



SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT

MANGALURU - 575003, DK

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CHIEF EDITOR
Dr.Bhanupraksh B E

EDITORS
Ms. Lolita Neeta Dsouza,
Ms.Deepa Jayachandra,
Mrs.Cheritha ,Mrs. Reshmi B R
Ms.Sanjana, Mrs.Shashiprabha,
Mrs.Parinita Salian.



EDITORIAL :

Sync Vision serves as a platform where ideas meet expression and talent finds recognition. Through reports this magazine captures memorable moments and accomplishments while inspiring readers to pursue excellence in all their endeavors. This edition is a celebration of learning, innovation, and the vibrant spirit of our academic community.

COLLEGE MAIN EVENTS

Synergy 2026.

National level management fest 'Synergy 2026' was held at SDM College of Business Management (SDMCBM), Mangaluru, on March 12. The programme, aimed to provide a platform for students from various colleges to exhibit their managerial skills, creativity, leadership, and teamwork through different competitive events, was inaugurated by Shraddha Subraya Pai, Director of Trayi Jewellers, Mangalore. Chief guest, Ravindra Poojary, Partner at Suswaraj Consulting LLP, Bengaluru and Director of Startup Mitra Consulting Private Ltd., addressed the gathering and motivated the students by sharing insights on entrepreneurship, innovation, and professional growth. SDMCBM Principal Prof. Aruna P. Kamath presided over the programme. The Programme was Coordinated by Mrs. Shashikala K. Gand Mrs. Parinita Sallian, Student Coordinators B. Pavithra Baliga, Ankitha K. Rao.

NSS Annual Camp Report 2026 .

The annual special camp of the National Service Scheme (NSS) Unit of SDM College of Business Management (SDMCBM), Mangaluru, was inaugurated at Government Higher Primary School, Mundukuru on 25 February 26. Mundukuru Gram Panchayat President Devappa Sapaliga, Mundukuru G.H.P. School Headmaster Rangaswamy A.R., Assistant HM Hilda Sequeira, School Development Committee Vice President Lakshmi Somanath Poojary, SDMCBM Principal Prof. Aruna Kamath, , unit leaders Shetty Dishanth Vitthal and Rachana Shetty were present on the dais. The programme was coordinated by NSS Programme Officers Mr. Sudarshan, Mrs Preethika Dharmapal, Mr. Chethan Raj and Mrs. Vijetha.

Medical Camp.

The Youth Red Cross (YRC) Unit in association with NSS organized a Medical Camp at NSS Camp in Mundkur on 1 March 2026 for the benefit of local villagers. The objective was to provide free medical check-ups, consultations, and medicines while promoting health and hygiene awareness among rural communities and improve the overall well-being of villagers through accessible medical services. The programme was coordinated by Mrs. Parinita and Mrs. Reshmi.

Annual Day Celebration 2026.

Annual Day celebrations held at SDM College of Business Management, Mangaluru, on 24 March 2026 .Dr. M. Jayakara Bhandary, Principal of Dr. P. Dayananda Pai – P. Sathisha Pai

Government First Grade College, Mangaluru, was the chief guest. In his address, he encouraged students to pursue their goals with dedication and commitment, uphold ethical values, and maintain a balanced approach in the use of modern technologies, including Artificial Intelligence. Guest of honour, alumna of the college Vidhushi Vanishree V. addressed the gathering and inspired students through her words of encouragement. Presiding over the function, Principal Prof. Aruna P. Kamath highlighted the achievements of the institution and appreciated the efforts of students in academics and extracurricular activities. Outstanding Faculties and students were recognised and awarded for their excellence. The celebration continued with cultural programmes where students showcased their talents through various performances. Student Council Coordinators Thilakraj G., Shashiprabha, along with student coordinators Annapoorna Kamath, Dilesha L., and Shravya coordinated the programme.

Best Outgoing Student Awards.

The Best Outgoing Student Awards were presented to Abhiram M. (BBA), B. Pavithra Baliga (B.Com), and Aishwarya (BCA) on Annual day celebration in recognition of their outstanding academic performance, active participation in co-curricular and extracurricular activities, leadership qualities, and significant contributions to campus life. Their achievements reflect the spirit of excellence fostered by the institution and serve as an inspiration to fellow students to strive for holistic development and success.

South India Bank Recruitment Drive.

The Career Guidance and Placement Cell, conducted a campus recruitment drive at SDM College of Business Management. The online examination was held on 28 February 2026. A total of 39 students participated in the recruitment process, including 24 candidates from SDM College of Business Management, Mangalore, and 15 students from St Aloysius College, Mangalore. The programme was coordinated by Mr. Prasanna Kumar T. and Mrs. Yogita Patgar.

EOX Vantage Campus Recruitment Drive.

The Career Guidance and Placement Cell, in association with EOX Vantage, conducted a Campus Recruitment Drive at SDM College of Business Management on 22 May 2026.

