking & Analysis" organized by IQAC of Milagres College, Hampankatta, Mangalore, Padua College of Commerce and Management, Mangalore and Government First Grade College, Kavour from 10 to 14 April 2023.
- Attended UG Board of Studies meeting held in, The Yenepoya Institute of Arts, Science, Commerce and Management College, Balmatta, Mangaluru on 8 April 2023.
- Participated in the interaction session with Mr. N. R. Mohan, NAAC Advisor, Bangalore at Joint Director Office, Hampakatta, Mangalore on 13 March 2023.
- Presented a paper titled "Cryptocurrency and it's Future in India" in the National Conference on "Resilience to Reinvention - Building foundations for the future" held at SDM College of Business Management Post Graduate Center for Management Studies and Research, Mangalore on 16 June 2023.

**Mrs.Manju H.**

- Attended BBA BOE meeting at Shree Devi College, Mangalore from 13 to 15 June 2023.

**Mrs.Gayathri K.**

- Resource person in one day Workshop on “NEP –IV Semsester BBA Syllabus” of Mangalore University at Dr. Nitte Shanakara Adyanthaya Memorial First Grade College, Nitte, Mangalore on 1 April 2023.
- Presented a paper titled “A study on teachers opinion on National Educational Policy” in the national conference on “Implementation of National Education Policy 2020: Challenges and Way Forward: Curriculum Assessment and Outcome”, organized Mangalore University Vibhag in collaboration with Mangalore University, Mangaluru, Karnataka State Higher Education Council (KSHEC), Bengaluru, on 26 May 2023.

**Mr.Thilakraj G.**

- Attended Faculty Development Programme for NSS/Nodal Officers on “Career Guidance and 21st Century Skills” under Project Code Unnati held on 7 and 8 March 2023.
- Attended BA(HRD) BOE on 21 and 22 June, 2023 at SDM College of Business Management.
- Presented a paper titled "Green banking services offered by Public and private sector banks – A comparative study with special reference to Mangalore city" on 16 June 2023, in a National Conference organised by SDM PG Centre for Management studies, Mangalore.
- Presented a paper titled “A study on teachers opinion on national education policy - 2020. on 26 May 2023, in a National Conference organised by KRMSS, Mangalore.

**Mrs. Shashikala Shetty**

- Presented a paper titled “Risks involved in E-payment and its prevention measures” in the national level conference on “Resilience to Reinvention- Building Foundations for the future” held at SDM College of Business Management Post Graduate Centre for Management Studies and Research on 16 June 2023.
- Invited as judge for judging Anthem competition organized by SDM College of Business Management Post Graduate Centre for Management Studies and Research on 19 June 2023.

**Mrs.Sowmya Jyothi**

- Presented a research paper “E-Security: Protecting Business from Online Threats” in the National Level Conference organised by SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangaluru on 16 June 2023.

**Dr. Jyothi**

- Attended one Day National level Hindi Seminar on “Spelling Errors in Hindi Language and its Linguistic Solution” 2023 organised by MRPL held at MERC, MRPL, Mangalore, on 21 March 2023.
- Participated in a One Day syllabus workshop on 25<sup>th</sup> May 2023 at University College Mangalore. Organized Mangalore University Hindi Adhyapak Sangh at Mangalore University college Mangalore.

**Mrs. Shashiprabha**

- Was the resource person for the seminar on “Network Security and Management-Encryption” at Sri Ramakrishna College, Mangalore on 3 June 2023.
- Attended and presented a paper on the topic “Behavioral Intention to use E-learning among Students” at a national conference on “Resilience to Reinvention- Building Foundations for the Future” organized by SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangalore on 16 June 2023.

**Dr.Shalini M.**

- Attended one Day National level Hindi Seminar on “Spelling Errors in Hindi Language and its Linguistic Solution” 2023 organised by MRPL held at MERC, MRPL, Mangalore, on 21 March 2023

**Mrs. Supritha A.**

- Assistant Professor SDMCBM, Mangaluru has participated and presented the paper on a topic “Booming Used Car Industry: A Case Study On Selected Car Showrooms At Mangalore, Dakshina Kannada District” at the national conference on a topic “Resilience To Reinvention-Building Foundations For The Future” on 16<sup>th</sup> June, 2023



organised by SDM College Of Business Management Post Graduate Centre For Management Studies And Research Mangalore.

