



SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT

MANGALURU - 575003, DK

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

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Mangaluru, Karnataka, India
COLLEGE OF BUSINESS MANAGEMENT
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S D M College Of Business Management, Mangalore, Karnataka

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Wednesday, 20, Mar, 2024

Chief Editor : Prof. Aruna P Kamath

Editors : Ms. Lolita Neeta Dsouza, Mrs.Kavya, Ms.Sanjana, Mrs. Reshmi Mrs.Shashiprabha, Mrs.Parinita Salian,

63 SYNC VISION

EDITORIAL:

In the realm of academia, SDM College continues to excel across a diverse array of disciplines. Whether its ground-breaking research that pushes the boundaries of knowledge, innovative projects that address pressing societal challenges, or academic performances that dazzle an inspire, our students and faculty are at the forefront of intellectual inquiry and discovery. Beyond the confines of the classroom, our college is a hub of creativity, innovation, and collaboration. From winning prestigious awards in management and IT fests, art, music, and literature to organizing impactful community service initiatives, our students demonstrate a commitment to making a positive difference in the world around them. Looking ahead, let us continue to strive for excellence in all that we do, while remaining grounded in our shared values of integrity, inclusivity, and service. Together, we can build a brighter future for ourselves and for generations to come.

COLLEGE DAY 2024

College day celebrations were held here at SDM College of Business Management (SDMCBM) today (May 3). Dr. Anasuya Rai, Principal, University College, Mangaluru, was the chief guest. Addressing the gathering, she said, “Life long learning contributes to a better society”. She congratulated the college for its multi various achievements. Mr.Christopher D’Souza, Director-Ranga Adhyayana Kendra, St. Aloysius College, Alumni of SDMCBM, was the guest of honor.He shared the reminiscence of college days and added that he received the best from the portals of SDM College of Business Management. “Clinging on to our passion adds value to our life”, he emphasized.Prof. Aruna P. Kamath, Principal, SDMCBM, presided over the programme. She emphasized that winning and learning go hand in hand. Prizes were distributed to university rank holders and meritorious students. The prize distribution ceremony was followed by cultural extravaganza by the students.Mrs. Manju H and Mrs. Kavitha Prabhu, Student Council coordinators; Srijana Shetty, Khushi Bansali, Lavanya and Preethika Baliga, Programme's Student Coordinators; Sameeksha and Keerthana, Secretaries, were present. Lavanya K welcomed the gathering. Srijana Shetty and Khushi Bhansali introduced the guests. Preethika Baliga proposed the vote of thanks. Sheethal compeered the programme.

SILVER JUBILEE CELEBRATION OF SYNERGY 2024 NATIONAL LEVEL MANAGEMENT FEST.

Silver Jubilee celebration of Synergy 2024, a Two day National Level Management fest for undergraduate management students was inaugurated by Sujir Prasad Nayak, Partner, M/S Nayaks Trading Co., Mangaluru, here at SDM College of Business Management on March 6.

(Synergy 2024 has come up with the theme ‘Samavaya’ focusing on the world of management through the lens of G20, uniting diverse perspectives and global strategies to navigate economic challenges.)

Sujir Prasad Nayak, in his inaugural address, emphasized the importance of participating and networking in the field of entrepreneurship. He concluded with the saying “The secret of getting ahead is getting started” urging to students to leap into the world of entrepreneurship. He congratulated the college on its silver jubilee celebrations of Synergy.

Manel Srikanth Nayak, Partner, Kamakshi Group, Mangaluru, and alumnus of SDMCBM was the Chief Guest. He shared his optimistic insight about India being the third largest economy by 2030

emphasizing the remarkable contribution of youth for the emergence of a superpower nation. “Guidance from the right credible people will contribute to overall development”, he added.

Prof. Aruna P. Kamath, Principal, SDMCBM, in her presidential remarks, said that youth today have to collaborate to create a better future by being job providers and not job seekers. She added that fest like synergy provides the best platform for emerging talent contributing to global leadership.

Harsh Singala, and Rajvi R Vyas, Student Coordinators, gave a brief introduction to Synergy 2024. Prithika Baliga welcomed the gathering, Vaibhavi and Muskan introduced the guests, Vinisha delivered the vote of thanks and Bindu compeered the programme.

Various events such as Best Manager, Marketing, Human Resource and Public Relations, Finance, Film Making, Folk Dance and Quiz were conducted.

Dr. Prassana Kumar T and Mrs. Veena D Kotian, coordinated the programme.

‘SYGMA 2024’ ONE-DAY NATIONAL LEVEL IT FEST.

‘Sygma 2024’, a One-day National-level IT fest was held here at SDM College of Business Management, today. The fest, with the theme ‘Utopia: From Infinite Dreams to Tangible Reality’ was organized by BCA department of the college.

Addressing the gathering after inaugurating the fest, Tanuja Guruprasad Rao, Senior Principal Consultant-ETA Infosys, Mangaluru, said that the IT Fest provides a platform for the students to use their scientific knowledge and bring the best inventions, thereby inculcating in them a desire to seek additional knowledge and skills in the areas of their interest.

Chief Guest, Shreemukha, Founder and CEO, Buttistore, Co-Founder, C key Technologies (also the Director of the film Damayana and alumnus of the college), shared his college memories. “Students need to be a part of these fests as they nurture young minds and their innovative thinking”, he said.

Prof. Aruna P Kamath, Principal, SDM College of Business Management, in her presidential address, said that the events of the fest are designed in such a way as to promote 21st-century skills required to face challenges.

Various events such as Coding and Debbuging, Web desigining, Paper Presentation, IT Quiz, IT Chaser, Photography and Videography were conducted.

The programme concluded by singing Sygma Anthem and revealing of trophies.

Student Coordinators Gagan R Shetty and Jithesh S Shetty were present on the occasion. Staff Coordinators Mrs. Sowmya Jyothi and Mrs. Shashiprabha, coordinated the programme.

ANNUAL ATHLETIC MEET 2024

Annual Athletic Meet of SDM College of Business Management was held here at Mangala Stadium today (April 5). Keerthi G.K., National Karate Coach W.K.F., was the Chief Guest. He hoisted the flag signaling the start of the Sports Meet. Addressing the gathering, he said that the present generation has a lot of opportunities in the field of sports and they need to utilize completely. March past was held. Each class marched on a particular theme. Prof. Aruna P Kamath, Principal, SDM College of Business Management, in her presidential address said that sports play an important role in the development of student's mind and physic. She congratulated the students for march past conducted and wished the participants good luck for the various track and field events. Neha, Sports student coordinator, administered oath to the students to show determination and commitment to

sports. B. Dhanush, Student Coordinator were present. The programme was compered by Archith Jain. Radhika proposed vote of thanks. Prizes were distributed to the winners of the sports events. Mr.Sudarshan, Physical Education Director; coordinated the programme.

INTER-COLLEGIATE WEIGHTLIFTING COMPETITION AT SDMCBM

Mangalore inter-collegiate weightlifting championship 2023-2024 was held here at SDM College of Business Management (SDMCBM) on March 18, and 19. The event was organized by SDMCBM jointly with the Post Graduate Centre for Management Studies and Research Mangalore and the Department of Physical Education, Mangalore University. Dr. B Sadashiva Bhat, Former Principal and Physical Education Director (Rtd), Basudev Somani College, Mysore, and Gururaja, Ekalavya Award Commonwealth Games Medalist in Weightlifting, were the Chief guests. Prof. Aruna P. Kamath, Principal, SDMCBM, presided over the programme. Mr. Sudarshan, coordinated the programme.

'VIVEKOTSAVA-2024'

The Rovers and Rangers Association of SDM College of Business Management organized 'Vivekotsava-2024' to observe National Youth Day, on March 30 in the conference hall of the college here. B Gopinath Bhat, Ex-civil Engineer (Armed Forces), Mangaluru, inaugurated the programme. Addressing the students he said the youth must stop, stay a little, and self-think and attach themselves to their larger objectives. Taking inspiration from Vivekananda's life journey, he inspired the students with a talk on various aspects of how students should lead their lives like Swami Vivekananda. Prof. Aruna P. Kamath, Principal, SDM College of Business Management, presided over the programme. In her address, she highlighted the personality of Swami Vivekananda and said, "India has given birth to many great personalities and it is necessary to study them completely". She also motivated the students to imbibe the values of Swami Vivekananda in their personalities. "Starting an early investment in personality helps to double our contribution towards society" she added. On the occasion of celebrating National Youth Day, Several competitions were held. Participants were rewarded by the Chief Guest for winning various competitions. The programme concluded by giving a tribute to Vivekananda through a patriotic song. As a Tribute, The Library Department of the college organized a Book exhibition in the library collectively of all the books written by Swami Vivekananda.

Vishaka Pai and Ayush Rao were the student coordinators. The programme was coordinated by Mrs. Shashikala, Mrs. Anasuya (Rovers and Rangers officers); and Mr. Sudarshan, Physical Director.

BLOOD DONATION CAMP

The Youth Red cross and NSS unit held a blood donation camp in collaboration with Wenlock Hospital, on 29 February 2024. The main guests of the event, Drs. Antony and Selvi from Wenlock Hospital, gave an introduction and spoke to the students about the significance of blood donation and life-saving. The programme was presided by Principal Prof. Aruna P Kamath. The objective of the blood donation camp was to inspire individuals to give blood and preserve lives. The camp was attended by a large number of student volunteers. The programme was coordinated by Mrs. Preethika Dharmapal, Mrs. Reshmi B R and Dr. Jyothi

STREET PLAY ON 'YOUTH EMPOWERMENT'

The Rovers and Rangers Unit of SDM College of Business Management organized a street play on 'Youth Empowerment' on 10 December at Bharath Mall in Bejai in the city.

The objective of the programme was to improve the youth access to resources and transform their consciousness through their beliefs, values, and attitudes. The programme was coordinated by Mrs. Shashikala K.G. and Mrs. Anusuya.

INTER CLASS DANCE COMPETITION

An Inter class Dance Competition with the theme 'Feet on Fire' was held here at SDM College of Business Management on April 29. The event was organized by the Fine Arts Association of the college. Fifteen teams participated in the competition. Akshith Kumar K., Fine Arts Coordinator coordinated the programme.

ONE-DAY WORKSHOP ON 'ISSUES AND CHALLENGES TO ENTREPRENEURIAL SUCCESS'

A one-day workshop on 'Issues and Challenges for Entrepreneurial Success' was held here at Sri Dharmasthala Manjunatheshwara College of Business Management, on April 24.

The programme was organized by the Entrepreneurial Development Programme (EDP) Unit of the college. Addressing the gathering, after inaugurating the programme, Aditya Pai, Managing Partner, M.S. Pai & Company, Mangalore, stated that students should move ahead in life and succeed in realizing their positive ideas.

Chief Guest, Shivani Shetty, Creator of Craft Zilla in Mangaluru (and Alumni of the college), motivated the students by stating, "Those who involve themselves in entrepreneurship should develop good relationships with customers." Presiding over the programme, Prof. Aruna P. Kamath, Principal, SDM College of Business Management, said, "This workshop should be a foundation for the pursuit of innovation in the days to come." Resource persons, Preeti Naik, Co-founder of JOOS BOTAL in Mangaluru, and Praveen S. Bhandari, Business Branding Consultant from Mangaluru, provided resource talk on 'Journey from Hustler to Entrepreneur', and 'Building Beyond Business', respectively. Students from various colleges participated in the workshop. Harshendra BS and Chandana J. Nambiar, Student coordinators, were present. Mrs. Supritha R.K., Staff Coordinator, EDP Unit; coordinated the programme.

ARTEXO EXHIBITORS

On the occasion of International English Language Day, The Department of English SDM College of business management organised Artexo Exhibitors an Art And craft exhibition on 24 April 2024. The exhibition was inaugurated by Mrs. Sai Divya Assistant Professor Mangalore University, Mangalagangothri and Principal Prof. Aruna P Kamath. The objective of the exhibition was to bring forth the innate skills and hone the creative genius of the students. The exhibition provided the right platform for the students to display the varied and beautiful articles prepared by them throughout this academic year. All the items on display were the handiwork of the students which were made from indigenous products. The student co-ordinator for this programme was Ms. Sharvari Ms. Lolita Neeta Dsouza. Mrs Madhumathi J Raja, Mrs Kavya coordinated the programme.

FACTORY VISIT BY SDMCBM STUDENTS

SDM College of Business Management here organized a factory visit programme for the students on April 18. The objective of the visit was to expose the students to the nature of corporate and industrial practices.

First year students visited Canara springs in Maroli and the Karnataka Milk Federation in Kulshekara. Second-year students visited Gurucharan Industries, SRR Industries, and Deccan Plast

Industries India Pvt. Ltd. in Mudipu. Final year students visited Modern Rice Mill in Ashoknagara, Bolas Agro Pvt. Ltd. in Karkala, and SRR Industries in Adyar.

Students were escorted by class advisors. The visit was coordinated by Mrs. Kavitha Prabhu.

WORKSHOP ON “CAREER OPPORTUNITIES IN HOSPITALITY INDUSTRY IN INDIA.”

A one day workshop on “Career Opportunities in Hospitality Industry in India” was organised by BAHRD Association, in collaboration with Department of Allied Hospitality Studies, WGSHA, MAHE, Manipal, on 20 March, 2024 in the conference hall, for final year students of the college.

The workshop had four sessions. In her introductory address on growing size of hospitality industry in India, Dr. Rajashri S Kini, Associate Professor, Department of Allied Hospitality Studies, WGSHA, MAHE, Manipal, highlighted the causes for steady growth in the Hospitality Market in India. She stated that due to the country rich culture and diversity, the hospitality industry in India has been scoring a moderate growth number in the past few years and has great potential to score an even greater number in the future. India has also been recognized as a destination for spiritual tourism for international and domestic tourists. This has also led to the increase in the number of hotel projects. She added that the government’s initiative has also the government efforts to attract more tourism and the increase in travel have been driving the market.

In the second session Mr. Parithosh Dabral , Assistant Professor Department of Allied Hospitality Studies, WGSHA, MAHE, Manipal, enlightened the students about different areas of career in hospitality. He highlighted the course structure, areas of specialization, fee payment and career growth opportunities for hotel management students. He also motivated the students to consider hospitality industry at their career option.

In the third session Chef. Manoj and Chef Nischal both Assistant Professors, Department of Culinary Arts, WGSHA, MAHE, Manipal, introduced students to the world of different cuisines and rare ingredients.

In the final session Ms. Chaitra and Ms. Utkarsha, students of WGSHA, MAHE, Manipal shared their learning experience in the campus and outside the campus. This was followed by the question and answer session in which students queries on the topic were taken up by the resource persons.

Principal Prof. Aruna P. Kamath in her presidential address said that the hospitality sector in India has had moderate growth in recent years, mostly attributed to the country's rich cultural diversity, and that it has the potential to grow even more in the future.

Coordinator of the workshop Mrs. Gayathri K welcomed and introduced the resource persons. Ms. Preethik Baliga proposed the vote of thanks.

The programme was coordinated by Mrs. Gayathri K.

EMERGING TRENDS IN FINANCE AND OPPORTUNITIES FOR COMMERCE AND MANAGEMENT STUDENTS.