The selection process consisted of an aptitude test followed by an HR interview. A total of 40 students participated in the recruitment process, including 20 candidates from SDM College of Business Management and the remaining students from SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangalore and Sahyadri College of Engineering & Management, Mangalore, Dr B.B Hegde First Grade College, Kundapura, Poornaprajna College, Udupi, Canara College, Mangalore, St Agnes College, Mangalore, Besant Women College, Mangalore and Dr. P. Dayananda Pai-Sri. P. Sathish Pai Government First

Grade College Carstreet Mangalore .The programme was coordinated by Mr. Prasanna Kumar T. and Mrs. Yogita Patgar.

CPBFI Certificate Distribution Programme.

The Department of Commerce organized the CPBFI Certificate Distribution Programme on 18 March 2026 in association with Bajaj Finserv. The programme marked the successful completion of the course aimed at enhancing students' employability skills. The event was graced by Chief Guest Mr. Subraya Prabhu and Mrs. Shivani Baliga, along with the respected Principal, Faculty members, and students. In his address, Mr. Subraya Prabhu emphasized the importance of communication skills, soft skills, and confidence for career success. Mrs. Shivani Baliga highlighted the need to prioritize challenging tasks and spoke about the long-term benefits of the course. The Principal encouraged students to make the best use of such opportunities for their overall development. The programme also included student feedback, followed by the certificate distribution ceremony. The event concluded with a vote of thanks, making it a meaningful and successful programme. The Programme was coordinated by Mrs. Gayathri and Mrs. Pooja certification programme coordinators.

International Women's Day Celebration 2026.

The International Women's Day celebration was organised by the IQAC in collaboration with the Women's Cell to recognise and appreciate the contributions of women and to promote a culture of respect and equality. The programme began with a brief reflection on the significance of the day. The dignitaries, including the chief guest Mrs. Susheela Kumari, Principal Prof. Aruna P. Kamath, Mrs. Gayathri (IQAC Co-ordinator), Mrs. Smitha (Dean of BBA and Co-ordinator of the Women's Cell), and Mrs. Shashikala Shetty, were warmly welcomed. The Guest was introduced, followed by the presentation of a memento as a token of appreciation. The Principal addressed the gathering, sharing thoughtful insights, and the chief guest delivered an inspiring speech, highlighting the importance of resilience and growth. The yoga instructors from Dhelampady Mrs. Bharathi, Mrs. Bhadra, and Mrs. Kusuma—were honoured for their contribution to promoting well-being. The programme concluded with a Vote of Thanks delivered by Mrs. Smitha.

Artexo Exhibitors -Book Exhibition IV.

On the occasion of International English Language Day, The English Department organised a Book Exhibition on 23 April 2026. The exhibition showcased a wide range of books including fiction, non-fiction, classics, and contemporary literature. The objective was to encourage students to explore the richness of the English language and develop a love for reading. The programme was Coordinated by English Department and Library Association. Ms. Lolita Neeta Dsouza HOD, Department of English and Mr. Praveen Nayak Librarian.

Online workshop on “The Informed Consumer: Rights and Safety in the 21st Century”.

Consumer Club students attended an online workshop on “The Informed Consumer: Rights and Safety in the 21st Century” organized by the Consumer Club of St. Philomena College (Autonomous) on 4 March 2026. Mrs. Ashni Giridhar, Executive Assistant and Project Manager at Decathlon was the resource person global for steering and Analytics. The objective of the workshop was to create awareness among students about consumer rights and safety in the contemporary marketplace.

BCA Workshop on Click to Cloud – Website Go Live.

The Department of Computer Application, SDM College of Business Management, Mangalore, organized a one-day hands-on workshop titled “Click to Cloud: Website Go Live” on 2 May 2026 for Final-year BCA students. The Objective was to bridge the gap between academic learning and real-world web deployment practices. Dr. BhanuPrakash B.E., Principal, Inaugurated the programme. He highlighted the importance of practical skills in modern web technologies. Resource Person, Mr. Karthik provided practical exposure to domain registration, web hosting, and live website deployment. Participants engaged in step-by-step demonstrations and interactive sessions, gaining hands-on experience with modern deployment tools. The Programme was coordinated by Mrs. Shruthi K.

World Consumer Day.

Consumer Club Members of SDM College of Business Management attended “World Consumer Day” on 17 March 2026 at Government College of Teacher Education, Hampankatta, Mangalore. The objective of the programme was to create awareness among students about consumer rights, responsibilities, and the importance of consumer protection in the marketplace. The event provided an opportunity for students to enhance their knowledge of contemporary consumer issues and understand the significance of being informed and responsible consumers.

Vivekotsava 2026.