**Mrs. Anasuya**

- Was the Resource Person for one day workshop on New Education Policy IV Semester BBA Syllabus of Mangalore University ,held at Dr. NSAM First Grade College , Nitte, on 1 April 2023.

**Dr. Prasanna Kumar T.**

- Participated and presented the paper on a topic “Booming Used Car Industry: A Case Study On Selected Car Showrooms At Mangalore, Dakshina Kannada District” at the national conference on a topic “Resilience To Reinvention-Building Foundations For The Future” on 16<sup>th</sup> June, 2023 organised by SDM College Of Business Management Post Graduate Centre For Management Studies And Research Mangalore.

**Mrs. Shwetha Y.**

- Presented a paper titled “A study on consumer Awareness towards Online Shopping with reference to Mangalore City” in One day National conference on “Collaborating across Disciplines through Interdisciplinary Research” held at St. Aloysius College (Autonomous), Mangalore, on 19 April 2023.
- Presented a paper titled topic “A study on the Impact of Brand Ambassadors on Consumer Perception of Brands with reference to UG Students” in One day National conference on “Resilience to Reinvention- Building Foundations for the future ” held at SDM College of business Management post Graduate centre for management studies, Mangalore on 16 June 2023 .
- Participated as a delegate at one-day University Level Workshop on IV Semester BBA (NEP) Syllabus on the subject Financial management organized by the Forum of Business Management Teachers (FOBMAT) (R) in association with DR. NSAM First Grade College, Nitte on 01 April 2023.
- Attended a review meeting held for consumer course co-ordinators at District Consumer Information Centre, Anegundi Road, Bejai Mangaluru, on 8 April 2023.

**Mrs. Rashmi T.**

- Attended and presented a paper on the topic “Women Entrepreneurship and Their Startups” at a national conference on “Resilience to Reinvention- Building Foundations for the Future” organized by SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangalore on 16 June 2023.

**Mrs. Deepashree G. Shenoy**

- Attended and presented a paper on the topic “Women Entrepreneurship and Their Startups” at a national conference on “Resilience to Reinvention- Building

Foundations for the Future” organized by SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangalore on 16 June 2023.

**Mrs. Sowmya Hedge**

- Published an article on the topic “A study on Digital Wallets and Consumer Awareness Towards Digital Wallets” in International Journal of Research in Management Studies, Vol. 7, No.1 – January 2023 with ISSN number 2455- 7595.

**Mr. Praveen D.**

- Attended one day workshop on “Fourth semester NEP B.Com Courses” held at MGM College, Udupi on 5 April 2023.

**Mr. Akshith Kumar K.**

- Attended one day workshop on “Fourth semester NEP B.Com Courses” held at MGM College, Udupi on 5 April 2023.
- Participated in one day national conference on “Implementation of national education policy 2020: challenges and way forward: Curriculum Assessment and Outcome” organised by Karnataka Rajya Mahavidyalaya Shikshak Sangh in association with Mangalore University Mangalore on 26 May 2023.
- Participated in five days Faculty Development Programme on “ Contemporary issues in taxation, investment, Banking and analysis” organised by IQAC of Milagres college, Hampankatta , Mangalore and Government first grade college Kavor from 10 April to 14 April 2023.
- Attended 3 days online workshop on “Quantitative Data Analysis Using SPSS” organised by Leksha Research Centre, Gandhinagar, Gujarat from 31 March to 2 April, 2023.
- Participated in two days International “E- conference on Exploring digital Proficiency: A Platform for Enhancing Teaching and Research skills” organised by SDM College of Business Management Post Graduation Centre for Management Studies and Research Mangalore from 20 to 21 January 2023.
- Attended and presented a paper titled “An analysis on skilling India, youth Empowerment and Nation building with special reference to Dakshina Kannada district” organised by SDM College of Business Management Post Graduation Centre for Management Studies and Research Mangalore from 20 to 21 January 2023.
- Attended fourth semester one day workshop organised by Mangalore University Commerce Teachers Association (MUCTA) at MGM college Udupi on 5 April 2023.
- Presented a paper titled “ Digital Marketing tools usage and analysis with reference to DK” at national conference held at SDM College of Business Management Post Graduation Centre for Management Studies and Research Mangalore on 16 June 2023.