A one day seminar on the topic Emerging trends in finance and opportunities for commerce and management students was organized by Commerce department on 1 March 2024. The resource person for the programme was CA Vinod Chandran, certificate holder of specialised executive finance programme from IIM Lucknow , CEO, My Logic Business management School. He addressed the students on areas like P2P, Order to cash, R2R and business analytics which helps in career building.

The second session was handled by Ms. Pratheeksha Baliga, Entrepreneur and alumni. She enlightened the students in areas like management of money and investments in mutual funds. She also highlighted the importance of developing small saving habits among the students.

Principal Prof. Aruna P. Kamath in her presidential address said that financial technology or fin-tech is the buzzword. The financial world is passing through a revolutionary period, and it is evident in our daily lives that we should change the way we pay our bills to avail banking services. Ms. Sheethal welcomed the gathering and Mr. Aashish proposed voted of thanks.

The programme was coordinated by Mrs. Manju.

CONSUMER DAY REPORT

On March 15, 2024, World Consumer Day was observed in the college Hall of Sri Dharmasthala Manjunatheshwar College of Business Management, Mangalore, Dakshina Kannada District Administration, District Consumer Affairs Department, and District Disputes Redressal Commission in cooperation with the Federation of District Consumer Organisations, District Consumer Information Centre, Legal Metrology Department, and Legal Authorities. At the program's opening, Mr. Krishna Kulkarni, Assistant Controller of Legal Metrology, discussed the need of measuring products before purchasing them as well as the range of benefits offered by the department. "Every consumer needs to use today's tools very carefully while carrying out commercial affairs on artificial intelligence and while performing their day-to-day responsibilities," stated Union Legal Advisor Raghavendra Rao in his recommendation. "Mr. Rayee Rajkumar, State Resource Person and Joint Secretary of the Union, The honoree, Mr. Rayee Rajkumar, provided multiple instances of everyday food selections and also discussed the observance of special measures. On stage were Mr Rafiq Kukkade, Director, DFCO & DCIC; Mrs Vijaya Bhat, Manager, Department of Food, Civil Supplies & Consumer Affairs; and Deputy Director Edrine DeMello. Prof. Aruna P. Kamath, the principal of SDM College of Business Management and the program's coordinator, stressed that just as students should do business with extreme caution in their daily lives, those in their immediate vicinity should also be inspired to become knowledgeable about consumer issues. Student Kumari Vishaka, a teacher at Badaga Ekkaru School, provided comments regarding the programme and the celebration of Consumer Day. The event was welcomed by the Union's executive director, Mrs. Sunanda Kumble. Kumari Samiksha served as the emcee, and the vote of thanks was given by Kumari Samiksha. The occasion was graced by Consumer Forum Unit students from the College. Mrs. Veena D. Kotian, the coordinator of the college's customer forum unit coordinated the programme.

NSS ANNUAL DAY CAMP

The National Service Scheme Annual Camp Report 2023–2024 was conducted from February 8–14, 2024, at Government Higher Primary School, Inna, Karkala. Over the course of seven days, from February 8 to February 14, 2024, at Government Higher Primary School, Inna, Karkala, the yearly special camp for units I and II of the Shri Dharmasthala Manjunatheshwara College of Business Management, Mangaluru was held. 43 boys and 57 girls volunteered for this camp. Four teams, Kalki, Eksaath, Tribhuvan, and Aikya, were the four teams who were assigned several duties like flag hoisting, escorting, campus cleaning and cultural events.

The yearly camp was officially opened on February 8, 2024, at 9:30 a.m. by Shri M. VadirajaShetty, President of VyavasayaSevaSahakari Bank, Mudukuru of Mudukuru. The program's founder stated, "NSS enables its volunteers to know the rural and agricultural life and develop social skill and personality." Prof. Aruna P Kamath, Principal, SDMCBM, Mangaluru, presided over the event. Shri Chandrasaha Shetty, Kaachuru, Camp President, Smt. Sarita Shetty, President Gramme Panchayat, Inna, Shri Laxmi Narayana Munchithaya, Philomath, Smt Ashwini, Headmistress of Government Higher Primary School, Inna, and Shri Nandan Maliya, Ulla, President of Youth Association BJP, were the program's chief guests.

Every day of the seven-day camp started with prayer and bhajans from 5:30 to 6:00 AM followed by the flag-hoisting ceremony from 6:00 to 6:30 AM. Volunteers gathered on the schoolyard from 6:30 to 7:00 AM for yoga and exercise, followed by Shramadhana. A few students also painted and creatively decorated the walls with wall art to improve the school's aesthetic appeal from 7:00 am to 12:00 PM, with a break for breakfast in between. There were formal functions, numerous cultural programmes, and activities for the locals every day from 6 to 8:30 p.m. Every day ended with an evaluation during which the advantages and disadvantages of the day activities were covered.

On 8 January 2024, a Gramasameekshe" programme was conducted by the Volunteers. NSS volunteers visited the village houses of Inna locality, collected the information regarding their lifestyle, conditions, communicated with the rural people and learned about their culture and agriculture. An educational programme on the topic 'Role of a Leader' by Shri Rajendra Bhat , Resource person , Headmaster M.V. Shastri High School, J.C.I National Trainer spoke and conducted activities on leadership and skill development to the NSS Volunteers..For the evening formal function, Shri Prabhakar Inna, Social Worker, Shri Uday Shetty, Worker in Irmadi, Shri Lingappa Shetty, Worker in Ukkuda were the guests. Later The NSS Volunteers Conducted the Cultural Programme and Entertained the Villagers.

An educational presentation with the theme "Holistic Development" was held on February 9, 2024. The guest of honour for the function was Inna Venkatramana Munchinthaya. He imparted discipline-related knowledge to the volunteers. A small group of volunteers was selected to paint the school in Shramadhana. The NSS Volunteers saw the production of cashew nuts at the Bolas Cashew Factory. At 6:30 p.m., the formal celebration began, with visitors including Shri Vivek Shettigar, Shri Sudhakara Moolya, and Shri Jagadish Shetty. They inspired and bestowed wishes upon each and every volunteer for their societal contributions. All the Volunteers Participated in Various Cultural Programme and show cased their talents to entertain the Villagers.

On February 10, 2024, an alumni meeting of NSS Volunteers was held with the purpose of gathering their memories from the past and providing assistance to the current NSS Volunteers. About 100 alumni made the trip to the campsite, with 14-year-old NSS Volunteers in particular taking time out of their hectic schedules to pay the volunteers a visit. Social worker Shri Suresh Poojary was the guest of honour. He sent his best wishes for the future to every volunteer. The Physical Director coordinated the physical activities. The volunteers conducted a variety of cultural programmes to amuse them and bring back fond memories. The seniors shared their memories and guided the volunteers to work in unity. They Organized Fun games to entertain the volunteers.

On 11 February 2024, A Free Medical Check-up camp was organised in association with SDM Ayurveda college, Mangaluru for the benefit of the villagers. Nearly 100 patients enrolled and were benefited from the free medical check-up. Educational programme on the topic 'Ayurveda for wellbeing' by Dr. Prathibha Rai, Administrative Office SDM Ayurveda College, was organized in between. Followed by Dr. Balachandra Shetty, Dentist, conducted educational programme on the topic 'Dental Health – Healthier mouths brings healthier lives'. For the evening formal function Mr Rajesh Naik, Member of Parliament, Bantwal, Mrs Umavathi, member of SDMC and Mr Pradeep

Shetty, Entrepreneur of Sharabheshvara Shamyana, Mavinakatte were the guests. Shri Nishan Alva, the resource person, conducted an educational session regarding the role of youth. Shri I Chandrakanth Rao, an agriculturist and member of the Trust, was the program's chief guest for the cultural programme. He was former student. All of the NSS Volunteers were inspired and motivated by him. As a guest, there is Shri Madhava Acharya Hosakaadu, Manager of Operations and Administration at Kasturbha Medical College, Mangalore, and Shanta MP. Later, he provided a lovely explanation of NSS.

Shri Keshav Poojary, a merchant from Inna, was the guest of honour on February 12, 2024. Later, for refreshment, all of the volunteers practiced yoga. Volunteers got a great introduction to nature when they went to Sukandaya Cottage in Maradamane, Inna. The prominent guests of the cultural programme were Padubidri Police Officer Shri Prasanna, Shri Sachindra Shetty Kachur, Vice President of Gramme Panchayat Inna Smt Vimala, and Agriculturist Shri Laxmikant Rao. To entertain the villagers with their talents, all of the volunteers took part in cultural events.

On 13 February 2024, The NSS volunteers participated in "Kesaru Gaddhe," a recreational activity, Shri Mahesh, Irmadi, was the event's guest. Shri Babu Koraga, the Zella Rajyotsava Prasasti Winner, was the main guest of the cultural programme. Shri Keshava Salian of Mudra Printers, Mangaluru, Shri Dinkara Salian of Abhi Medical Haleyangadi, Shri Dinesh Kotian of Suvarna Padpu, Shri Pradeep Shetty of Kachuru Parari, B.A. Venkappa Shetty, a youth employee, and ASI Paramilitary (CISF) were among the guests. "TulunadaVaibhava" served as the basis for the cultural program's theme. By lighting diyas and decorating the map of India with flowers, the volunteers celebrated Shibira Jyoti and made a commitment for the wellbeing of the nation.

On 14 February 2024, The Valedictory Programme was held and the chief guests were Prof. Aruna P Kamath , Principal of SDMCBM, Shri Muniyal (Uday kumar Shetty, Udaykrishnaiya Shetty charitable trust) muniyal, Smt Ashwini, Inna, and guests were Shri udaykumar Shetty Inna, Sanmaintyres , Shri Jaya S Kotian , ex taluk Panchayat member, Shri Praveen Shetty Padanagutthu , Shri Amarnath Shetty , ballaparari , Inna , Shri K.C Kamath , Kanjarakatte , Shri Shreesha Bhat, Priest Shri Mahalingeshwara temple muddana , Shri Arun Shetty , Ukuda , Shri Nitesh prasad Shetty, Inna , Shri Pavan Shetty Kachur , Youth employee. Mr. Praveen D and Dr.Jyothi Coordinated the programme.

“CONSUMER AWARENESS AND RIGHTS”

A national webinar on “Consumer Awareness and Rights” was organized by the Consumer Cell in association with Consumer Advocacy Group, with the objective of creating awareness on empowering consumers for a sustainable tomorrow and educating them. Around 90 participants from different colleges registered for the webinar, Google Meet was the online platform for the event. The programme began with a formal welcome from Principal Prof Aruna P Kamath, and introduced the moderator for the webinar sessions. Dr. Sudha K, Research Professor, Institute of Management and Commerce, Srinivas University, Mangalore. The first session was taken up by Dr. Sradhanjali Dasgupta, a psychologist from Kolkata, who spoke on ‘Consumer Psychology’. She explained how consumers think during purchasing and how advertisements affect consumers emotionally. The second session was taken up by Prof. K V S SARMA, Vice Chancellor, MNLU Aurangabad, on the topic ‘Consumer Protection Act 2019’. Sir explained how the act was improved compared to the old Consumer Protection Act 1930 and how consumers can benefit from it. The last session was taken up by Dr. Raja Jebasingh, Associate Professor from St. Joseph College of Commerce, Bangalore, on the topic ‘Consumer Forum and its Associates’. Sir highlighted different forums available to consumers, who can file a case where, how, and the online procedures available now. This live webinar was screened in the Conference Hall for all First Year BBA students. All sessions were successful in inspiring participants to explore the sector of consumerism. Ms. Rashmi

T proposed a vote of thanks, and Ms. Veena D Kotian compeered the program. Mrs. Rashmi T and Mrs. Veena D Kotian. Coordinated the programme.

AWARENESS PROGRAMME ON COMMODITY DERIVATIVES

An Awareness Programme on Commodity Derivatives by The Finance Department was organised for II BBA B students on 7 December 2023. Mr. Anjan Kumar G, Business Development, Multi Commodity Exchange of India Limited, Bengaluru was the resource person.. The Resource person spoke about the importance of financial planning and decision making in achieving long term financial goals. Highlighting the investor protection measures and precautions to safeguard against fraudulent investment schemes he explained the importance of diversification in wealth building. There were question and answer session, It was interesting and informative. Mrs. Smitha M coordinated this programme.

VOTER REGISTRATION DRIVE

The Rovers and Rangers Association organised a one-week voter registration camp. The voter registration drive was held from November 30 to December 9, 2023. The initiative assisted 187 students in obtaining various voter ID services, such as new voter registration and voter ID updates. During the drive, Rovers and Rangers Volunteers performed a poll of all students, even those who did not have voter IDs. They shared information regarding voter registration criteria via What Sapp. A list of all relevant documents required for voter ID registration and updating was distributed, and volunteers registered them. The volunteers raised awareness about the process of enrolling for Voter ID. In this approach, the voter registration has been carried out in a successful manner. The programme was coordinated by Mrs. Shashikala K.G and Mrs Anasuya

GUEST LECTURES

QUANTITATIVE APTITUDE AND COMPETITIVE EXAM

The Finance Department organized a Guest Lecture, On 8 December 2023 for II B.com and III BAHRD students on the topic “Quantitative Aptitude and Competitive exam”. Mrs. Rakshitha Rai, Assistant Professor. St. Aloysius College, Mangalore was the resource person. Mrs. Rakshitha explained easy way of solving quantitative aptitude questions on competitive exams. She focused on questions based on time and work, permutation and combination, probability, clock and calendar etc. Brief information was given about competitive exam patterns. Mrs. Sowmya Hegde coordinated the programme.

MANAGING PERSONAL AND INTERPERSONAL SKILL

The Human Rights Department organized a Guest Lecture on 7 December 2023, “Managing Personal and Interpersonal skill” by Ashnia, International counsellor, Mangalore. The resource person focused on different aspects of work life balance and interpersonal skills The objective of the programme was to create awareness about workforce environment and cope with the challenges of the new environment.. The programme was coordinated by Mrs Preethika Dharmapal.

HUMAN RIGHTS AND SOCIAL MEDIA

The Human Rights cell organised a Guest lecture on 9 December 2023, on the occasion of Human Rights day on “Human Rights and social Media” by Mrs. Malavika D, Advocate, Mangalore. The resource person highlighted that Social media provides a platform to raise the voice against their human and political rights. She also pointed out that users should be cautious about the information they share and review the privacy settings to control who can access their data. The objective of the programme was to provide views related to human rights and Social media.. The programme was coordinated by Mrs Shashikala K.G and Mrs Anasuya.

ACCOUNTING SOFTWARE

The commerce department conducted a Guest lecture on 2 December 2023 ,on the topic “ Accounting Software”,by Mr. CA. K. Raghavendra Nayak , Chartered Accountant. He spoke on different types of accounting software used in companies and its merits. The objective of the programme was to create awareness on practical applicability software in accounting for I BBA B students. The resource person was The programme was coordinated by Mr. Akshith Kumar K.

ROLE OF AI IN COMMUNICATIVE ENGLISH

On the occasion of International English Language Day, English department organized a Guest lecture on “Role of AI in communicative English ” by Ms. Sai Divya Darshan, Assistant Professor, Univeristy First Grade college, Mangalagangothri on 23 April 2024. The objective of the programme was to enhance English language learners' communication skills by providing personalized and interactive learning experiences.The programme was coordinated by Mrs. Madhumathi J Raja, Mrs. Kavya U and Ms. Lolita Neeta D’Souza.