Vivekotsava 2026 was organized by the Rovers and Rangers Association on 18 March 2026. The objective of the programme is to inspire students by spreading the ideals and teachings of Swami Vivekananda. Mrs. Lalitha Mallya, Correspondent, Besant Evening College, Mangalore, graced the occasion as Chief Guest. In her address, she spoke about the importance of self-confidence,

character building, and the need for youth to contribute positively to society by following the principles of Swami Vivekananda. The programme was presided over by Principal Prof. Aruna P. Kamath, who appreciated the efforts of the organizers and encouraged students to adopt values of discipline and service. The event was conducted successfully and left the participants motivated, inspired, and enriched with the timeless teachings of Swami Vivekananda. The programme was coordinated by Dr. Sowmya Hegde.

Visit to New Mangalore Port Authority, Panambur.

SDM College of Business Management organised an industrial visit to New Mangalore Port Authority, Panambur, on 18 March 2026 for Final-year students. The objective was to provide practical exposure to industrial operations and port management. The programme was coordinated by Mr Chethanraj and Mrs Shwetha Y.

MOU Signed Between SDM College of Business Management and the D.K. District Consumer Federation, Mangalore.

The Consumer Club of SDM College of Business Management and the D.K. District Consumer Federation, Mangalore, signed a Memorandum of Understanding on 23 March 2026 by Mrs Aruna P. Kamath, Principal, SDM College of Business Management, Mangalore, and Mrs Sunanda, President, District Consumer Federation. The objective of the Memorandum of Understanding was to strengthen collaboration between the Consumer Club and the District Consumer Federation to promote consumer awareness, education, and protection initiatives among students and the community. The programme was coordinated by Mrs Shwetha Y.

Consumer Education Short Term Course Examination.

Consumer Education Short Term Course Examination was held at SDM College of Business Management today (April 25) under the supervision of Rayee Rajakumar, District Consumer Information Center Coordinator, and Shwetha Y., Consumer Club Coordinator of the college.

Consumer Education Short-Term Course Viva Voce Examination.

The Consumer Club of SDM College of Business Management conducted the Consumer Education Short Term Course Viva Voce Examination on 27 April 2026 with the objective of assessing students' conceptual understanding of consumer rights and protection laws, evaluating their ability to apply theoretical knowledge to practical situations, and enhancing their awareness of

consumer grievance redressal mechanisms. The viva was conducted by Mrs. Sunanda K, President, and Mrs. D.R. Sunanda Dambekodi, Secretary, District Consumer Information Center, Dr. Bhanuprakash B.E., Principal of SDM College of Business Management, was also present on the occasion. The programme was coordinated by Mrs Shwetha Y and Mrs. Preethika Dharmapal.

Consumer Club Award Ceremony Report.

The Consumer Club District Federation organised the Consumer Club Award Ceremony on 23 May 2026. The programme was hosted by K.G. Shreya Shetty and began with a prayer by Manasi Kini, followed by a welcome address by Sunanda Kumble, President, District Consumer Information Center, D.K. District, Mangalore. The event commenced with the traditional lighting of the lamp. M.J. Salian, Honorary President, addressed the gathering on the importance of consumer awareness and consumer rights. Shri Raja B.S., Chief Operating Officer (COO), Karnataka Bank, delivered the inaugural address, highlighting the importance of consumers knowing and exercising their rights. Mr. Rafeeq announced the top scorers, and the awards were presented by Smt. Zaibunnisa, Senior Civil Judge and Member Secretary, District Legal Services Authority, D.K. District, Mangalore. In her presidential remarks, she explained the evolution of consumer law and emphasised the significance of consumer protection. Dr. Bhanuprakash B.E., Principal, SDM College of Business Management, congratulated the achievers and encouraged students to spread consumer awareness. The programme also included the presentation of awards and certificates, followed by student and faculty feedback. The programme concluded with the Vote of Thanks delivered by D.R. Sunanda Dambekodi, Secretary, District Consumer Information Centre, D.K. District, Mangalore. The programme was coordinated by Mrs. Shwetha Y, Consumer Forum Coordinator.

Certificate Distribution Programme for the students of the Consumer Education Short-Term Course.

Consumer Club of SDM College of Business Management organised the Certificate Distribution Programme for the students of the Consumer Education Short-Term Course on 27 May 2025. The programme was conducted with the objective of recognising and appreciating the successful completion of the course by the students and encouraging them to apply consumer awareness and

protection concepts in their academic and personal lives. Dr Bhanuprakash B. E., Principal, SDM College of Business Management, Mangaluru, presented certificates to all the students who secured distinction in the course. He appreciated the active participation of the students throughout the course and encouraged them to spread awareness about consumer rights and responsibilities within society. The programme was coordinated by Mrs Shwetha Y., Coordinator of Consumer Club.

SDM College Consumer Club Achieves Prestigious Awards and Honours.

Ms. Trisha of III BBA C secured Third Place in the Consumer Education Short Term Course.

Mrs. Shwetha Y, Coordinator of SDM College of Business Management, secured Third place in the Best Coordinator Award category.

SDM College of Business Management secured Third Place in the Best College Award category.