**Mrs. Sanjana**

- Participated in one day Workshop on ‘Artificial Intelligence – NEP 2020’ organised by Mangalore University in association with KSHEC, Bangalore Future Skills Prime, NASSCOM at Mangalore University, Konaje, on 04 May 2023.
- Participated in National Level Special Lecture Series-7 on ‘Importance of Millet in our Diet’ organised by K.L.E Society’s Arts and Commerce College, Gadag in association with Government First Grade, Ankola on 24 May 2023.
- Attended and Presented Paper titled ‘Digital Learning – Felicity or Irritant. A study with reference to UG College lecturers’ perception with regard to digital learning in Mangaluru City’ in the National Conference on Implementation of National Education Policy 2020: Challenges and Way Forward: Curriculum Assessment and Outcome’ organised by Karnataka Rajya Mahavidyalaya Shikshak Sangh in collaboration with Mangalore University and KSHEC, Bengaluru on 26 May 2023.
- Participated in five days Faculty Development Programme on “ Contemporary issues in taxation, investment, Banking and analysis” organised by IQAC of Milagres college, Hampankatta , Mangalore and Government first grade college Kavor from 10 to 14 April 2023.
- Presented a paper title “ Digital Marketing tools usage and analysis with reference to DK” at national conference held on 16 June 2023 ,at SDM College of Business Management Post Graduation Centre for Management Studies and Research Mangalore.

**Ms.Lolita Neeta D’souza**

- Presented a paper titled“ Digital Marketing tools usage and analysis with reference to DK” at national conference held on 16 June 2023,at SDM College of Business Management Post Graduation Centre for Management Studies and Research Mangalore

**Mr. Sudharshan K.**

- Participated in Intercollegiate Chess Tournament for men and women held at St Aloysius on 15- 16 May 2023.
- Participated in Intercollegiate Table Tennis Tournament for Men and women held at St Aloysius on 15- 16 May 2023.
- Participated in Intercollegiate Throw ball tournament for women held at Padua College Commerce and Management Mangalore on 17-18 May 2023.
- Participated in Intercollegiate Tug of war tournament for men and women held at GFGC Vamadapaduv, on 24 May 2023

**Mrs.YogitaPatgar**

- Attended and presented a paper titled “ E-business Empowerment: Implementations of ERP through cloud computing” at National Conference on “ Resilience to reinvention-building foundations for the future “ organized by SDM College of Business Management Post Graduate Centre for Management Studies andBResearch ,Mangalore on 16 June 2023.

**Mr. Muralidhar Hegde**

- Published a paper on the topic" **Bibliometric study on KIIT and JLICT Library and Information Science Journals: 2020-2021**" In journal of Library and Information Communication technology Vol No 12, issue No 1, ISSN 2278-3482, 2023

**STUDENT ACHIEVEMENT**

**FEST QUEST**

- Participated in State Level Management Fest ‘**The Matrix–2K23**’ organised by Alva’s Degree College, Moodubidire held on 3-4 May 2023 and won the following prize:
  - Mr. Ayman Aseef Finance I Place
  - Mr. Dheeraj Prabhu Finance I Place
- Participated in National Level Technical, Cultural and Management Fest ‘**Medha 23**’organised by Shree Devi Institute of Technology held on 5-6 May 2023, won the Overall Runners and following individual prizes:
  - Mr. Dawson Lester Lobo IT Quiz I Place
  - Ms. Madhu IT Quiz I Place
  - Mr. Rajath Web Design I Place
  - Ms. Kavyashree Web Design I Place
  - Ms. J Pavitra Bharathi Treasure Hunt I Place
  - Ms. Sabha Ambrin Treasure Hunt I Place
- Participated in State Level Intercollegiate Management Fest ‘**Exuberance 23**’ organised by Shree Devi College, Ballalbagh held on 25 May 2023, won the Overall Winners and following individual prizes:
  - Ms. J Pavitra Bharathi Treasure Hunt I Place
  - Ms. Sabha Ambrin Treasure Hunt I Place
  - Mr. Vasuki Photography II Place
  - Mr. Nikhil Photography II Place
  - Ms. Madhu Rangoli I Place
  - Ms. Ashika Rangoli I Place
  - Ms. Kushi Bhimani Best Manager I Place
  - Ms. Sweedel Lasrado Marketing I Place
  - Ms. Rajvi Vyas Marketing I Place
- Participated in National Level Commerce Fest ‘**Stalwart–2K23**’ organised by SDM College, Ujire held on 1-2 June 2023, won the Overall Runners and following individual prizes:
  - Ms. Deepika Bhat Marketing I Place
  - Ms. Rajvi Vyas Marketing I Place
  - Ms. Kushi Bhimani Best Management I Place
  - Mr. Dev BM Team I Place
  - Mr. Ashfan BM Team I Place
  - Mr. Jishnu BM Team I Place