HOW TO SPEAK ENGLISH LANGUAGE CONFIDENTLY

On the occasion of International English Language Day English Association conducted An International Talk on How to speak English Language Confidently. on the topic “How to speak English Language Confidently” On 23 April 2024. The Resource person for the programme was Mr.Obnel Dsouza, Chairperson of student council London Metropolitan University. The objective of the programme was to understand the importance as it allows you to broaden your world, from job opportunities to the ability to relate to people from everycountry.The staff coordinator for this programme was Ms. Lolita Neeta Dsouza.

AWARENESS ON CYBER SECURITY

Hindi Department organized a Guest lecture on 21 March 2024 on the topic “Awareness on cyber security” by Mrs.Sugunavathi, Hindi Officer, Bank of Baroda, Regional office Mangalore. The objective of the programme was to help students stay secure online by raising awareness of the vast threat landscape and teaching them simple steps to protect themselves, their information and technology. The Programme was coordinated by Dr.Jyothi.

“HOW TO FACE INTERVIEW IN SOFTWARE INDUSTRY”

The Career Guidance and Placement Cell organized a Guest Lecture on 13 March 2024 on “How to Face Interview in software Industry” by Mr. Prithvi Raj, Software Developer, Code lab Solutions for III BCA ‘A’ & ‘B’. The resource person emphasized the significance of showcasing project experience, understanding fundamental programming concepts, and mastering the art of effectively answering interview questions to enhance one’s prospects in the job market. The session was very informative and all the participants benefited from this session. The objective of programme was to prepare candidates to confidently demonstrate their technical skills, problem-solving abilities, and communication skills. The programme was coordinated by Mr.Prasanna and Mrs.Yogita Patgar .

ALUMNI INTERACTION

CONTRIBUTION OF TECHNOLOGY IN EDUCATION

An Alumni Interaction programme was conducted on 18 April 2024 for IBCOM students. The Alumni for this programme was Rajesh, pursuing his MBA in SDM College, Mysore. The objective of this session was to improve the quality of education and enhance the learning process. The staff coordinator for this programme was Ms. Lolita Neeta Dsouza

STUDENT FACULTY PROGRAMMES

“AWARENESS ON MISLEADING ADVERTISEMENTS”

The Finance department organised a student faculty programme for I BBA ‘B’ students, on 2 May 2024 on the topic “Awareness on Misleading advertisements” by Mr. Dheeraj Prabhu of III BBA ‘A’ and Mr. Ayush Rao of III B.Com, The objective of the programme was to make students acquaint with the different ways of how advertisements mislead are created and how it will mislead consumers and what measures we can take to stop it. Mrs. Shwetha Coordinated this Programme

IMPORTANCE OF HUMAN RIGHTS

Finance Department organized Students Faculty Programme for the I BBA “B” students, On 2 May 2024 Ms. Preethika Baliga and Ms. Vaishaka Pai of III B.Com were the student faculties. The explained about Human Rights and its latest relevance in present scenario. Latest amendments and awareness about human rights are spread among the students. The objective of the programme was to improve the students presenattaion and communication skill. Dr. Sowmya hedge Coordinated the programme.

‘RURAL MARKETING’

The HR department organized a student faculty programme for II BBA ‘C’ on 7 December 2023 on ‘Rural Marketing’ by Swathi and Janani. The objective of the programme was to enlighten the students about the buying decision making process and 4 A’s (affordability, accessibility, awareness, acceptability) of marketing. The student faculties emphasized upon the biggest challenges in rural marketing. It was an interactive session. The programme was coordinated by Mrs. Preethika Dharmapal.

ON CREATIVITY

English Association organised A Student faculty programme for I B.COM students on 8 December 2023, on the topic “On Creativity “by Tina III B.Com. The objective of this session was to develop new ideas and concepts to create innovative and original works of art.Ms. Lolita Neeta Dsouza coordinated the programme.

VACATIONS: TIME TO TAKE A BREAK FROM LIFE.

English Association organised A Student faculty programme for I B.Com students, on 26 February 2024,on the topic Vacations: Time to Take a Break from Life, by Vinith I BBA “A”. The objective of this session was importance of vacation and how to spend it in a productive way. Ms. Lolita Neeta Dsouza coordinated the programme.

DISCOVERING LIFE’S PURPOSE

English Association organised A Student faculty programme for I B.Com students, on 20 March 2024. on the topic Discovering Life’s Purpose by Gagan II BBA “A”. The objective of this session was understanding the importance of life. Ms. Lolita Neeta Dsouza coordinated the programme.

INDIVIDUAL ACTS THAT LEAD TO GLOBAL WARMING.

English Association organised A Student faculty programme on 19 April 2024 for I BBA “Students, on the topic Individual acts that lead to Global Warming, by Ayush III B.COM. The objective of this session was understanding the importance of nature. Ms. Lolita Neeta Dsouza coordinated the programme.

“ಪ್ರಚಲಿತ ವಿದ್ಯಾಮಾನಗಳು”

Kannada Department organized Student faculty programme on 15 December 2024 for II BCA students. On the topic “ಪ್ರಚಲಿತ ವಿದ್ಯಾರ್ಥಿಮಾನಗಳೆ”, by Dhanush, Ankita, Disha, Sparsha, Navya, Sakshi, Sanjana Nayak, Sahana Latha, Tejaswini . The objective of this programme was to enhance presentation skills. Mrs. Renuthakshi coordinated the programme.

SKILL ENHANCEMENT PROGRAMMES

GROUP DISCUSSION

The marketing association conducted a group discussion on 4 December 2023, on the topic Influencer Marketing .The objective was to improve communication, analytical skills and knowledge of the students. The topics discussed included the meaning of influencer marketing, statistics of influencer marketing in recent years, approaches, schedules, target audience, importance of influencer marketing, and recent trends. Mrs. Deepashree co-ordinated the event.

BRAND WAR

The Commerce association conducted skill enhancement activity Brand war on 17-12-2023.The objective of the event was to develop communication and decision-making skill among the students. Mr. Akshith Kumar judged the event. Ms. Pooja coordinated the programme.

COMMERCE QUIZ

The Commerce association conducted skill enhancement activity Commerce Quiz on 04 December 2023. The objective of the event is to evaluate the knowledge of the students beyond academics and to develop interest in subject areas of commerce including competitive aspects. Ms. Pooja coordinated the programme.

CASE STUDY

The Commerce association conducted skill enhancement activity Case Study on 14-03-2024.The objective of the event was to deeply investigate a particular phenomenon within its real-life context. Ms. Priya judged the event. Ms. Pooja coordinated the programme.

BLIND PRESENTATION

The Commerce Department conducted Blind presentation activity for I BBA C on 18 December 2023. The students were to identify the picture and speak about it. The objective of this event to improve the communication skill and knowledge among the students. The programme was coordinated by Mr. Akshith Kumar K.

Business Law Association

ESSAY WRITING:

The Business Law Association organized Essay Writing competition on the topic ‘Corporate Social Responsibility and Corporate Governance’ on 19 March 2024. The objective was to give students the opportunity to demonstrate their writing talents and to identify individuals who have both critical thinking and writing skills. Ms. Sanjana coordinated the programme.

CROSSWORD PUZZLE:

The Business Law Association organized Crossword Puzzle competition on 21 March 2024. The objective was to enhance students’ vocabulary, stimulating logical thinking, improving retention of knowledge and association of concepts. The activity was organised to make students think outside the box, engaging their problem-solving skills and creativity. Ms. Sanjana coordinated the programme.

TYPE RACER

The SCAN association organized 'Type Racer' event on 12 March 2024. The objective of this event was to test the participants typing speed and efficiency in typing. The students were given a paragraph of 200 words to type within a time limit of 5 minutes using the web application. The participants were judged on the basis of number of words and accuracy in typing. The student coordinators were Mr. Mokshith Narayan and Ms. Rachana N. Shenoy. Mrs. Divya Uchil coordinated the programme.

IT QUIZ

The SCAN association organized IT Quiz on 12 March 2024. The objective of this activity was to test participant's knowledge about technology. 25 multiple choice questions on IT were given to the participants in a time period of 20 minutes. Large number of students participated in the event. Mrs. Reshmi B.R. coordinated the event.

TECH TALK

The SCAN association organized Tech Talk event on 19 March 2024. The objective of this activity was to test participant's knowledge about given topic. The topics based on technology and business were given to the participants on the spot given a time period of 2 minutes to prepare and one minute to talk. Large number of students participated in the event. Mrs. Reshmi B.R. coordinated the event.

WORD PLAY WAR- PUNS IN ENGLISH

English Association conducted Word Play War- Puns in English writing competition on 10 April 2024. The objective of the event was to enhance the creative thinking aspects of the students. The students creatively participated and exhibited their word play power.. The activity was coordinated by Mrs. Madhumathi J Raja.

POETRY WRITING

English Association conducted poetry writing competition on 10 April 2024. The objective of the event was to develop creative writing skills of students explored their writing skills on topics such as Seeds of Hope, Embrace of Forgiveness, Echoes of gratitude, Echoes of Love, Treasure in the ordinary. The activity was coordinated by Mrs. Madhumathi J Raja.

BOOK MARK MAKING

English Association conducted book mark making competition on 23 April 2024. The objective of the event was to bring out creative skills of the young readers and to develop love for reading. The students creatively designed different types of book marks. The activity inspired young readers to explore more in the world of literature. The activity was coordinated by Mrs. Madhumathi J Raja.

SLAM BOOK MAKING

English Association conducted slam book making competition on 24 April 2024. The objective of the event was to bring out innovative ideas of the students in order to design a slam book. The students creatively designed the slam book with their creative write ups. The activity motivated the students to begin their slam book. The activity was coordinated by Mrs. Madhumathi J Raja.

SPELL BEE

English association conducted Spell Bee on 18 April 2024. The objective of this competition was to improve the Spelling and Vocabulary of the students. The staff coordinator for this programme was Ms Lolita Neeta Dsouza.

PRONOUNCE ME

English association conducted Pronounce Me on 19 April 2024. The objective of this competition was to improve the Pronunciation of the students. The staff coordinator for this programme was Ms Lolita Neeta Dsouza.

POSTER MAKING COMPETITION

Kannada Association organized Poster Making Competition on the Topic Akhanda Bharatha on 6 December 2023. The objective of this competition is to inherit culture of Karnataka and take it forward to the next generation and also develop creative thinking of the students to express their thoughts and opinion. Many students participated actively. Mrs Renuthakshi co-ordinated the programme.

PICK AND SPEAK

Kannada Association organized Pick and Speak Competition on 17 November 2023. The objective of this competition is to develop creative thinking of the students to express their thoughts and opinion. Many students participated actively. Mrs Renuthakshi co-ordinated the programme.

BHAVAGEETHA COMPETITION

Kannada Association conducted Bhavageetha Competition on 20 March 2024. The objective of this activity was to encourage and develop vocal talent of the students. More than 20 students participated in this competition. Mrs Renuthakshi co-ordinated the programme.

STORY WRITING COMPETITION:

The Hindi association organized a story writing competition on the topic“ Meri Maa and Dayaa ka fal” on 11 March 2024. The objective of this event was to improve their vocabulary, imagination, writing and composing skill. Large number of students actively participated in this activity. Dr.Shalini M co-ordinated the programme.

Fine Arts Association

FACE PAINTING COMPETITION

The fine arts association conducted Face Painting Competition on 4 December, 2023. The objective of the event was to enhance the creative art work. Large number of participants participated in this event. Mrs. Swetha and Mrs. Reshmi judged the event. This event was coordinated by Mr. Akshith Kumar Kand Mrs. Veena D Kotian.

RANGOLI COMPETITION

The Fine Arts association organized Rangoli competition on 20 March, 2024. The objective of this event was to test the creativity among students. Large number of students participated in the event. Mrs. Sowmyajyothi and Mrs. Shashiprabha were the judges. The participants showcased their creativity, decorative and arranging skills. The programme was coordinated by Mr. Akshith Kumar Kand Mrs. Veena D Kotian.

PENCIL SKETCH COMPETITION

The Fine Arts Association organised Pencil sketch competition on 13 March, 2024. The objective of the event was to inculcate the creative skills of the students. The programme was coordinated by Mr.Akshith Kumar K and Mrs. Veena D Kotian.

PENCIL SKETCH COMPETITION

On the occasion of National youth week Rovers and Rangers association organized Pencil sketch competition about simple living, high thinking – Swami Vivekananda on 19 March 2024. The main objective of this programme was to enable the students to focus on real actions which matters in life. Student's actively participated in the activity. The programme was coordinated by Shashikala K.Gand Mrs Anusuya.

POSTER MAKING COMPETITION

On the occasion of National youth week Rovers and Rangers association organized poster making competition on Swami Vivekananda: The inspiration to the Youth of India on 20 March 2023. The participants were trying to depict the importance of youth empowerment. Students actively participated in the activity. The programme was coordinated by Mrs.Shashikala K.G and Mrs Anasuya

ESSAY WRITING COMPETITION

On the occasion of National youth week Rovers and Rangers association organized essay writing completion on Self- Realisation on 21 March 2024. The main objective of this programme was to popularize the essence of swami Vivekananda teachings among youth. Students actively participated in the activity. The programme was coordinated by Mrs.Shashikala K.G and Mrs Anasuya

QUIZ COMPETITION

On the occasion of National youth week Rovers and Rangers association organized Quiz competition on 22 March 2024. The quiz competition has been designed with the purpose of ensuring that students learn valuable lessons by exploring Swami Vivekananda life and teachings. Students actively participated in the activity. The programme was coordinated by Shashikala K.G and Mrs Anasuya.

EXTENSION ACTIVITIES

VISIT TO DECATHLON, BEJAI MANGALORE.

Finance association organised extension activity, on 16 December 2023, in Decathlon, Bejai Mangalore. The main objective of this programme is to inform the employees about the benefits of Digital finance and digital payment system. Students explained about various digital financial alternatives and payment system to the employees of the Decathlon. This initiate of the students had helped the employees abundantly and thereby contributing towards the Digital India initiatives. Employees of Decathlon actively participated in this programme and benefited. Mrs. Sowmya Hegde coordinated the programme.

VISIT TO THE SAILORS BRISTRO

Finance association organized an Extension Activity on 2 May 2024, in 'The Sailors Bristro', MG Road. The objective was to provide financial literacy awareness to the employees in the Cafe. The programme was coordinated by Mrs Shwetha Y.

VISIT TO MG ROAD MANGALORE.

The Marketing Association conducted an extension activity on 02 December 2023 in MG Road Mangalore. The objective was to understand the various problems faced by Petty shop keepers in their business and also to suggest possible solutions. The activity created awareness about problems and inconveniences faced by the Shop Keepers. The activity was coordinated by Mrs. Kavitha Prabhu.

VISIT TO KAMAL MARKETING MANGALORE

The Marketing Association conducted an extension activity on 2 December 2023. The students visited Kamal Marketing, Mangalore. The objective of the programme was to know about the functioning of Gum Tape Manufacturing Company and to clarify the doubts on marketing activities the company. The members gave awareness about online business transactions to the Vendor. The visit was coordinated by Mrs Kavitha Prabhu.