Hindi workshop on “Banking Awareness and Importance of Official Language”.

The Hindi Department of Shri Dharmasthala Manjunatheshwara College of Business Management, Mangalore organized a Hindi workshop on the topic “Banking Awareness and Importance of Official Language” on 27 May 2026. The programme was graced by Mr. Vikas Singh Raghuvanshi, Chief Manager, Baroda Academy, Bank of Baroda, Mangalore; Mr. Wasim Ansari, Rajbhasha Officer, Bank of Baroda, Regional Office, Mangalore; and Dr.P. Balamurugan, Chief Manager (Rajbhasha), Bank of Baroda, Mangalore. The seminar was presided over by Dr. Bhanuprakash B.E., Principal SDM College of Business Management. The resource persons addressed the students on various aspects of banking awareness, digital banking practices, financial literacy, and highlighted the importance of Hindi as an official language in banking communication and administration. Students actively participated in the session and benefited from the insightful interaction with the experts. The Programme was coordinated by Dr. shalini M and Dr. Jyothi.

ಬಸವೇಶ್ವರ ಜಯಂತಿ.

ಕನ್ನಡ ವಿಭಾಗಶೀ ಧರ್ಮಸ್ಥಳ ಮಂಜುನಾಥೇಶ್ವರ ಕಾಲೇಜ್ ಆಫ್ ಬಿಸ್ನೆಸ್ ಮೆನೇಜ್‌ಮೆಂಟ್‌ನ ಕನ್ನಡ ವಿಭಾಗದ ವತಿಯಿಂದ ಬಸವೇಶ್ವರ ಜಯಂತಿಯನ್ನು ಆಚರಿಸಲಾಯಿತು. ಕಾಯಕ ನಿಷ್ಠೆ ಮತ್ತು ಭಕ್ತಿಯ ತತ್ವ ಪ್ರತಿಪಾದನೆಯನ್ನು ಮಾಡಿದ ಕ್ರಾಂತಿಕಾರಕ ವಚನಕಾರ, ಸರ್ವಕಾಲಕ್ಕೂ ಪ್ರಸ್ತುತಿಯನ್ನು ಹೊಂದಿದ ಮಹಾನ್ ಚೇತನ ಬಸವೇಶ್ವರ ಇವರ ಸ್ಮರಣಾರ್ಥವಾಗಿ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಕಾಯಕ ನಿಷ್ಠೆಯ ಮಹತ್ವವನ್ನು ತಿಳಿಸಲು ದ್ವಿತೀಯ ಬಿ.ಕಾಂನ ವಿದ್ಯಾರ್ಥಿನಿಯರಾದ ಕುಮಾರಿ ಸುಖೀಕ್ಷ್ಮಾ ಮತ್ತು ಕುಮಾರಿ

ಜ್ಞಾನಶ್ರೀ ಏಪ್ರಿಲ್ 22, 2026 ರಂದು ಪ್ರಬಂಧ ಮಂಡನೆಯನ್ನು ಗೈದರು. ಬಿಬಿಎ ಹಾಗೂ ಬಿಕಾಂ ವಿದ್ಯಾರ್ಥಿಗಳು ಸಕ್ರಿಯವಾಗಿ ಕಾರ್ಯಕ್ರಮದಲ್ಲಿ ಪಾಲ್ಗೊಂಡರು. ಕಾರ್ಯಕ್ರಮದ ಆಯೋಜನೆಯನ್ನು ಕನ್ನಡ ಪ್ರಾಧ್ಯಾಪಕಿ ಶ್ರೀಮತಿ ಜೀವಿತಾ ಡಿ. ಇವರ ನೇತೃತ್ವದಲ್ಲಿ ನಡೆಸಲಾಯಿತು

Annual Athletic Meet of 2026.

The Department of Physical Education of Shri Dharmasthala Manjunatheshwara College of Business Management, Mangaluru, organized the Annual Sports Meet on 20 February 2026 at Mangala Stadium. Mr. Supreeth Raj, National Athlete, LIC of India, and Distinguished Alumnus, was the Chief Guest. The objective of the Sports Meet was to promote physical fitness, teamwork, discipline, and sportsmanship among students, while encouraging a spirit of healthy competition. Prof. Aruna P. Kamath, Principal presided over the programme. The programme was coordinated by student coordinators Samridh (III B.Com) and Aishwarya (III BCA). Mr. Sudarshan K., Physical Education Director coordinated the Programme.

Inter-Class Tug of War Competition.

Inter-Class Tug of War Competition 2026 was conducted on 20 February 2026. In the Women's category, I B.Com emerged as the winners while III BCA B secured the runners-up position. In the Men's category, III BBA A won the championship and II BAHRD finished as runners-up.

Inter-Class Kabaddi Competition.