7. Mr. Dheeraj Prabhu                      Team                      I Place
- Participated in National Level Inter-Collegiate Fest ‘**Can Fest**’ organised by Canara College, Mangalore held on 11-12 April 2023, won the Overall Winners and following individual prizes:
    1. Mr. Harsh                      Best CEO                      I Place
    2. Mr. Rajesh                      G20                      I Place
    3. Mr. Ashish                      G20                      I Place
    4. Mr. Dheeraj                      Finance                      I Place
    5. Mr. K Ruthran                      Finance                      I Place
  - Participated in National Level Fest organised by Srinivas Institute of Technology, Valachil held on 24 May 2023, won the Overall Runners and following individual prizes:
    1. Mr. Nikhil                      Photography/ Videography                      II Place
    2. Mr. Thanush                      Stand-Up Comedy                      I Place
  - Participated in National Level Management Fest ‘**Inspira-2023**’ organised by Srinivas University, Mangalore held on 22 June 2023 and won the following prize:

Mr. Dheeraj Prabhu                      Finance                      II Place

Mr. K Ruthran                      Finance                      II Place

- Participated in Inter-Collegiate Fest ‘**Bequest–2023**’ organised by Besant Women’s College, Mangalore held on 08 June 2023, won the Overall Winners and following individual prizes:

Mr. Nikhil                      Reel Making                      I Place

Mr. Vasuki                      Reel Making                      I Place

Mr. Rithvik                      Symmetry, Martech, Adfrenzy                      I Place

Mr. Nikitha                      Symmetry, Martech, Adfrenzy                      I Place

Mr. Jishnu                      Symmetry, Martech, Adfrenzy                      I Place

Mr. Ashfan                      Symmetry, Martech, Adfrenzy                      I Place

- Participated in UG Level Commerce and Design Fest ‘**Krtva ‘23**’ organised by AkshayaCollege, Puttur held on 08 June 2023 and won the following prizes:

Ms. Zaheera                      Marketing                      I Place

Ms. Deepika Bhat                      Marketing                      I Place

Mr. Manvith                      Marketing                      I Place

- Participated in State Level IT Fest ‘**Pinnacle–2K23**’ organised by St. Philomena College held on 07 June 2023, won the Overall Runners and following individual prizes:

Ms. Vaishnavi TS                      IT Manager                      I Place

Mr. Dawson Lester Lobo                      IT Quiz                      I Place

Mr. Mokshith Narayan IT Quiz I Place

Mr. Niswarth Jain Surprise event I Place

- Participated in National Level Fest ‘Digantha 2023’ organised by Govinda DasaCollege, Suratkal held on 03 June 2023 and won the following prizes:

Mr. Dawson Lester Lobo IT Manager I Place

Mr. Samved Rao Physics Event II Place

Mr. Gagan R Shetty Physics Event II Place

Ms. Kushi Bhimani BM Team I Place

Ms. Rajvi Vyas BM Team I Place

Ms. Deepika D Bhat Marketing I Place

Ms. Rajvi Vyas Marketing I Place

- Participated in Intercollegiate Science and Management Fest ‘Yenixa 2023’ organised by The Yenepoya Institute of Arts, Science, Commerce and Management held on 05 and 06 June 2023 and won the following prizes:

Yen-Series : Management Fest

Mr. Ayman Aseef Mock Court II Place

Mr. Naman Bohra Business Quiz II Place

Mr. Akshith Jain Business Quiz II Place

Sciefer : Science Fest

Mr. Dawson Lester Lobo Quiz II Place

Mr. Mokshith Narayan Quiz II Place

Mr. Prashantha P Surprise Event I Place

Mr. Nikhil Photography & videography II Place

Ms. Sonika Sharma Coddling and Debugging I Place

Ms. Anagha Coddling and Debugging I Place

Mr. Raveend Gaming Event II Place

Mr. Gagan Gaming Event II Place

Mr. Tushar Gaming Event II Place

Mr. Shujan Gaming Event II Place

Mr. V Adhithyan Gaming Event II Place

- The students of SDMCBM attended Workshop ‘SPARK’ organised by Swastika National School on 5 June 2023 at Ocean Pearl, Mangalore.