VISIT TO SANIDHYA RESIDENTIAL SCHOOL AND TRAINING CENTRE FOR THE MENTALLY CHALLENGED, SHAKTHINAGAR

The HR Department conducted extension activity on 22 December, 2023, in Sanidhya Residential School and Training Centre for the Mentally Challenged, Shakthinagar. Students of III BA(HRD) visited the school. The objective was assisting schoolchildren to learn some actions to complete their daily deeds without much difficulty.. Mrs. Gayathri K coordinated the programme.

VISIT TO ST. ALOYSIUS HIGHER PRIMARY SCHOOL URVA

The HR department conducted extension activity on 5 December 2023 in St. Aloysius Higher Primary School, Urva Mangalore. Various Personality development Activities were conducted to the students. The objective of this programme was to boost the confidence level among them. The programme was coordinated by Mrs. Anasuya.

VISIT TO THE YAFCO, PLYWOOD INDUSTRY, KASARGOD

The HR department conducted extension activity on 1 December 2023. The students visited the Yafco, Plywood Industry, and Kasargod. The objective was to enhance the knowledge of the students regarding production activities in the industry .The students received information regarding production and marketing concept. The programme was coordinated by Mrs. Preethika Dharmapal

VISIT TO SHREE BHAGAVATHI ENGLISH MEDIUM SCHOOL KANILA, MANJESHWAR.

The commerce department conducted extension activity on 29 December 2023 at ShreeBhagavathi English Medium School Kanila, Manjeshwar. The objective of the programme was to conduct various commerce related activities among the students. This programme was coordinated by Mr. Akshith Kumar K.

VISIT TO ASHOKNAGAR HIGHER PRIMARY SCHOOL, MANGALORE.

The Commerce department organized an extension activity on 25 January 2023 at Ashoknagar Higher Primary School, Mangalore. The objective of this programme was to inculcate the leadership qualities and spirit of service among students. The students conducted activities like quiz and spot games. The programme was coordinated by Ms. Pooja .

VISIT TO GOVT.HIGHER PRIMARY SCHOOL, HEJAMADI

The Scan Association organized an extension activity on 9 March 2024, The students visited the Govt. higher primary school, Hejamadi,.The main objective of the programme was to impart knowledge to the students on Microsoft word and Microsoft Paint applications The programme was coordinated by Ms. Divya Uchil.

VISIT TO UMA TILE FACTORY, HEJAMADI.

The Scan Association organized an extension activity on 20 April 2024. The students visited Uma Tile Factory, Hejamadi. The objective of the visit was to gain insights into the operations and

functioning of one of the leading tile factory of the region. The Visit was coordinated by Mrs.Divya Uchil.

VISIT TO DAS METAL WORKS, INDUSTRIAL AREA, BAIKAMPADY

The Scan Association organized an extension activity on 4 May 2024. The students visited Das Metal Works, Industrial Area, Baikampady. The objective of the was to impart knowledge to the employees on Google forms and Google sheets which is a very useful application for research purpose . To learn about the production of the metal in factories . Ms. Dhanyashree, Ms.Renuka , Mr. Nischinth of final year BCA addressed the employees. They explained the various features of Google forms and Google Sheets to the employees The Visit was coordinated by Mrs.Divya Uchil.

VISIT TO JANANI INDUSTRIES, VINAYAKA CNC TECHNOLOGY, INDUSTRIAL AREA, BAIKAMPADY, MANGALORE.

The Scan Association organized an extension activity on 20of April 2024. The students visited Janani Industries, Vinayaka CNC Technology, Industrial Area, Baikampady, Mangalore. The objective of the visit was to gain insights into the operations and functioning of Industry. The programme was coordinated by Mr. Arun F. Sequeira,

BOOK DONATION DRIVE

Library department in collaboration with English association conducted an extension activity of donating the books on 27 February 2024, in the collegelibrary. The students donated the books to college library and were further given to the interested students of the college. The objective was to inculcate reading habits and to be compassionate with each other. The programme was coordinated by Mr.Muralidhar Librarian and Ms. Lolita Neeta Dsouza.

VISIT TO KANTAVARA FOREST

English Association in collaboration with Red Cross in association with Society for forest conducted an extension activity at Kantavara forest, on 11 February 2024 .The students collected debris and segregated it, The objective was to create awareness about the sensitive issues of the environment. The programme was coordinated by Ms. Lolita Neeta Dsouza.

VISIT TO BONDEL GROUND

English Association in collaboration with Red Cross in association with Vanaa NGO conducted an extension activity at Bondel Ground, on 17 March 2024. The students collected debris and segregated it, The objective was to create awareness about the sensitive issues of the environment. The programme was coordinated by Ms. Lolita Neeta Dsouza.

VISIT TO BOOK EXHIBITION IN KOOTAKKALA AUDITORIUM

“Books are a uniquely portable magic” The students of I BBA “A” had visited ““Story Box” a book exhibition. It was organized by 99 book cart held in Kootakkala Auditorium, on 15 March 2024 .The objective of this extension activity was to promote reading and writing literature. The staff coordinator for this programme was Ms. Lolita Neeta Dsouza.

VISIT TO VERTEX LOUNGE, MANNAGUDA

On the occasion of International English Language Day English department in collaboration with Bookholics, Mangalore conducted an extension activity at Vertex Lounge, They Conducted Talessmith competition an Story writing competition on 27 April 2024 .The students volunteered the programme. The objective was to connect with the community and learn new skills. The programme was coordinated by Ms. Lolita Neeta Dsouza.

VISIT TO KAPIKAD HIGHER PRIMARY SCHOOL, KAPIKAD, MANGALURU.

Kannada Association organized Extension Activity on 11 December 2023, in Kapikad Higher Primary school, Mangaluru. The objective of the programme was to encourage the students to participate without fear and exhibit their talent. The programme was coordinated by Mrs Renuthakshi.

VISIT TO IDYA SACRED HEART HIGHER PRIMARY SCHOOL, SURATHKAL.

Kannada Association organized Extension Activity on 2 December 2023, at Idya Sacred Heart Higher Primary school, Surathkal. The Objective of the programme was to encourage the students to participate without fear and exhibit their talent. The programme was coordinated by Mrs Renuthakshi.

VISIT TO "VATSALYADHAMA VRIDDHAASHRAMA"KODIALBAIL, MANGALURU

Kannada Department organized Extension Activity on 05 May 2024, at "Vatsalyadhama Vriddhaashrama"Kodialbail, Mangaluru. II B.Com students conducted cleanliness awareness and interaction programme to the old age people, Students had the opportunity to communicate with the elderly citizens. Objective of the programme was to encourage the students to feel free to interact with the elders. The programme was coordinated by Mrs.Jeevitha

VISIT TO KADRI GOVERNMENT HIGHER PRIMARY SCHOOL, MALLIKATTA, MANGALURU.

Hindi Association organized Extension Activity at Kadri Government Higher Primary school, Mallikatta, Mangaluru Karnataka on 05 December 2023. The objective of the programme was to develop skill needed in the exercise of democratic leadership and programme. The programme was coordinated by Dr.Jyothi.

VISIT TO DKZP HIGHER PRIMARY SCHOOL, THOKUR, MANGALURU

Fine Arts Association organized Extension Activity on 7 December 2023,in DKZP Higher Primary school, Thokur, Mangaluru .The objective of visit, develop competence required for group living and sharing of responsibilities. . The programme was coordinated by Mr.Akshith Kumar K.

VISIT TO LADYHILL AIDED PRIMARY SCHOOL MANGALORE

The fine arts association conducted extension activity on 16 December, 2023,in Ladyhill Aided Primary School Mangalore .The objective of the extension activity was to inculcate sense of responsibility towards the younger children. The activity was coordinated by Mr.Akshith Kumar K.

VISIT TO GANAPATHY ENGLISH MEDIUM SCHOOL MANGALORE

The fine arts association conducted extension activity on 12 December, 2023,in Ganapathy English Medium School Mangalore.The objective of the extension activity was to inculcate sense of responsibility towards the younger children .The activity was coordinated by Mr.Akshith Kumar K.

VISIT TO ST. AGNES SPECIAL SCHOOL MANGALORE

The fine arts association conducted extension activity on 13 December, 2023,in St. Agnes Special School Mangalore . The objective of the extension activity was to inculcate a sense of responsibility towards the younger children. The activity was coordinated by Mr. Akshith Kumar K.

VISIT TO SASIHITLU BEACH MANGALORE

NSS unit of SDM College of business management Mangalore participated in a beach cleaning campaign and awareness program in collaboration with forest department on 15 December 2023, in Sasihitlu beach. Mangalore on how to protect sea turtles. NSS volunteers actively participated in this programme. The programme. was coordinated by Mr.Praveen D .

BLOOD DONATION CAMP

The NSS unit in collaboration with Wenlock hospital organized blood donation camp on 29 February 2024 in college auditorium. Dr. Antony and Dr.Selvi of wennlock hospital were the chief guest,They inaugurated the event and addressed the students about importance of donating blood and saving lives. Principal , Prof.Aruna P kamath Presided over the programme. The objective of blood donation was to create awareness about the donation of blood. Large number of student volunteers participated in the camp. Mr.Bhavish Shetty and Varshitha alva were the student coordinators. The programme was coordinated by Dr.Jyothi.

VISIT TO 'VATSALY DHAMA' OLD AGE HOME

NSS Unit conducted an extension activity on 22 February 2024. The students visited 'VatsalyDhama' old age home. The objectives of the visit was to create a sense of responsibility towards the elderly. The students donated various food and grocery items to the old age home. The visit was coordinated by Dr.Jyothi.

WALL PAINTING NEAR STATEBANK BUS STAND

NSS unit conducted an extension activity on 16 March 2024. NSS volunteers painted Warli art on wall situated at the service bus stand in Mangaluru City. The objective of the programme was to create a sense of responsibility among the students and to showcase their talent. The programme was coordinated by NSS Officer Dr. Jyothi.

STREET PLAY ON 16/03/2024

NSS unit conducted an extension activity on 16 March 2024. The students created awareness among people by showcasing a Street Play in State Bank area, Managalore.The objective of the programme was to bring attention and spread awareness about child labour. Dr.Jyothi coordinated the programme.

VOTERS PLEDGE

NSS unit conducted an extension activity on 15 March 2024 in conference hall .NSS volunteers were taught Voters Pledge. The objective was to spread awareness among students to promote and participate in the electoral process. Dr. Jyothi coordinated the programme.

MEDICAL CAMP BY RED CROSS ASSOCIATION

On February 11, 2024, the Youth Red Cross unit held an extension activity at Govt Higher Primary School, Inna, Karkala Thaluk. In collaboration with SDM Ayurveda College and Hospital in Udyavara, Karakala Thaluk, a free medical check-up camp was held. It was planned with the inhabitants' best interests in mind. Almost seventy-five patients signed up and took advantage of the free health examination. Dr. Ramadevi G, a professor and the head of Prasudhi Thanthra and Strirogha, SDM Ayurveda College and Hospital, gave a lecture on the subject of "Ayurveda for wellbeing." The Youth Red Cross unit officers, Mrs. Reshmi B. R. and Mrs. Preethika Dharmapal, coordinated the programme.

BLOOD DONATION CAMP

The Youth Red cross unit held a blood donation camp in collaboration with Wenlock Hospital, on 29 February 2024. The main guests of the event, Drs. Antony and Selvi from Wenlock Hospital, gave an introduction and spoke to the students about the significance of blood donation and life-saving. The programme was presided by Principal Prof. Aruna P Kamath. The objective of the blood donation camp was to inspire individuals to give blood and preserve lives. The camp was attended by a large number of student volunteers. The student coordinators were Mr. Dhanvik Gowda and Ms. Dhanyashree. Mrs. Preethika Dharmapal and Mrs. Reshmi B R oversaw the programme.

VISIT TO NARAYANA GURU COLLEGE MULKI.

2 December 2023, at Narayana Guru College Mulki. The objective of the programme was to have an student exposure. The students created awareness on importance of Education in student life for pre university students. The programme was coordinated by Mrs. Manju.H.

VISIT TO NANDI FOOD PRODUCTS

Student Council unit organised an extension activity on 2 December 2023, at Nandi Food products. The objective of the programme was to have an student exposure. The students created awareness on leadership qualities and its development in organization among the middle level employees. The programme was coordinated by Mrs. Manju.H.

BOOK DONATION DRIVE

Library department in collaboration with English association conducted an extension activity of donating the books on 27 February 2024, in the college library. The students donated the books to college library and were further given to the interested students of the college. The objective was to inculcate reading habits and to be compassionate with each other. The programme was coordinated by Mr. Muralidhar Hegde Librarian and Ms. Lolita Neeta Dsouza.

LIBRARY BOOK EXHIBITION 2024

On the Occasion of Swami Vivekananda Jayanthi, The Library department organized one day Book exhibition Programme in library on 30 January 2024. The objective of this exhibition was to acquaint and familiarize the students of the collection available in library related to Swami Vivekananda. This is one way to inculcate and promote reading habits amongst the students. Students enthusiastically participated in this programme. The programme was co-ordinated by Librarian and Library staffs.

BOOK AND VIDEO REVIEW

BOOK REVIEW: 'FAST, CHEAP AND VIRAL' AUTHOR- AASHISH CHOPRA

Marketing association conducted a Book Review on the book titled 'Fast, Cheap And Viral' Author- Aashish Chopra, on 5 January 2024, for III BBA "A" by Arpitha Hegde III BBA "B" The book is about a good guide for beginners who blog, vlog, and create videos. The objective was to develop critical reading skill. The programme was coordinated by Mrs. Deepashree.

SELLING THE INVISIBLE A FIELD GUIDE TO MODERN MARKETING

Marketing association conducted a Book Review on the book titled "Selling The Invisible a Field Guide To Modern Marketing" on 10 January 2024, for III BBA "B" by Ritvik shetty. The book is about guidance for those in the services marketing game. The objective was to develop critical reading skill. The programme was coordinated by Mrs. Deepashree.

'THE WHITE TIGER'

The HR department organised a book review on ‘The White Tiger’ authored by Aravind Adiga on 2 December 2023 for I BBA ‘A’ by Rishima Shetty of I BBA ‘A’. The objective was to develop critical reading skill. The review helped to analyse, evaluate and judge the content of the book. The book covers the harsh truths of a modern global economy and its crushing effects on the working class. With themes ranging from poverty, religious tensions, and families all the way to political and police corruption in this booming country. The programme was coordinated by Mrs. Preethika Dharmapal

MINDSET

A book review on “Mindset” written by Dr. Carol S. Dweck was organized by the English department by Ankitha of I BBA ‘B’ on 19 April 2024. The objective of the programme was to develop critical reading skills by identifying the author’s perspective. The novel talks about the concepts of growth mindset and fixed mindset explaining the importance of mindset to determine our success. The activity was coordinated by Mrs Kavya U.

THE GUIDE

English association conducted a book review on a book titled The Guide by RKNarayan on 13 March 2024 for I BBA “A” by Rhea I BBA “C” The novel talks about transformation of a person from bad to good, .The objective of the programme was to inculcate reading habits . The staff coordinator for this programme was Ms. Lolita Neeta Dsouza.