The Inter-Class Kabaddi Competition 2026 for Men and Women was organized on 21 February 2026. In the Men's category, III B.Com secured the winner's title, while I BCA A emerged as runners-up. In the Women's category, III BCA B won the championship and I B.Com secured the runners-up position

FACTORY VISIT

A factory visit was organized for all the classes on 29th April 2024 to give practical exposure to industrial operations. The main objective was to familiarize students with industrial processes, machinery, and workflow. This visit is coordinated by Mrs. Smitha M. The details of the factory visit are as follows

<i>Class</i>	<i>Name of the factory</i>
<i>I BBA B & C I BCA A&B I BCOM</i>	<i>Canara Springs Pvt. Ltd., Mangalore</i>
<i>I BBA A I BA(HRD)</i>	<i>KMF, Kulshekara, Mangalore</i>
<i>II BBA A, B & C II BA(HRD)</i>	<i>Gurucharan Industries, Baikampady Mangalore</i>
<i>II BCA A & B II BCOM</i>	<i>Nadella Impex Pvt. Ltd. Pvt. Ltd. Baikampady, Mangalore</i>
<i>III BBA A</i>	<i>S.R.R. Industries, Adyar, Mangalore</i>
<i>III BBA B</i>	<i>Yafco Wood Industries, Durgipalla Road, Hosangady</i>
<i>III BBA C III BA(HRD)</i>	<i>Modern Rice Mill, Ashoknagar, Mangalore</i>
<i>III BCA A & B III BCOM</i>	<i>N.D. Sons Engineers, Industrial Area, Baikampady, Mangalore</i>

FDP

International Women's Day

The Internal Quality Assurance Cell (IQAC), in collaboration with the Women's Cell, organized the International Women's Day celebration to recognize the contributions of women and promote values of respect and equality. The programme featured an inspiring address by the chief guest Mrs. Susheela Kumari and insights from Principal Prof. Aruna P. Kamath. Yoga instructors from Dhelampady were honoured for their contribution to promoting well-being. The celebration concluded with a cake-cutting ceremony and a Vote of Thanks, making the event meaningful and memorable.

Library Awareness

The Internal Quality Assurance Cell (IQAC), in collaboration with the Library, organized an awareness programme on 22nd May 2026 for UG and PG faculty members to enhance awareness of library resources and academic services for teaching and research. Dr. Rajatha P. Shetty served as the resource person and provided insights into DELNET, plagiarism awareness, and research

support tools through practical demonstrations. The programme enhanced faculty understanding of ethical research practices and effective academic resource utilization.

GUEST LECTURES

“Yoga for Academic Excellence.”

The Internal Quality Assurance Cell (IQAC) organized a Guest lecture on “Yoga for Academic Excellence” for I B.Com students on 11 March 2026. Mrs. Bharathi S. Rao, Yoga instructor was a resource person. The objective was to understand the benefits of yoga for mental well-being and academic success. The programme was coordinated by Mrs. Gayathri K .

“The Philosophy of Self-Care.”

The Internal Quality Assurance Cell (IQAC) organized a Guest lecture on “The Philosophy of Self-Care” for III BBA ‘B’ students on 11 March 2026. Mrs. Kusuma Karthik, Yoga instructor, was a resource person. The objective was to help students understand the importance of self-care for mental, emotional, and physical well-being. The programme was coordinated by Mrs. Gayathri K .

“Asanas for Deskbound Students”

The Internal Quality Assurance Cell (IQAC) organized a guest lecture on “Asanas for Deskbound Students” for I B.A. (HRD) students on 11 March 2026. Mrs. Subhadra K. S, Yoga instructor was the resource person. The objective was to help students understand the importance of physical activity and posture correction for those spending long hours at desks. The programme was coordinated by Mrs. Gayathri K .

Online Investor Awareness Programme.

The Finance Department organised an Online Investor Awareness Programme on 18 February 2026 for III BBA “A. Ms. Marina Jose Kanjikal , financial advisor , BSE Ltd was the resource person The objective was to enhance financial literacy and promote informed investment practices among students. The programme was coordinated by Mrs. Smitha M.

Smart’s Investment Awareness.

The Commerce Department in association with Krish Foundation organised a Guest lecture on Smart’s Investment Awareness on 26 February 2026. Dr. Sharan Kumar Shetty, Associate Professor, MSN Institute, Mangalore, was the resource person. The objective was to emphasize wealth creation, achievement of financial goals, and protection against inflation. The programme was coordinated by Mrs. Gayathri K

Workplace Professionalism and Effective Learning Skills.

The BCA Department organized a Guest Lecture on “Workplace Professionalism and Effective Learning Skills” for II Year BCA students on 14 February 2026. Ms. Bhavyashree, System Software Engineer, ArisGlobal Ltd., Bangalore, was the resource person. The objective was to create awareness about workplace professionalism and enhance effective learning skills for academic and career success. The resource person highlighted punctuality, responsibility, teamwork, communication, active listening, critical thinking, problem-solving, and time management as essential competencies for industry readiness. The programme was coordinated by Mrs. Divya Uchil.