Sanjeevini Adhish Uchil

Chaithra P S P Sathvik

Rajatha Sai Darshan

Ashray Shetty Nikhith N Shetty

- Participated in Case Study, Product Development and Mad AD competition organised by Swastika National School on 5 June 2023, won the Overall Runners and following individual prizes:

Sanjeevini Best Participant

Adhish Uchil Best Participant

Sanjeevini Mad AD - Winners

Chaithra P Mad AD - Winners

Rajatha Mad AD - Winners

Ashray Shetty Mad AD – Winners

- Participated in State Level Edu-Cultural Fest ‘B.Voc Utsava’ organised by SDM PG Centre, Ujire held on 22 and 23 June 2023, won the Overall Championship and following individual prizes:

Mr. Rajesh Start Up Pitch I Place

Mr. Ashish Bekal Start Up Pitch I Place

Mr. Ayman Aseef Marketing I Place

Ms. Swathi Prabhu Marketing I Place

Mr. Dawson Lester Lobo Tech it out II Place

Mr. Dawson Lester Lobo Motor Mouth I Place

Mr. Dawson Lester Lobo Bug e fix I Place

Mr. Dev BGMI I Place

Mr. Tushar BGMI I Place

Mr. Ayush BGMI I Place

Mr. Karthik BGMI I Place

- Participated in National Level Management Fest ‘Scintillate-2023’ organised by SDM Law College, Mangalore held on 30 June and 01 July 2023 and won the following prize:

Mr. Rajesh Finance I Place

Mr. Ayman Finance I Place

Mr. Dheeraj Finance II Place

Mr. K Ruthran Finance II Place

Ms. Deepika Marketing I Place

Ms. Rajvi Marketing I Place

- Mr. Dawson Lester Lobo of III BCA 'A', Mr. Puneeth Ail of and Mr. Mokshith Narayan II BCA 'A' won the Consolation Prize in the Grand Finale of " Sahyadri WhizQuiz 2023", at National Level Quiz Competition 'Whiz Quiz' organised by Sahyadri College of Engineering And Management, Adyar, Mangaluru held on 2 June 2023 and

## **SPORTEOUS**

- Participated in Men and women Interclass volleyball tournament held at Mangala stadium on 1 March 2023.  

Boy's winner III BBA B	Runner I B.Com
Girl's winner II BCA	Runner II BBA
- Participated in Men Inter class cricket tournament held at Karavali ground on 3 April 2023.  

Winner II BBA B	Runner II BCA B
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- Participated in Men Inter class football tournament held at perfect pass Falnir on 8 April 2023.  

Winner I B.Com	Runner III B.Com
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- Participated in Men and women inter class badminton tournament held at perfect pass Falnir on 8 April  

Men: Signals winner Thushar I BBA C	Runner Neelesh II BA (HRD)
Double: Winner Neelesh and Shuhaib II BA (HRD) Runner Naman and Vignesh III B.Com	
Girls: Single Winner Deepika D Bhat III B.Com Runner Yashmitha II BBA	
Double: Winner Deepika and Shibani III B.Com Runner Lavanya and Ashika II B.Com	
- The students won the Overall Championship-Third Place in Mangalore University Inter collegiate Weightlifting Competition held on 27 and 28 June at Alva's College, Moodubidire.

Under Men's Category, Suvin, Mohammed Shameer (Silver Medal); Pruthvi, Dhanush Shenoy (Bronze Medal); Adarsh and Rahul Sharma (IV place) have won individual prizes.



Under the Women's category, Aneesha won the Bronze medal.

- Participated in Intercollegiate Football Tournament held At University Campus Konaje on 15 and 16 June 2023 .
- Participated in Intercollegiate Men Kabaddi Tournament held At University Campus Konaje on 15 to 17 June 2023.
- Participated in Intercollegiate Powerlifting Competition held At GFGC Thenkanidiyuru on 23 and 24 June 2023 . Prathvi P Kumar won Gold Medal.