STUDENT ACHIEVEMENTS

- The following students Manasa Kini, Swapna Kudwa, Geetha, Ashika Shifana, Thanushree, participated in ***Multi Lingual National Seminar*** organized by Mangalore University in association with Besant Womens College on 21 March 2024.
- M Dheeraj Prabhu ***Attended and Presented a paper*** titled “A Study on Problems and Prospects of UPI payment System- A Study with reference to Mangalore City ” in One day National conference Digital transformation on Commerce and Management" held at Department of Pg Studies and Research in Commerce, Sri Dharmasthala Manjunatheswara college, (Autonomous) Ujire. Dakshina Kannada on 27-02-2024
- Sameeksha Amin ***Attended and Presented a paper*** titled “Impact of Social Media Influencers’ on Consumer Purchase Behaviour with reference to Undergraduate students ”in Two day International conference on “Innovation and Disruption: Navigating Tomorrows Business Landscape” held at SDM College of business Management post Graduate centre for management studies, Mangalore on 22 and 23 March, 2024.
- The members of the Finance Department attended ***a talk*** on “India and the world as of March 2024” organized by Father Muller Charitable Institutions Mangalore on 20th March 2024.
- NSS volunteer’s participated in ***‘SRUJANA’*** festival held at Canara College Mangalore and won runners up and First place in variety competition on 14 March 2024.
- NSS volunteers Sathvik SP and Vidhyashree participated in district level programme ***YUVA SAMVADA*** on 30 March 2024, organised by NSS unit of Besant Women’s College in Association with Mangalore University.
- Members of the electoral literacy club participated in ***intercollegiate competitions*** organized by Sweep in connection with National Voters day organized at Dr. P Dayananda Pai, P Sathish Pai Govt. First Grade College Carstreet Mangalore on 13 December 2023.
- III BBA students ***attended a seminar*** on “Key elements for the success of the Food Industry” organized by Kanara Chamber of Commerce and Industry on 28 February 2024.

- BBA students *attended a seminar* on ‘Entrepreneur’s journey’ organized by “EVOLVE”, a woman entrepreneur association held at Ajanta Business Centre, Bejai Kapikad, Mangaluru on 9 February 2024.
- Members of the Youth Red Cross Unit participated in a *one day training programme* on “Account of World Cancer Day- Awareness Programme” organized by Youth Red Cross, Mangalore University in association with Indian Medical Association, Govt Wenlock District Hospital at University College, Hampankatta on 4 February 2024.
- The members of the Finance Department *attended a talk on* “India and the world as of March 2024” organized by Father Muller Charitable Institutions, Mangalore on 20 March 2024.

➤ **FEST QUEST**

- Won the Overall Championship in State level Inter-Collegiate Commerce Fest ‘**TRITATTVA-2023**’ organized by Trisha Vidya College of Commerce and Management, Udupi held on 02 December 2023. Won the following individual prizes:
 - Mr. Ashish III BBA A Human Resource I Place
 - Mr. K Ruthran II BBA C Finance I Place
 - Mr. Chirag Sharma III BBA ‘C’ Quiz II Place
 - Mr. Jain III BBA ‘B’ Quiz II Place Akshith
 - Ms. Ankitha Rao I BBA B Marketing II Place
- Participated in Inter-Collegiate coding fest ‘**CODEBLAZE**’ Organized by Sahyadri College of Engineering and Management, Mangalore held on 07 December 2023. Won following individual prizes:
 - Mr. Ayman Aseef III BBA ‘A’ The Pitchers II Place
 - Mr. Soopi Haif Abdul Khader III BBA ‘B’ The Pitchers II Place
 - Mr. Ayush N Rao III BCom The Pitchers II Place
 - Ms. Khushi Bhansali III BBA ‘B’ The Pitchers II Place
- Secured first place in Inter-Collegiate quiz competition ‘**CAN KWIZ**’ organized by Canara College, Mangalore held on 05 December 2023.
 - Mr. Akshith Jain III BBA ‘B’ Quiz I Place
 - Mr. Soopi Haif Abdul Khader III BBA ‘B’ Quiz I Place
- Won the Overall Championship in ‘**INSIGNIA-2023**’ Fest organized by St. Aloysius College, Beeri on 21 February 2024 and won the following individual prizes:
 - Ms. Kushi Bansali III BBA B Best Manager Team I Place
 - Mr. Soopi Haif III BBA B Best Manager Team I Place
 - Ms. Pavitra I BCOM Best Manager Team I Place
 - Mr. Jonathan I BCOM Best Manager Team I Place
 - Mr. Akshith Jain III BBA ‘B’ Business Quiz I Place
 - Mr. Chirag Sharma III BBA ‘C’ Business Quiz I Place
- Won Overall Runners up trophy at National Level Commerce and Management Fest ‘**CHAKRAVYUHA**’ organized by SDM College (Autonomous), Ujire held on 28 February 2024 and won the following individual prizes:
 - Ms. Kushi Bansali III BBA B Best Manager Team I Place
 - Mr. Soopi Haif III BBA B Best Manager Team I Place
 - Mr. Manvish Shetty III BBA A Best Manager Team I Place
 - Mr. Chirag Sharma III BBA ‘C’ Quiz I Place
 - Mr. Ritvik Shetty III BBA ‘A’ Quiz I Place

- Participated in National Level Inter-Collegiate IT Fest '**AANTARYA 2K24**' organized by Vivekananda College of Engineering & Technology, Puttur on 28 and 29 February 2024 and won the following prizes:
 - Deviprasad N M Photography I Place
 - Puneeth N Ail Coding II Place
 - Nischinth K Coding II Place
- Participated in National level Under Graduate Fest '**UDHGAM**' organised by M.Com Department of St. Aloysius (deemed to be University), Mangalore held on 16 March 2024. Won the Overall Championship and following individual prizes:
 - Mr. Harsh Singala III BBA 'C' Best Manager I Place
 - Mr. Jonathan Geo Reji I BCOM Finance I Place
 - Mr. K Ruthran II BBA 'C' Finance I Place
 - Ms. Khushi Bhansali III BBA 'B' Advertisement I Place
 - Ms. Arpitha Hegde III BBA 'B' Advertisement I Place
 - Ms. Nikitha Kini III BBA 'B' Advertisement I Place
 - Mr. Ritvik Shetty III BBA 'A' Advertisement I Place
 - Mr. Soopi Haif III BBA 'B' Advertisement I Place
 - Mr. Moh. Nihal III BBA 'A' Advertisement I Place
- Participated in National level Under Graduate Fest '**SAKSHAM**' organised by Dept. of PG Studies and Research in Social Work, St. Aloysius (deemed to be University), Mangalore held on 16 March 2024. Won the following individual prize:
 - Ms. Nihira I BBA 'C' Pages to Reality (Book Review) II Place
 - Mr. Vineeth I BBA 'C' Pages to Reality (Book Review) II Place
 - Ms. Sanvi I BBA 'C' Pages to Reality (Book Review) II Place
- Participated in National level Under Graduate Fest '**ARK OF ARTS**' organised by PG Dept. of Social Sciences, St. Aloysius (deemed to be University), Mangalore held on 16 March 2024. Won the following individual prize:
 - Mr. Pranith III BCA 'B' Be a Character II Place
 - Ms. Likitha I BBA 'A' Escape Room II Place
 - Ms. Sharvari I BBA 'A' Escape Room II Place
- Participated in National level Management Fest '**BIZWAVES**' organised by NITK, Suratkal held on 01 and 02 March 2024. Won the following individual prizes:
 - Mr. Ayman Aseel III BBA 'A' Finance I Place
 - Mr. Jeethesh I BCOM Finance I Place
 - Mr. Soopi Haif III BBA 'B' Best Manager Team I Place
 - Ms. Khushi Bhansali III BBA 'B' Best Manager Team I Place
- Deviprasad N M Secured II Place in Quiz event in National Level Under Graduate Inter-Collegiate Science; IT Fest '**SCIENTICA 24**' organized by Canara College, Mangalore held on 11 and 12 March 2024
 - Secured II Place in Quiz event in National Level Undergraduate Fest '**QUANTA**' organized by St Aloysius (Deemed to be University), Mangalore held on 16 March 2024.
- Students won Overall Championship at State Level Intercollegiate Management Fest '**NAVIGATE - 2024**' organised by MAPS College, Mangalore held on 12 April 2024. Won the following individual prizes:
 - Mr. Harsh Singala III BBA 'C' Best Manager I Place
 - Mr. K Ruthran II BBA 'C' Finance I Place
 - Mr. Yuvraj II BBA 'A' Finance I Place
 - Mr. Ashish Bekal III BBA 'A' Marketing I Place

- Mr. Manvish Shetty III BBA 'A' Marketing I Place
- Mr. Shrinidhi II BCA 'A' Coding I Place
- Mr. Ayush N Rao III BCOM Human Resource II Place
- Ms. Vishaka Pai III BCOM Human Resource II Place
- Students won Overall Runners up trophy at State Level Intercollegiate Commerce and Management Fest '**VENTURA -24**' organised by SDM College (Autonomous), Ujire held on 06 April 2024. Won the and following individual prizes:
 - Ms. Rajvi Vyas III BBA 'B' Marketing I Place
 - Mr. Nandan K III BBA 'C' Marketing I Place
 - Ms. Khushi Bhansali III BBA 'B' Event Management II Place
 - Mr. Soopi Haif III BBA 'B' Event Management II Place
 - Mr. Moh. Nihal III BBA 'A' Photography I Place
- Participated in Management fest - Strategy Contest for Promoting and Marketing Cashews in India organised by Karnataka Cashew Manufacturers Association (KCMA) held on 20 April 2024 at Nexus by Fiza Mall, Mangalore. Won following individual prizes:
 - Ms. Khushi Bhansali III BBA 'B' Market Master's Showdown I Place
 - Mr. Soopi Haif Abdul Khader III BBA 'B' Market Master's Showdown I Place
 - Mr. K Ruthran II BBA 'C' Market Master's Showdown III Place
 - Mr. Ayush N Rao III BCom Market Master's Showdown III Place
- Cultural team won I Place in Inter-Collegiate IT Fest '**INFOVISION 2024**' dance Competition held at St Aloysius college, Kotekar, Beeri Mangalore on 1 March 2024.
- Harsh Singhala of III BBA 'C' secured I place in **RAPITOX**, an inter state RAP event organised by St. Aloysius college, Mangalore on 20 February 2024.
- Ramya of I BBA 'C' won I place for Hasya Category in **YAKSHOTHSAVA 2024**, organised by SDM Law College Mangalore held from 23 to 25 February 2024.
- Praneeth Ail of III BCA 'B' won II place for Bannada Vesha Category in **YAKSHOTHSAVA 2024**, organised by SDM Law College Mangalore held from 23 to 25 February 2024.
- The College team won V place in **YAKSHOTHSAVA 2024**, organised by SDM Law College Mangalore held from 23 to 25 February 2024.
- NSS volunteers won Overall Runners up trophy in '**SRUJANA**' fest held at Canara College Mangalore on 14 March 2024.
- Secured I Place in Group dance event in National Level Inter-Collegiate Fest '**INFO VISION 2024**' organized by St Aloysius Institute of Management and IT(AIMIT), Beeri held on 1 March 2024.
- Secured I Place in dance competition in UG level fest inter collegiate fest '**KRTVA24**' organised by Akshaya College, Puttur on 21 March 2024.
- Secured II Place in **Singing competition** held at St Aloysius College, Mangalore on 16 March 2024.
- Secured II Place in fashion show competition in UG level fest inter collegiate fest '**KRTVA24**' organised by Akshaya College, Puttur on 21 March 2024.
- Krithi shetty of II BCA secured II place in district level **Poster Making** competition organized by Car street First Grade College Mangalore in association with national voters day on 25 January 2024.
- Fine arts members participated and won Second Place in **Singing competition** held at St Aloysius College, Mangalore on 16 March 2024.
- Fine arts dance team participated in UG level fest inter collegiate fest '**KRTVA24**' organised by Akshaya College Puttur on 21 March, 2024.
- Participated in State level UG Commerce Fest '**AMBIORA-2024**' organised by St. Philomena College, Puttur held on 09 May 2024. Won Overall Runners-up and the

following individual prizes:

- Mr. Ashish III BBA 'A' Business Plan I Place
- Mr. Ayman Aseef III BBA 'A' Business Plan I Place
- Mr. Jeethesh I BCOM Finance I Place
- Mr. Shynel I BBA 'B' Finance I Place
- Mr. Ayush Rao III BCOM Marketing I Place
- Ms. Vishaka Pai III BCOM Marketing I Place
- Participated in National level Intercollegiate Fest '**SAMAGRA SHARADA**' organised by Sharada College, Talapady held on 13 May 2024. Won the following individual prizes:
 - Ms. Nihira Kulkarni I BBA 'C' Product Launch II Place
 - Mr. Siddant S I BCOM Product Launch II Place
 - Ms. Sharvari I BBA 'A' Brand Rangoli II Place
 - Ms. Likitha I BBA 'A' Brand Rangoli II Place
 - Mr. Keerthan I BBA 'A' Mad Ads II Place
 - Mr. Thanish I BBA 'A' Mad Ads II Place
 - Mr. Ayush N Rao III BCOM BGMI I Place
 - Mr. Sharvan Prashanth III BA(HRD) BGMI I Place
 - Mr. Avinash III BBA 'B' BGMI I Place
 - Mr. Deekshith III BBA 'C' BGMI I Place
- Participated in Inter-collegiate Commerce and Management Fest '**DIGANTHA**' organised by Govinda Das College, Surathkal held on 14 May 2024. Won Overall Runners-up and the following individual prizes:
 - Ms. Nihira Kulkarni I BBA 'C' Marketing I Place
 - Mr. Siddant S I BCOM Marketing I Place
 - Mr. K Ruthran II BBA 'C' Finance I Place
 - Mr. Yuvraj E R II BBA 'A' Finance I Place
 - Mr. Archith Jain III BBA 'B' Debate I Place
 - Mr. Ashish III BBA 'A' Debate I Place
 - Mr. Pramoda Prakash Bhat II BCOM Surprise Event I Place
 - Mr. Bipin T II BCOM Surprise Event I Place
 - Mr. Praneeth III BCA 'B' Fashion Walk I Place

SPORTEOUS

- Bhavith kumar of III B.Com won Gold medal in Mangalore University all India Inter University Netball Championship held at Siddhartha Academy, Tumkur.
- Students participated in Mangalore university Inter collegiate Mangalore zone cricket tournament and won **Overall Runners Up** tournament held at canara college Mangalore on 6 April 2024
- Students participated in Mangalore university Inter zone cricket tournament our college overall **Third Place** tournament held in SMS college Brahmavar on 6 May 2024.
- Students participated in Inter collegiate karate tournament for men and women and won **Overall Runners Up** position boys overall champion tournament held at S.D.P.T.F.G College Kateel on 2 April 2024
- Students participated in Mangalore university Inter collegiate Throw ball for men our held at GFGC college Uppinangady on 8 may 2024
- Students participated in Mangalore university Inter collegiate netball tournament for boys and girls ,boys team overall **Third Place**

- Students participated in Mangalore university Inter collegiate powerlifting tournament our college both boys and girls participated held at GFGC college Thenkanidiyur on 13 and 14 may 2024.
- Participated Mangalore University Inter College Chess Championship For Men Held At BB Hegde College Kundapur on 1, 2 December 2023. (*Shynel Sequeira IBBA, Likhith D Suvarna IBBA, Aman Miqdad III BBA, Vishwajna Acharya III BCOM, Shamith S I BBA*)
- Participated in Mangalore University inter college athletic championship for men and women
- Held at GFGC Thenanidiyuru Udupi on 4,6 December 2023, we **Won Two** medal in men section : Suvin V **Bronze medal** in hammer throws and Aditya from III BBA **Bronze Medal**
- Participated in Mangalore university inter college badminton tournament for men and women held at Father Muller college Mangalore on 13,14 December 2024. (*Thusar Suvarna II BBA, Dev III BBA, Shuhaib III BAHRD ,Mohammed Maseel I BBA, Hrushhikesh I BCA, Dhanya I BCA, Vidhitha I BBA*)
- Participated in Mangalore University inter college best physique competition and **Won Overall Runners Up**. held at SMS College Bhramavara on 7 January 2024 .
- Participated in Mangalore university Intercollegiate Mangalore zone cricket tournament and won **Overall Runners Up** tournament held at canara college Mangalore on 6 April 2024.
- Participated in Mangalore university inter zone cricket tournament our college overall third place tournament held in SMS college Brahmavar on 6 may 2024.
- **Bhavith Kumar** of III BCOM Represented Mangalore university in All India Inter University Netball Championship held at Siddhartha Academy Tumkur on 12-15 March 2024 and secured won **GOLD MEDAL**.
- **Neelesh III BAHRD, Jeethesh I BCOM ,Pavan II BCA** Represented Mangalore University at All India Inter University Karate Championship Held At Punjab University Chandigarh on 15-20 March 2024.
- **Neelesh III BAHRD, Jeethesh I BCOM, Pavan II BCA ,Anish I BCA** Represented Mangalore University At South West Zone Inter University Karate Championship Held At Ln Ct University Bhopal Madhya Pradesh on 15-20 January 2024.