“Self-Confidence, Self-Respect and Self-Compassion”.

The English Association organised an online webinar for women on the theme “Self-Confidence, Self-Respect and Self-Compassion” on 9 May 2026. Dr. Arpita Gur, Counsellor and Healthcare Educator at Yenepoya University Derlakatte was the resource person. The objective was to promote mental well-being, self-worth and personal growth among women. The Programme was coordinated by Ms. Lolita Neeta Dsouza.

Author in Conversation: Vivek Shanbhag on Ghachar Ghochar.

On the occasion of International English Language Day, the Department of English, SDM College of Business Management, Mangaluru, in collaboration with Bookaholics Mangalore, organized an online webinar session on Novel Review of Ghachar Ghochar. The resource person was Vivek Shanbhag, author of Ghachar Ghochar. The programme was conducted on 23 April 2026 for II BBA “B” students. The session explored key themes such as family dynamics, materialism, and moral conflict in the novel. The objective was to enhance students’ understanding of contemporary Indian fiction and develop critical thinking. The programme was coordinated by Ms. Lolita Neeta Dsouza.

“Exploring Career Paths after BCA”.

The Career Guidance and Placement Cell organized a Guest Lecture on “Exploring Career Paths after BCA” by Mr Sravan Kumar .G Alliance University ,Bangalore on 24 February 2026 for III BCA ‘A’ & ‘B’. The objective of the programme was to guide students in selecting appropriate career paths aligned with their skills, interests, and long-term career goals. The programme was coordinated by Mr. Prasanna Kumar T. ,Mrs Yogita Patgar & Shruthi K

ALUMNI INTERACTION

The Power of English in Career Development.

On the occasion of International English Language Day, The English Association of SDM College of Business Management organized an Alumni Interaction Session for I B.Com students on 23 April 2026. Mr. Praneeth, Manager at Vertex Global Solutions Pvt. Ltd., Bangalore was the resource person. He spoke on the topic “The Power of English in Career Development”, highlighting the importance of effective communication skills. The objective was to understand the role of English in the corporate world, and strategies to improve language proficiency. The programme was Coordinated by Ms Lolita Neeta Dsouza.

STUDENT SEMINAR

Student Presentations on Emerging Trends and Developments in Accounting and Technology.

The Finance Department organised a student seminar with the objective of enhancing students' communication skills, subject knowledge, and self-confidence. On 21 May 2026, Amritha Jyothi and Jyeshtha Shetty presented on Accounting Standards, Meghana Shetty and Vamshi on Accounting with Drones, and Winston and Mazin on Recent Trends in Accounting; on 26 May 2026, Shriya S. and Spoorthi Shetty presented on Indian Accounting Standards, Karthik Yadav and Likith Devadiga on Computerised Accounting, and Kaleemullal and Jeron on Big Data Analytics; while on 27 May 2026, Rithwik and Varun presented on Cloud Computing. The programme was coordinated by Mrs. Shwetha Y.

“Types of Business Letters”.

The Finance Department organized a student presentation on 6 March 2026. Mr. Ashwin and Mr. Abhishek of II BBA “B” presented on “Types of Business Letters”. Students explained various forms of letters such as enquiry, order, complaint, sales, and circular letters. The objective was to enhance students' understanding of formal communication and its importance in business and professional correspondence. The programme was co-ordinated by Dr. Sowmya Hegde.

“Personality Traits”.

The Finance Department organized a student presentation on 1 April 2026. Mr. Theertha, of II BBA “B” presented on “Personality Traits”. The objective of the programme was to enhance students' understanding of personality traits and their importance in personal and professional development. The programme was coordinated by Dr. Sowmya Hegde.

“Social Media Platforms and Their Uses”.

The Finance Department organized a student presentation on 25 April 2026. Mr.Sachin. of II BBA “B” presented on ““Social Media Platforms and Their Uses”.The objective of the programme was to enhance students' various platforms and their practical applications. The programme was coordinated by Dr. Sowmya Hegde.

“Income Tax Return Filing”.

The Finance Department organized a student presentation on 29 May 2026. Mr.Sharvari of III BBA ‘A’ presented on “Income Tax Return Filing” .The objective of the programme was to understand the procedure for income tax return filing and documents required for the return filingThe programme was coordinated by Dr. Sowmya Hegde.

Work-Life Balance and Grooming of New Leaders.

The Marketing Association organised a student seminar on “Work-Life Balance and Grooming of New Leaders” on 6 May 2026 for I BBA B students. The objective was to create awareness about maintaining harmony between personal and professional life and to develop leadership qualities among students. The seminar aimed to equip participants with practical insights and skills essential for future career growth and effective leadership. The Programme was coordinated by Kavitha Prabhu

Social media and Ethics.