FACULTIES EXCELLENCE ACHIEVEMENTS

Mrs. Divya Uchil

- Attended and Presented a paper titled “The Dark side of the web-The Deep Web” in two days International E-Conference on “Innovation and Disruption: Navigating Tomorrow’s Business Landscape” organized by SDM College of Business Management Post Graduate Centre for Management Studies and Research held on 22 and 23 March 2024.
- Published a paper titled “Design and Development of a secured Transaction of an E-Commerce Application” in International Journal of Research Publication and Reviews”, with an Impact Factor 5.536, ISSN 2582-7421, Volume 5, Issue 3
- Attended six days FDP on “Next Generation AI” organized by Department of AI Data Science, Department of CSE: AI, Machine learning, Vishwakarma Institute of Information Technology, Pune held from 11 to 16 March 2024
- Participated in a one day National level webinar on “A GUI way to learn Machine Learning: An Interdisciplinary workshop for Researchers” organized by Annai Vailankanni College of Engineering, Kanyakumari and San Snow’s Nobel Professional Foundation held on 01 March 2024.
- Attended a seven days virtual international Faculty Development Programme on Advanced Research Methodology and organized by St. Claret College, Bangalore in collaboration with Bapuji Educational Association, M.S.B. Arts and Commerce College, Davanagere and Bangalore University Teachers Council of Commerce and Management, Bangalore from 18 to 23 March 2024.
- Participated in one day National webinar on “Consumer Awareness and Rights” organized in association with Consumer Advocacy Group, India on 09 December 2023.
- Attended one day programme on ತಾ. ಬಿ. ಯಶೋವರ್ಮ ಸಂಸ್ಕರಣೆ ಯಶೋಭಿವ್ಯಕ್ತಿ ಕಾರ್ಯಕ್ರಮ organized by Kannada Sahithya Parishathu, DK Kannada Zilla Kannada Sahithya Parishathu and Kannada Sangha, University College, Mangalore on 5 December 2023 at University College, Hampankatta, Mangalore.
- Participated in a Seven days National Faculty Development on “Contemporary Literary Trends and Devices” organized by SRM Institute of Science and Technology, Kattankulathur held from 5 to 11 February 2024.
- Participated in a five days International Virtual FDP on “Innovative Computing Technologies For Healthcare Systems” organized by Department of Computer Science Engineering in association with Centre for faculty Development St Peter’s Institute of Higher Education and Research, Chennai held from 19 to 23 February 2024.
- Participated in a one day workshop on “Digital Marketing Framework” organized by
- Research Foundation of India & RFI-CARE held on 10 February 2024.
- Attended seven days National Level FDP on “Exploring Cultures: Diversity in Travel Writing” organized by PPG College of Arts and Science, Coimbatore from 20 February 27 February 2024.
- Won II Place in 400 mtrs race at 42nd State Masters Athletic Championship-2024 organized by Karnataka Masters Athletic Association held at Mangala Stadium, Mangalore on the 13 and 14 January 2024.
- Participated in a one day international e-conference on “Advancements in Material Science :Trends and Applications (icamsta-2024) ” organized by department of physics in association with IQAC Rayat Shikshan Sanstha’s Mahatma Phule Arts Science and Commerce College, Panvel District-Raigad ,India held on 25 January 2024.
- Participated in a seven days international online FDP on “Latest Trend and Techniques in Software Engineering :An Industry Perspective” organized by Department of Computer

Science ,Christ (deemed to be university)Bangalore central campus from 20 to 27 January 2024.

- Attended and Presented a paper titled “The Dark side of the web-The Deep Web” in two days International E-Conference on “Innovation and Disruption: Navigating Tomorrow’s Business Landscape” organized by SDM College of Business Management Post Graduate Centre for Management Studies and Research held on 22 and 23 March 2024.
- Published a paper titled “Design and Development of a secured Transaction of an E-Commerce Application” in International Journal of Research Publication and Reviews”, with an Impact Factor 5.536, ISSN 2582-7421, Volume 5, Issue 3
- Attended six days FDP on “Next Generation AI” organized by Department of AI &
- Data Science, Department of CSE: AI, Machine learning, Vishwakarma Institute of Information Technology, Pune held from 11 to 16 March 2024.
- Participated in a one day National level webinar on “A GUI way to learn Machine Learning: An Interdisciplinary workshop for Researchers” organized by Annai Vailankanni College of Engineering, Kanyakumari and SanSnow’s Nobel Professional Foundation held on 01 March 2024.

Mrs .Smitha M.

- Published paper on the topic “Consumer’s Attitude towards Organic Products – A study in Mangaluru city” in International Journal of Research Publication and Reviews, Volume 5, no.3 March 2024, ISSN 2582-7421
- Published paper on the topic “A Comparative study on health insurance schemes offered by public and private sector” in International Journal of Research Publication and Reviews, Volume 5, Issue 3 March 2024, ISSN 2582-7421
- Published paper on the topic “Perception of Final Year Students on Employability of the Course studied with respect to Mangalore University” in International Journal of Research Publication and Reviews, Volume 5, Issue 3 March 2024, ISSN 2582-7421
- Participated and presented a paper titled” A study on customer awareness level and satisfaction of health insurance policies in Mangalore city” in International E- conference 2024 “Innovation and Disruption : Navigating Tomorrow’s Business Landscape” organized by SDM PG centre for management studies on 22 and 23 March 2024.
- Attended a seven days virtual international Faculty Development Programme on Advanced Research Methodology organized by St. Claret College, Bangalore in collaboration with Bapuji Educational Association, M.S.B. Arts and Commerce College, Davanagere and Bangalore University Teachers, Council of Commerce and Management, Bangalore from 18 to 23 March 2024.
- Was a Resource Person for Income Tax – II in the One –Day University Level Syllabus Workshop at Shri Bhuvanendra College, Karkala on 29 th February 2024.
- Attended one day University level Syllabus Workshop on “National Education Policy 2020- VI semester B.Com Syllabus”, organized by MUCTA, Mangaluru held at Govt First Grade College for women, Balmatta on 24 February 2024.

Mrs .Jeevitha D.

- Participated in Multi Lingual National Seminar organized by Mangalore University in association with Besant Women’s College on 21 March 2024.
- Attended a seven days virtual international Faculty Development Programme on Advanced Research Methodology organized by St. Claret College, Bangalore in collaboration with Bapuji Educational Association, M.S.B. Arts and Commerce College, Davanagere and

Bangalore University Teachers Council of Commerce and Management, Bangalore from 18 to 23 March 2024.

Mr .Arun Francis Sequeira

- Appointed as Board of Studies member in BCA held at ST. Aloysius College (Autonomous), Mangaluru on 02 March 2024.
- Attended the Board of Studies meeting in BCA held at ST. Aloysius College(Autonomous), Mangaluru on 02 March 2024.
- Participated in the International virtual workshop on "From Idea to Impact:Navigating Digital Content Creation convened by Acumen Foundation, and Seva Academy on 20 March 2024.
- Attended a seven days virtual international Faculty Development Praogramme on Advanced Research Methodology and AI" organized by St. Claret College, Bangalore in collaboration with Bapuji Educational Association, M.S.B. Arts and Commerce College, Davanagere and Bangalore University Teachers ; Council of Commerce and Management, Bangalore from 18 to 23 March 2024.
- Attended in two days International E-Conference on “Innovation and Disruption: Navigating Tomorrow’s Business Landscape” organized by SDM College of Business Management Post Graduate Centre for Management Studies and Research held on 22 and 23 March 2024.
- Attended in a one-day National Level Webinar on “A GUI way to learn MachineLearning: An Interdisciplinary workshop for Researchers” organized by Annai Vailankanni College of Engineering, Kanyakumari and SanSnow’s Nobel Professional Foundation held on 01 March 2024.
- Attended 7 days National Level FDP on “Python” organized by Star International Foundation for Research and Education from 19 to 25 March 2024.
- Participated in 21 days Masterclass on “Embedded Systems (ARDUINO)organized by Pantech e Learning Pvt. Ltd. held from 14 February to 05 March 2024.
- Participated in one day National webinar on “Consumer Awareness and Rights” organized in association with Consumer Advocacy Group, India on 09 December 2023.
- Attended one day programme on "ಡಾ. ಬಿ. ಯಶೋವರ್ಮ ಸಂಸ್ಕರಣೆ ಯಶೋಭಿವ್ಯಕ್ತಿ ಕಾರ್ಯಕ್ರಮ organized by Kannada Sahithya Parishathu, DK Kannada Zilla Kannada Sahithya Parishathu and Kannada Sangha, University College, Mangalore on 5 December 2023 at University College, Hampankatta, Mangalore.
- Published a paper titled Financial Planning and Retirement Security for the Ageing Population in Dakshina Kannada" in International Journal of Novel Research and Development (IJNRD), An International Open Access, Peer-reviewed, Refereed Journal. ISSN: 2456-4184.
- Participated in a Seven days National Faculty Development on “Contemporary Literary Trends and Devices ” organized by SRM Institute of Science and Technology, Kattankulathur held from 5 to 11 February 2024.
- Participated in a five days International Virtual FDP on “Innovative Computing Technologies For Healthcare Systems” organized by Department of Computer Science Engineering in association with Centre for faculty Development St Peter’s Institute of Higher Education and Research, Chennai held from 19 to 23 February 2024.
- Participated in a one day workshop on “Digital Marketing Framework” organized by Research Foundation of India & amp; RFI-CARE held on 10 February 2024 .

- Attended seven days National Level FDP on “Exploring Cultures: Diversity in Travel Writing” organized by PPG College of Arts and Science, Coimbatore from 20 February to 27 February 2024.
- Participated in a one day international e-conference on “Advancements in Material Science :Trends and Applications (icamsta-2024) ” organized by department of physics in association
- with IQAC Rayat Shikshan Sanstha’s Mahatma Phule Arts Science and Commerce College, Panvel District-Raigad ,India held on 25 January 2024.
- Participated in a seven days international online FDP on “ Latest Trend and Techniques in Software Engineering :An Industry Perspective” organized by Department of Computer Science ,Christ (deemed to be university)Bangalore central campus from 20 to 27 January 2024.

Mrs. Manju H.

- Attended a seven days virtual international Faculty Development Programme on Advanced Research Methodology organized by St. Claret College, Bangalore in collaboration with Bapuji Educational Association, M.S.B. Arts and Commerce College, Davanagere and Bangalore University Teachers Council of Commerce and Management, Bangalore from 18 to 23 March 2024.
- Participated in one day National webinar on “Consumer Awareness and Rights” organized in association with Consumer Advocacy Group, India on 09 December 2023.
- Attended one day programme on ತಾ. ಬಿ. ಯಶೋವರ್ಮ ಸಂಸ್ಕರಣೆ ಯಶೋಭಿವ್ಯಕ್ತಿ ಕಾರ್ಯಕ್ರಮ organized by Kannada Sahithya Parishathu, DK Kannada Zilla Kannada Sahithya Parishathu and Kannada Sangha, University College, Mangalore on 5 December 2023 at University College, Hampankatta, Mangalore.
- Was a Resource Person for “Fundamentals of Retail Management” in the OneDay University Level Syllabus workshop at Shri Bhuvanendra College, Karkala on 29 February 2024.
- Attended one-day University level Workshop on ‘NEP 2020 – Sixth Semester BBA Syllabus’ organized by FOBMAT in association with Sri Bhuvanendra College, Karkala on 29 February 2024.
- Attended seven days National Level FDP on “Exploring Cultures: Diversity in Travel Writing” organized by PPG College of Arts and Science, Coimbatore from 20-27 February 2024.
- Published a paper titled “A Study on Impact of HR Development Practices on Employee Productivity in Banking Sector with Special Reference to Union Bank of India Mangalore” in international journal of research publication and reviews with [ISSN: 2582-7421 (online) impact factor: 5.536] [Vol. 5, Special Issue on 30 January 2024 .

Mrs .Gayathri K.

- Published paper on the topic “Consumer’s Attitude towards Organic Products – A study in Mangaluru city” in International Journal of Research Publication and Reviews, Volume 5, no.3 March 2024, ISSN 2582-7421
- Published paper on the topic “A Comparative study on health insurance schemes offered by public and private sector” in International Journal of Research Publication and Reviews, Volume 5, Issue 3 March 2024, ISSN 2582-7421
- Published paper on the topic “Perception of Final Year Students on Employability of the Course studied with respect to Mangalore University” in International Journal of Research Publication and Reviews, Volume 5, Issue 3 March 2024, ISSN 2582-7421

- Attended a seven days virtual international Faculty Development Programme on Advanced Research Methodology organized by St. Claret College, Bangalore in collaboration with Bapuji Educational Association, M.S.B. Arts and Commerce College, Davanagere and Bangalore University Teachers’ Council of Commerce and Management, Bangalore from 18 to 23 March 2024.
- Attended as a delegate for one day University Level Workshop on ‘Sixth Semester B.Com Courses’ organized by Mangalore University Commerce teachers Association in collaboration with Government First Grade College for Women, Balmatta held at Government First Grade College for Women, Balmatta on 24 February 2024.
- Participated as a resource person for the course title “Security Analysis and Portfolio Management – a Discipline Specific Core” (DSC) Course in one day Syllabus Workshop on “NEP –VI SEMESTER BBA” organized by Mangalore University in association with Forum of Business Management teachers’ (FOBMAT), Mangalore at Sri Bhuvanendra College, Karkala on 29 February 2024.

Mr.Thilakraj G.

- Participated and presented a paper titled” A study on customer awareness level and satisfaction of health insurance policies in Mangalore city” in International E- conference 2024 “Innovation and Disruption : Navigating Tomorrow’s Business Landscape” organized by SDM PG centre for management studies on 22 and 23 March 2024.

Mrs. Madhumathi J. Raja

- Published a paper titled & quot; Navigating Ethical Dilemmas in the Modern Workplace: A Study of Values-Based Decision Making & quot; in international journal of research publication and reviews with [ISSN: 2582-7421 (online) impact factor: 5.536] [Vol. 5, Issue 3 on 25 March 2024.
- Attended a seven days virtual international Faculty Development Programme on Advanced Research Methodology organized by St. Claret College, Bangalore in collaboration with Bapuji Educational Association, M.S.B. Arts and Commerce College, Davanagere and Bangalore University Teachers, Council of Commerce and Management, Bangalore from 18 to 23 March 2024.
- Attended seven days National Level FDP on “Exploring Cultures: Diversity in Travel Writing” organized by PPG College of Arts and Science, Coimbatore from 20 February to 27 February 2024.
- Published a paper titled “A Students Insight and Perception of Social Entrepreneurship in India” in international journal of research publication and reviews with [ISSN: 2582-7421 (online) impact factor: 5.536] [Vol. 5, Special Issue on 31 January 2024.
- Published a paper titled Navigating Ethical Dilemmas in the Modern Workplace: A Study of Values-Based Decision Making & quot; in international journal of research publication and reviews with [ISSN: 2582-7421 (online) impact factor: 5.536] [Vol. 5, Issue 3 on 25 March 2024.

Mrs. Shashikala Shetty

- Attended and presented a paper titled “AI for Eco Sustainability –Leveraging artificial intelligency for environmental conservation and sustainable development” in International E-conference 2024 “Innovation and Disruption : Navigating Tomorrow’s Business Landscape “ organized by SDM PG centre for management studies on 22 and 23 March 2024.

- Participated in one day National webinar on “Consumer Awareness and Rights” organized in association with Consumer Advocacy Group, India on 09 December 2023.
- Attended one day programme on ತಾ. ಬಿ. ಯಶೋವರ್ಮ ಸಂಸ್ಕರಣೆ ಯಶೋಭಿವ್ಯಕ್ತಿ ಕಾರ್ಯಕ್ರಮ organized by Kannada Sahithya Parishathu, DK Kannada Zilla Kannada Sahithya Parishathu and Kannada Sangha, University College, Mangalore on 5 December 2023 at University College, Hampankatta, Mangalore.

Mrs. Renuthakshi

- Participated in Multi Lingual National Seminar organized by Mangalore University in association with Besant Womens College on 21 March 2024.

Mrs.Kavitha Prabhu

- Attended and Presented a Paper on “Green Finance -A marathon towards climate n resilience at the two days National conference on Bharath at 2047: A Centenary Vision sponsored by ICSSR in association with RSVP organized by Vivekananda college Puttur on 11 and 12 March 2024.
- Attended a seven days virtual international Faculty Development Programme on Advanced Research Methodology organized by St. Claret College, Bangalore in collaboration with Bapuji Educational Association, M.S.B. Arts and Commerce College, Davanagere and Bangalore University Teachers; Council of Commerce and Management, Bangalore from 18 to 23 March 2024.
- Published a paper titled A Study on Green Growth of India-An integrated Approach Towards Endurable Development through Green Finance in international journal of Research publication and reviews with [ISSN: 2582-7421 (online) impact factor: 5.536] [Vol. 5, Issue 2 on 9th February 2024.
- Attended seven days National Level FDP on “Exploring Cultures: Diversity in Travel Writing” organized by PPG College of Arts and Science, Coimbatore from 20 February to 27 February 2024.

Mrs. Shashikala K. G.

- Attended and Presented a paper on “Customers Awareness on Green Banking Initiatives with reference to Udupi city” at the two days National conference on Bharath at 2047: A centenary vision " sponsored by ICSSR in association with RSVP organized by Vivekananda college Puttur on 11 and 12 March 2024.
- Attended a seven days virtual international Faculty Development Programme on Advanced Research Methodology and AI" organized by St. Claret College, Bangalore in collaboration with Bapuji Educational Association, M.S.B. Arts and Commerce College, Davanagere and Bangalore University Teachers; Council of Commerce and Management, Bangalore from 18 to 23 March 2024.
- Attended seven days National Level FDP on “Exploring Cultures: Diversity in Travel Writing” organized by PPG College of Arts and Science, Coimbatore from 20 February to 27 February 2024.
- Published a paper titled Current Social Entrepreneurship Activities of Udupi City People: A Study in international journal of research publication and reviews with [ISSN: 2582-7421 (online) impact factor: 5.536] [Vol. 5, Special Issue on 29 January 2024.

Mrs . Sowmya Jyothi

- Attended a seven days virtual international Faculty Development Programme on Advanced Research Methodology organized by St. Claret College, Bangalore in collaboration with

Bapuji Educational Association, M.S.B. Arts and Commerce College, Davanagere and Bangalore University Teachers ; Council of Commerce and Management, Bangalore from 18 to 23 March 2024.

- Attended in two days International E-Conference on “Innovation and Disruption: Navigating Tomorrow’s Business Landscape” organized by SDM College of Business Management Post Graduate Centre for Management Studies and Research held on 22 and 23 March 2024.
- Attended 7 days National Level FDP on “Python” organized by Star International Foundation for Research and Education from 19 to 25 March 2024.
- Participated in 21 days Master class on “Embedded Systems (ARDUINO)” organized by Partech E-Learning Pvt. Ltd. held from 14 February to 05 March 2024.
- Participated in one day National webinar on “Consumer Awareness and Rights” organized in association with Consumer Advocacy Group, India on 09 December 2023.
- Attended one day programme on “ಡಾ. ಬಿ. ಯಶೋವರ್ಮ ಸಂಸ್ಕರಣೆ ಯಶೋಭಿವ್ಯಕ್ತಿ ಕಾರ್ಯಕ್ರಮ” organized by Kannada Sahithya Parishathu, DK Kannada Zilla Kannada Sahithya Parishathu and Kannada Sangha, University College, Mangalore on 5 December 2023 at University College, Hampankatta, Mangalore.

Dr. Jyothi

- Attended and presented a paper on ‘Impact of Digitalization on higher Education’ at one day National EDU conference on Higher Education Emergent issue and Challenges’ and presented the paper held at MGM College Campus, Udupi on 29 March 2024.
- Attended a seven days virtual international Faculty Development Programme on Advanced Research Methodology organized by St. Claret College, Bangalore in collaboration with Bapuji Educational Association, M.S.B. Arts and Commerce College, Davanagere and Bangalore University Teachers; Council of Commerce and Management, Bangalore from 18 to 23 March 2024.
- Attended one day National level Hindi seminar on “The role of Artificial intelligence in the development of official language Hindi” organized by MRPAL Mangalore on 28 February 2024.
- Attended and presented a paper on ‘Impact of Digitalization on higher Education’ at one day National EDU conference on Higher Education Emergent issue and Challenges’ and presented the paper held at MGM college Campus, Udupi on 29 March 2024.

Mrs. Shashiprabha

- Attended a seven days virtual international Faculty Development Programme on Advanced Research Methodology organized by St. Claret College, Bangalore in collaboration with Bapuji Educational Association, M.S.B. Arts and Commerce College, Davanagere and Bangalore University Teachers; Council of Commerce and Management, Bangalore from 18 to 23 March 2024.
- Attended in two days International E-Conference on “Innovation and Disruption Navigating Tomorrow’s Business Landscape” organized by SDM College of Business Management Post Graduate Centre for Management Studies and Research held on 22 and 23 March 2024.
- Attended 7 days National Level FDP on “Python” organized by Star International Foundation for Research and Education from 19 to 25 March 2024.
- Participated in 21 days Masterclass on “Embedded Systems (ARDUINO)” organized by Pantech e Learning Pvt. Ltd. held from 14 February to 05 March 2024.
- Participated in one day National webinar on “Consumer Awareness and Rights” organized in association with Consumer Advocacy Group, India on 09 December 2023.

- Attended one day programme on "ಡಾ. ಬಿ. ಯಶೋವರ್ಮ ಸಂಸ್ಕರಣೆ ಯಶೋಭಿವ್ಯಕ್ತಿ ಕಾರ್ಯಕ್ರಮ organized by Kannada Sahithya Parishathu, DK Kannada Zilla Kannada Sahithya Parishathu and Kannada Sangha, University College, Mangalore on 5 December 2023 at University College, Hampankatta, Mangalore.
- Attended and presented a Research Paper entitled ;Sustainable Solutions: Examining E-Waste Management Practices by Scrap Dealers in Mangalore ; in the 74th All India Commerce Conference of the Indian Commerce Association on One Earth One Family One Future International Seminar hosted by Department of Commerce, Faculty of Commerce Business , Delhi School of Economics, University of Delhi in association with O.P. Jindal Global University, Sonipat from 13 to 15 December 2023.
- Attended seven days National Level FDP on “Exploring Cultures: Diversity in Travel Writing” organized by PPG College of Arts and Science, Coimbatore from 20-27 February 2024.

Mrs. Supritha A.

- Attended three days International online workshop on “Start Research with Smart Artificial Intelligence (AI) Technology organized by GISS from 2 to 4 March 2024.
- Attended a 3-day international online workshop on “Basic statistical analysis and its Interpretation using SPSS by the Institute for Statistics and Analytical Research from March 23 to 2024, March 25 202
- Presented the paper international e-conference on the topic “Thriving in Tomorrow’s Workplace: Prioritizing Employee Wellness in the Evolving Landscape of Work” organized by SDM post-graduate Centre for Management Studies and Research Mangalore on the topic Innovation and Disruption on the 22 and 23 March 2024.
- Attended and presented a paper titled “Adaptability and Acceptance of Artificial Intelligence in Management Education Issues and Challenges” at the international multidisciplinary symposium on “The Role and Future of Artificial Intelligence (AI) in Human Behavior” organized by the Department of PG Studies and Research in Psychology, SDMC College (Autonomous), Ujire on 4 and 5 December 2023.
- Attended 3-days workshop on “Documentation Using Latex” organized by the Global Institution of Statistical Solutions, (GISS) from 10 to 12 February 2024.
- Attended three days workshop on “Research Methodology” organized by Global Institution of Statistical Solutions,(giss) from 06 to 08 January 2024.
- Published a paper “A Review Of Literature on Entrepreneurial Journey Among Undergraduate Students of Business Management Studies with reference to Mangalore University, Dakshina Kannada District. [ISSN: 2582-7421 (online) impact factor: 5.536] [Vol. 5, Special Issue 1on January 2024.

Dr. Shalini M.

- Invited as a resource person for “Banking Kshetra Me Hindi ka Mahatva” organized by St.Mary’s college Shirva on 22 March 2024.
- Attended a seven days virtual international Faculty Development Praogramme on Advanced Research Methodology and AI" organized by St. Claret College, Bangalore in collaboration with Bapuji Educational Association, M.S.B. Arts and Commerce College, Davanagere and Bangalore University Teachers ; Council of Commerce and Management, Bangalore from 18 to 23 March 2024.

- Invited as a resource person for “Banking Kshetra Me Hindi ka Mahatva” organized by St.Mary’s college Shirva on 22 March 2024.

Mrs.Anasuya

- Attended a seven days virtual international Faculty Development Programme on Advanced Research Methodology organized by St. Claret College, Bangalore in collaboration with Bapuji Educational Association, M.S.B. Arts and Commerce College, Davanagere and Bangalore University Teachers ; Council of
- Commerce and Management, Bangalore from 18 to 23 March 2024.
- Attended in two days International E-Conference on “Innovation and Disruption: Navigating Tomorrow’s Business Landscape” organized by SDM College of Business Management Post Graduate Centre for Management Studies and Research held on 22 and 23 March 2024.
- Published paper in International Journal of Research Publication and Reviews ISSN 2582-7421 Vol 5, Issue 3 March 2024 on the topic Role of Rural Youth in Promoting Digital Literacy.

Mrs. Reshmi B. R.

- Attended a seven days virtual international Faculty Development Programme on Advanced Research Methodology organized by St. Claret College, Bangalore in collaboration with Bapuji Educational Association, M.S.B. Arts and Commerce College, Davanagere and Bangalore University Teachers; Council of Commerce and Management, Bangalore from 18 to 23 March 2024.
- Attended in two days International E-Conference on “Innovation and Disruption: Navigating Tomorrow’s Business Landscape” organized by SDM College of Business Management Post Graduate Centre for Management Studies and Research held on 22 and 23 March 2024.
- Attended 7 days National Level FDP on “Python” organized by Star International Foundation for Research and Education from 19 to 25 March 2024.
- Participated in 21 days Master class on “Embedded Systems (ARDUINO)” organized by Pantech e Learning Pvt. Ltd. held from 14 February to 05 March 2024.
- Participated in one day National webinar on “Consumer Awareness and Rights” organized
- in association with Consumer Advocacy Group, India on 09 December 2023.
- Attended one day programme on “ತಾ. ಬಿ. ಯಶೋವರ್ಮ ಸಂಸ್ಕರಣೆ ಯಶೋಭಿವ್ಯಕ್ತಿ ಕಾರ್ಯಕ್ರಮ” organized by Kannada Sahithya Parishathu, DK Kannada Zilla Kannada Sahithya Parishathu and Kannada Sangha, University College, Mangalore on 5 December 2023 at University College, Hampankatta, Mangalore.
- Attended seven days National Level FDP on “Exploring Cultures: Diversity in Travel Writing” organized by PPG College of Arts and Science, Coimbatore from 20 February to 27 February 2024.

Mrs. Shwetha Y.

- Published a research paper titled “A Study on Consumer Awareness Towards Electronic Shopping with Reference to Mangalore” in International Journal of Research Publication and Reviews with ISSN No: 2582-7421 in Volume 5, No 1, PP112-124, March 2024.
- Presented a paper titled “Digital Transformation in Banking - UPI payment System-Problems and Prospects a Study with reference to Mangalore City” in One day International conference on “Reshaping the Future: Exploring and innovation in Business and Education” held at St. Aloysius (Deemed to be University), Mangalore on 15 March 2024.

- Attended and Presented a paper titled “Impact of Social Media Influencers’ on Consumer Purchase Behaviour with reference to Undergraduate students” in Two day International conference on “Innovation and Disruption: Navigating Tomorrows Business Landscape” held at SDM College of business Management post Graduate centre for management studies, Mangalore on 22 and 23 March 2024.
- Attended and Presented a paper titled “A Study on Problems and Prospects of UPI payment System- A Study with reference to Mangalore City ” in One day National conference Digital transformation on Commerce and Management” held at SDM College(Autonomous) PG Studies and Research in Commerce, Ujire on 27 February 2024.
- Attended one day University level Syllabus Workshop on “National Education Policy 2020- VI semester B.Com Syllabus”, organized by MUCTA, Mangaluru held at Govt first grade college for women, Balmatta on 24 February 2024.