The HR department organized a student seminar on “Social media and Ethics ” by Mr.Saurabha K, Mr. Laksh R Salian and Mr. Shrijan Rajesh of II BBA ‘C’ to II BA(HRD) on 2 April 2026. The objective of the programme was to enlighten the students about Social Media and Ethics.The Programme was coordinated by Mrs. Anasuya.

YouTube, Whatsapp and its Security.

The HR department organized a student seminar on “YouTube, Whatsapp and its Security” by Mr. Laxmisagar and Laksh R Salian II BBA ‘C’ 27 April 2026 .The objective of the programme was to enlighten the students about security issues in YouTube and whatsapp. The Programme was coordinated by Mrs. Anasuya.

Effective Listening.

The HR department organized a student seminar on “Effective Listening by Ms. Ridhi B and Ananya II BBA ‘C’ to II BBA students on 7 May 2026. The objective was to understand various aspects of effective listening and types of listening with the live examples. The Programme was coordinated by Mrs. Anasuya.

Employee Engagement and E-HRM.

The HR department organized a student seminar on “Employee Engagement and E-HRM by Ms. Dhanya II(BAHRD), Laxmisagar II BBA C and Laxmikanth II BBA C to I BBA “C” on 22 May 2026. The objective was to understand the various aspects of employee engagement and use of E HRM. The Programme was coordinated by Mrs. Anasuya.

Design, Animate, Create: Exploring Blender Technology.

The BCA department organized a student seminar on “ Design, Animate, Create: Exploring Blender Technology ” by Mr. Hanish Shetty of III BCA ‘B’ for III BCA ‘A’ on 15 May 2026. The objective of the programme is to enhance students’ creative and technical skills by providing knowledge about modern animation tools used in the media, gaming, and entertainment industries..The programme was coordinated by Mrs. Yogita Patgar.

Pursuing Your Passion While Excelling in Academics.

The BCA department organized a student seminar on “Pursuing Your Passion While Excelling in Academics” by Ms. Preksha Suvarna, III BCA “A” on 22 May 2026. The objective was to help students understand the importance of following their interests while focusing on their studies. The programme was coordinated by Mrs. Sowmya Jyothi.

Beyond Academics: Smart Choices for a Rewarding BCA Life.

The BCA department organized a student seminar on “Beyond Academics: Smart Choices for a Rewarding BCA Life” by Ms. Shreya Kulai, III BCA A on 22 May 2026. The objective was to guide students on making the best use of their BCA life .The programme was coordinated by Mrs. Sowmya Jyothi.

Graphical User Interface.

The BCA department organised a student seminar for II BCA 'B' on 18 April 2026. The session was delivered by Ms. Shravya and Ms. Bhoomika of III BCA 'A'. The objective was to develop students' conceptual understanding of Graphical User Interfaces. The programme was coordinated by Mr. Arun F. Sequeira.

Widgets in GUI.

The BCA department organised a student seminar for II BCA 'B' on 22 April 2026. The session was delivered by Mr. G. Shridhar Kamath of III BCA 'B'. The objective was to enhance practical knowledge, user interface design skills, and peer learning. The programme was coordinated by Mr. Arun F. Sequeira.

Hybrid Work Culture.

The Economics Department organized a Student Seminar on the topic "Hybrid Work Culture" on 30 May 2026. The session was delivered by Sharvari III BBA "A" for I BBA class. The objective was to highlight the concept of hybrid work, which combines remote and office-based work. The programme was coordinated by Mrs. Shashikala K.G.

Online Shopping and Its Impact on Consumers.

The Economics Department organized a Student Seminar on the topic "Online Shopping and Its Impact on Consumers" on 27th May 2026 by Chiranthan I BBA 'C' to the I BA(HRD) class. The objective was to create awareness about the challenges of online shopping, such as online fraud, data privacy issues, and impulse buying. The programme was coordinated by Mrs. Shashikala K.G..

Mergers and Acquisitions of Commercial Banks in India.

The Business Law Department organised a student seminar on the topic 'Mergers and Acquisitions of Commercial Banks in India' on 8 April 2026 by Anvith and Rithesh of II BBA for II BBA 'C' students. The objective was to understand the concept of mergers and acquisitions in the banking sector and their relevance in the dynamic financial environment. The programme was coordinated by Mrs. Sanjana.

Globalization and International Trade – Opportunities and Challenges'.

The Business Law Department organised a student-faculty programme on the topic 'Globalization and International Trade Opportunities and Challenges' on 15 April 2026 by Srijan of III B.Com for I BBA 'A' The objective was to share the knowledge of advanced learners with their peer group and to enhance students' understanding of global economic dynamics. The programme was coordinated by Mrs. Sanjana.

“भारत के प्रेक्षणीय स्थल”.

The Department of Hindi organized a Student Seminar on 22 May 2026 on the topic “भारत के प्रेक्षणीय स्थल”. The seminar was presented by Ms. Dhanya of II BA(HRD). The objective was to create awareness among students about the rich cultural, historical, and natural heritage of India. The programme was coordinated by Dr. Jyothi

“प्रेमचंद की जीवनी”.