Mrs. Veena D. Kotian

- Presented paper on “A Study on Stock Market Attentiveness and Participation in UG and PG Students” in the International conference on Reshaping the future: Exploring challenges and innovations in business and education organized by Department of post graduate studies in Research in commerce, St. Aloysius (Deemed to be University), Mangalore on 15 March 2024.
- Presented paper on “A Study on Stock Market Attentiveness and Participation in UG and PG Students” in the International conference on “Reshaping the future: Exploring challenges and innovations in business and education organized by Department of post graduate studies in Research in commerce, St. Aloysius (Deemed to be University), Mangalore on 15 March 2024.

Mrs. Preethika Dharmapal

- Attended a seven days virtual international Faculty Development Programme on Advanced Research Methodology organized by St. Claret College, Bangalore in collaboration with Bapuji Educational Association, M.S.B. Arts and Commerce College, Davanagere and Bangalore University Teachers; Council of Commerce and Management, Bangalore from 18 to 23 March 2024.
- Published a paper titled A Study on AI in HRM and its Tools in international journal of Research publication and reviews with [ISSN: 2582-7421 (online) impact factor: 5.536]
- [Vol. 5, Issue 2, pp. 2371-2374 on 21 February 2024.
- Attended seven days National Level FDP on “Exploring Cultures: Diversity in Travel Writing” organized by PPG College of Arts and Science, Coimbatore from 20 February to 27 February 2024.

Dr. Sowmya Hegde

- Was awarded Ph.D for the thesis on “Competency Mapping of Employees in Banking Sector and its Impact on Organizational Effectiveness- A Study with Reference to Branches of Canara Bank in Dakshina Kannada District” Under the guidance of Prof.Vedava P.Professor Department of Commerce, Mangala Gangothri , Mangalore University konaje on 22 March 2024.
- Attended and presented a paper titled “Employees Competencies and organizational effectiveness: A study in Petrochemical Company” in International E-conference 2024 on “Innovation and Disruption: Navigating Tomorrow’s Business Landscape” organized by SDM PG centre for management studies on 22 and 23 March 2024.

- Published an article entitled on “A study on Impact of Digital Payment Mode on the Customer Buying Behavior towards Health Insurance policy.” In International Journal of Social Science and Interdisciplinary Research, Vol. 13, Issue- 03, ISSN- 2277- 3630.
- Attended a seven days virtual international Faculty Development Programme on
- “Advanced Research Methodology and AI”; organized by St. Claret College,
- Bangalore in collaboration with Bapuji Educational Association, M.S.B. Arts and Commerce College, Davanagere and Bangalore University Teachers; Council of Commerce and Management, Bangalore from 18 to 23 March 2024.

Mrs. Parinitha Salian

- Published paper on the topic “Consumer’s Attitude towards Organic Products – A study in Mangaluru city” in International Journal of Research Publication and Reviews, Volume 5, no.3 March 2024, ISSN 2582-7421
- Published paper on the topic “A Comparative study on health insurance schemes offered by public and private sector” in International Journal of Research Publication and Reviews, Volume 5, Issue 3 March 2024, ISSN 2582-7421
- Published paper on the topic “Perception of Final Year Students on Employability of the Course studied with respect to Mangalore University” in International Journal of Research Publication and Reviews, Volume 5, Issue 3 March 2024, ISSN 2582-7421

Mrs. Kavya U.

- Attended a seven days virtual international Faculty Development Programme on Advanced Research Methodology and AI”; organized by St. Claret College, Bangalore in collaboration with Bapuji Educational Association, M.S.B. Arts and Commerce College, Davanagere and Bangalore University Teachers; Council of Commerce and Management, Bangalore from 18 to 23 March 2024.
- Attended seven days National Level FDP on “Exploring Cultures: Diversity in Travel Writing” organized by PPG College of Arts and Science, Coimbatore from 20 February to 27 February 2024.
- Published a paper titled Entrepreneurship, Innovation and Environment in international journal of research publication and reviews with [ISSN: 2582-7421 (online) impact factor: 5.536] [Vol. 5, Special Issue on 31 January 2024.

Mr. Askshith Kumar K.

- Attended and presented paper titled “Financial innovations in the Digital Age “an international e- conference organised by SDM College of Post-Graduation centre on 22 and 23 March 2024.
- Attended a seven days virtual international Faculty Development Programme on
- Advanced Research Methodology organized by St. Claret College, Bangalore in collaboration with Bapuji Educational Association, M.S.B. Arts and
- Commerce College, Davanagere and Bangalore University Teachers; Council of Commerce and Management, Bangalore from 18 to 23 March 2024.
- Participated in webinar series on “Chi-Square Test- Analysis and Reporting” organized
- by Tech Growth Learning Academy held on 16 December 2023.
- Published a paper titled “Financial Planning and Retirement Security for the Ageing Population in Dakshina Kannada” in International Journal of Novel Research and Development (IJNRD), An International Open Access, Peer-reviewed, Refereed Journal. ISSN: 2456-4184.

- Published a paper titled “Savings and Investment Habits of Dakshina Kannada Residents: Preferred Instruments, Financial Goals and Barriers to Savings” in international journal of creative research thoughts, an international open access, peer-reviewed, refereed journal. ISSN: 2320-2882 (impact factor 7.97) , UGC approved journal no. 49023(18) on 8 January 2024

Ms. Sanjana

- Attended, Presented and Published a paper titled ‘Breaking the chains of Hyper masculinity and Patriarchy in Kumbalangi Nights’ in the International Conference on ‘Recent trends and direction in literary and cultural studies’ in International Journal of Current Research and Academic Review, Volume 12, ISSN: 2347-3215 organized by St. Anne’s Arts and Science College, Chennai on 07 March 2024.
- Attended and Presented Paper titled ‘Employees’ Workplace Deviance Behavior in Relation to Select Personal & Organization Variables: A Study of Undergraduate Educational Institutions in Mangaluru City, Karnataka’ in the International Conference on Recent Contemporary Issues in Commerce and Management (ICRCCM-2024) at The Quaide Milleth College for Men, Chennai on 05 March 2024.
- Attended and Presented Paper titled ‘The Power of Persuasion: Analyzing the Influence of Social Media Influencers on Clothing Brand Image and Consumer Behavior’ in the International Conference on ‘Innovation and Disruption: Navigating Tomorrow’s Business Landscape’ at SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangalore on 22 March 2024.
- Attended a seven days virtual international Faculty Development Programme on;Advanced Research Methodology ; organized by St. Claret College, Bangalore in collaboration with Bapuji Educational Association, M.S.B. Arts and Commerce College, Davanagere and Bangalore University Teachers’ Council of Commerce and Management, Bangalore from 18 to 23 March 2024.
- Participated in National Level Webinar on “Union Budget 2024 – Analysis and Implications” organised by Taxation Club - Department of Commerce, SSMRV College, Bengaluru on 9 February 2024.
- Attended one-day University level Workshop on ‘NEP 2020 – Sixth Semester BBA Syllabus’ organized by FOBMAT in association with Sri Bhuvanendra College, Karkala on 29 February 2024.
- Participated in a Seven days National Faculty Development on “Contemporary Literary Trends and Devices ” organized by SRM Institute of Science and Technology, Kattankulathur held from 5 to 11 February 2024.
- Attended seven days National Level FDP on “Exploring Cultures: Diversity in Travel Writing” organized by PPG College of Arts and Science, Coimbatore from 20 February
- to 27 February 2024.

Ms. Lolita Neeta D’souza

- Attended and presented paper titled “Financial innovations in the Digital Age “an International e- conference organised by SDM College of Post-Graduation center on 22 and 23 March 2024.

Mr. Sudhashan K.

- Participated as Mangalore University Manager in All India inter university weight lifting championship held at Chandigarh university Mohali, Punjab from 20 January 2024 to 2 February 2024.
- Participated in a Seven days National Faculty Development on “Contemporary Literary Trends and Devices ” organized by SRM Institute of Science and Technology, Kattankulathur held from 5 to 11 February 2024.

Ms. Pooja

- Attended and presented a paper on “Synergistic Impact of Joint collaborations on Indian Car Markets-A Case study” at an International E-Conference on “Innovation and Disruption: Navigating Tomorrow’s Business Landscape” organised by SDM college of Business Management Post Graduate centre for Management Studies and Research, Mangalore on 22 and 23 March 2024.
- Attended one-day University level Workshop on ‘NEP 2020 – Sixth Semester BBA Syllabus’ organized by FOBMAT in association with Sri Bhuvanendra College, Karkala on 29 February 2024.

Mrs. Yogita Patgar

- Attended a four days National Virtual FDP on “Navigating the Frontiers of AI” organized by Department of Information Technology in Association with Center for Faculty Development, St. Peter’s Institute of Higher Education and Research, Avadi, Chennai held from 4 to 8 March 2024.
- Attended one day online FDP on the topic “Integrating Agility and Business Agility into curriculum” organized by RaiSE Society held on 9 March 2024.
- Attended five days online Faculty development programme on “Navigating the future with Cutting-Edge Technology” organized by Department of CSE (IoT, CS, BT), CSE and CSE (AI-ML) University of Engineering and Management, Kolkata, in association with HRDC, IEM-UEM Group held from 18 to 22 March 2024.
- Attended one day Virtual Webinar on the topic “Jamovi Made Simple” organized by Acumen Foundation & Seva Academy” held on 19 March 2024.
- Attended two days workshop on “Project Writing For Grants & Research Paper Writing” organized by Research Foundation of India held from 11 and 12 March 2024.
- Attended a seven days virtual international Faculty Development Programme on Advanced Research Methodology and AI" organized by St. Claret College, Bangalore in collaboration with Bapuji Educational Association, M.S.B. Arts and Commerce College, Davanagere and Bangalore University Teachers ; Council of Commerce and Management, Bangalore from 18 to 23 March 2024.
- Attended in two days International E-Conference on “Innovation and Disruption: Navigating Tomorrow’s Business Landscape” organized by SDM College of Business Management Post Graduate Centre for Management Studies and Research held on 22 and 23 March 2024.
- Attended in a one-day National Level Webinar on “A GUI way to learn Machine Learning: An Interdisciplinary workshop for Researchers” organized by Annai Vailankanni College of Engineering, Kanyakumari and SanSnow’s Nobel Professional Foundation held on 01 March 2024.
- Participated in one day National webinar on “Consumer Awareness and Rights” organized in association with Consumer Advocacy Group, India on 09 December 2023.
- Attended one day programme on "ಡಾ. ಬಿ. ಯಶೋವರ್ಮ ಸಂಸ್ಕರಣೆ ಯಶೋಭಿವ್ಯಕ್ತಿ ಕಾರ್ಯಕ್ರಮ organized by Kannada Sahithya Parishathu, DK Kannada

Zilla Kannada Sahithya Parishathu and Kannada Sangha, University College, Mangalore on 5 December 2023 at University College, Hampankatta, Mangalore.

- Participated in a three days Virtual International Faculty Development programme on “Citation & Reference Management for Scholarly Writing” organized by IQAC of NSB Bangalore, Karnataka in collaboration with Mendeley, Netherlands held from 26 to 28 February 2024.
- Participated in a Seven days National Faculty Development on “Contemporary Literary Trends and Devices ” organized by SRM Institute of Science and Technology, Kattankulathur held from 5 to 11 February 2024.
- Participated in a five days International Virtual FDP on “Innovative Computing Technologies For Healthcare Systems” organized by Department of Computer Science ; Engineering in association with Centre for faculty Development St Peter’s Institute of Higher Education and Research, Chennai held from 19 to 23 February 2024.
- Participated in a one day workshop on “Digital Marketing Framework” organized by Research Foundation of India & RFI-CARE held on 10 February 2024 .
- Attended seven days National Level FDP on “Exploring Cultures: Diversity in Travel Writing” organized by PPG College of Arts and Science, Coimbatore from 20 February to 27 February 2024.
- Participated in a one day international e-conference on “Advancements in Material Science :Trends and Applications (icamsta-2024) ” organized by department of physics in association with IQAC Rayat Shikshan Sanstha’s Mahatma Phule Arts Science and Commerce College, Panvel District-Raigad ,India held on 25 January 2024.
- Participated in a seven days international online FDP on “ Latest Trend and Techniques in Software Engineering :An Industry Perspective” organized by Department of Computer Science ,Christ (deemed to be university)Bangalore central campus from 20 to 27 January 2024.

Mrs. Shruthi K

- Attended a seven days virtual international Faculty Development Programme on Advanced Research Methodology and AI" organized by St. Claret College, Bangalore in collaboration with Bapuji Educational Association, M.S.B. Arts and Commerce College, Davanagere and Bangalore University Teachers ; Council of Commerce and Management, Bangalore from 18 to 23 March 2024.
- Attended in two days International E-Conference on “Innovation and Disruption: Navigating Tomorrow’s Business Landscape” organized by SDM College of Business Management Post Graduate Centre for Management Studies and Research held on 22 and 23 March 2024.
- Attended in a one-day National Level Webinar on “A GUI way to learn Machine Learning: An Interdisciplinary workshop for Researchers” organized by Annai Vailankanni College of Engineering, Kanyakumari and SanSnow’s Nobel Professional Foundation held on 01 March 2024.
- Attended 7 days National Level FDP on “Python” organized by Star International Foundation for Research and Education from 19 to 25 March 2024.
- Participated in 21 days Masterclass on “Embedded Systems (ARDUINO)” organized by Pantech e Learning Pvt. Ltd. held from 14 February to 05 March 2024.
- Participated in 5 days International Faculty Development Program On Business Analytics and Business Intelligence from 03 to 07 December 2023 organized By Research Foundation

- of India ,RFI-CARE.
- Participated in one day National webinar on “Consumer Awareness and Rights” organized in association with Consumer Advocacy Group, India on 09 December 2023.
- Attended one day programme on “ತಾ. ಬಿ. ಯಶೋವರ್ಮ ಸಂಸ್ಕರಣೆ ಯಶೋಭಿವ್ಯಕ್ತಿ ಕಾರ್ಯಕ್ರಮ” organized by Kannada Sahithya Parishathu, DK Kannada Zilla Kannada Sahithya Parishathu and Kannada Sangha, University College, Mangalore on 5 December 2023 at University College, Hampankatta, Mangalore.
- Participated in a Seven days National Faculty Development on “Contemporary Literary Trends and Devices ” organized by SRM Institute of Science and Technology, Kattankulathur held from 5 to 11 February 2024.
- Participated in a five days International Virtual FDP on “Innovative Computing Technologies For Healthcare Systems” organized by Department of Computer Science Engineering in association with Centre for faculty Development St Peter’s Institute of Higher Education and Research, Chennai held from 19 to 23 February 2024.
- Participated in a one day workshop on “Digital Marketing Framework” organized by Research Foundation of India & RFI-CARE held on 10 February 2024 .
- Attended seven days National Level FDP on “Exploring Cultures: Diversity in Travel Writing” organized by PPG College of Arts and Science, Coimbatore from 20 February to 27 February 2024.
- Participated in a one day international e-conference on “Advancements in Material Science :Trends and Applications (icamsta-2024) ” organized by department of physics in association with IQAC Rayat Shikshan Sanstha’s Mahatma Phule Arts Science and Commerce College, Panvel District-Raigad ,India held on 25 January 2024.
- Participated in a seven days international online FDP on “ Latest Trend and Techniques in Software Engineering :An Industry Perspective” organized by Department of Computer Science ,Christ (deemed to be university)Bangalore central campus from 20 to 27 January 2024.