The Department of Hindi organized a Student Seminar on 25 May 2026 on the topic “प्रेमचंद की जीवनी”. The seminar was presented by Ms. Aashni of II B. Com . The objective was to enhance participants’ understanding of Hindi literature and inspire them to explore the literary works of Premchand in greater depth. The programme was coordinated by Dr. Jyothi.

“राजा निरबंसिया”

The Department of Hindi organized a Student Seminar on 23 May 2026 on the topic “राजा निरबंसिया”. The seminar was presented by Mrs. Navaneet and Ms. Apoorva from IIBCOM. The objective was to emphasize the social realities and women-centric issues highlighted in the story. The programme was coordinated by Dr. shalini M.

Enhancing English Communication Skills for Academic Success.

On the occasion of International English Language Day, the English Association organized a Student Faculty Interaction Programme for students of First Bcom, on 23 April 2026. The session was delivered by Abhishek and Laxmikanth. The Student Faculty Interaction Programme was conducted on the topic “Enhancing English Communication Skills for Academic Success. The objective was to focus on improving English communication skills, academic development, and the importance of language proficiency in both personal and professional life. The programme was coordinated by Ms. Lolita Neeta Dsouza.

SKILL ENHANCEMENT ACTIVITIES.

Finance Quiz.

The Finance association organised a Finance Quiz on 14 February 2026. The objective was to test students' knowledge on current areas of finance & industry. The programme was coordinated by Mr. Gurudath Shenoy.

Finance Crossword Puzzle.

The Finance association organised a crossword puzzle on 18 February 2026. The objective was to develop active learning & develop critical thinking among students.. The programme was coordinated by Mr. Gurudath Shenoy.

Debate competition.

The Finance association organised a debate competition on 2 March 2026. The objective was to assess debating skills of students as well as the way in which their ideas are presented professionally. The programme was coordinated by Mr. Gurudath Shenoy.

Pick & Speak Competition.

The Finance association organised a pick & speak competition on 3 March 2026. The objective was to assess communication & presentation abilities of participants. The programme was coordinated by Mr. Gurudath Shenoy.

Case study event.

The Finance association organised a case study on 6 March 2026. The objective was to assess real life situations in financial areas. The programme was coordinated by Mr. Gurudath Shenoy.

Collage making competition

The Finance association organised a Collage making competition on 10 March 2026. The objective was to promote the smart ideas of students as well as the way in which their ideas are presented professionally. The programme was coordinated by Mr. Gurudath Shenoy.

Finance Guess what competition

The Finance association organised a Guess what competition on current trends & topics in finance on 9 March 2026. The objective was to test students' knowledge on current areas of finance & industry. The programme was coordinated by Mr. Gurudath Shenoy.

Word search competition.

The Marketing Association organised a word search competition on 2 March 2026. The objective was to help students develop their intellectual capacity, vocabulary, and quick thinking, and to facilitate participants' decision-making. The programme was coordinated by Dr. Chaitra C Bhat

Tagline Competition.

The Marketing Association organised a "Tagline Competition" on 4 March 2026. The objective was to encourage creativity among students, enhance their marketing skills, and develop their

ability to communicate ideas effectively in a concise and impactful manner. The programme was coordinated by Dr. Chaitra C. Bhat.

Jumbled Word Competition.

The Marketing Association organised a “Jumbled Word Competition” on 18 March 2026. The objective was to enhance students’ vocabulary, improve their quick thinking ability, and develop problem-solving skills. The programme was coordinated by Dr. Chaitra C. Bhat.

Brand wars and competition.

The marketing association organised a “The Brand Wars Competition” on 17 February 2026. The objective was to help the students to develop their critical thinking, to improve their knowledge, and to facilitate the knowledge about the various brands. The Programme was coordinated by Dr. Chaitra C Bhat.

Allegation competition.

The Marketing Association organised an “Allegation Competition” on 4 March 2026. The objective was to enhance students’ problem-solving abilities, develop crisis management skills, and improve their communication and decision-making under pressure. The programme was coordinated by Dr. Chaitra C. Bhat.

Crossword competition.

The marketing association organised a crossword competition on 27 February 2026. The objective was to help students develop their intellectual skills, vocabulary, and quick thinking, and to facilitate the participants' decision-making. The programme was coordinated by Dr. Chaitra C. Bhat.

Pick and speak competition.

The marketing association organised the pick and speak competition, on 18 February 2026. The objective of the event was to help the students to develop their fluency, vocabulary, quick thinking,

and to facilitate the decision-making of the participants. The Programme was coordinated by Dr. Chaitra C Bhat.

Treasure Hunt Competition.

The marketing association organised the “Treasure Hunt Competition”, on 18 February 2026. The objective was to enhance students’ problem-solving abilities, teamwork, communication skills, and strategic thinking. The Programme was coordinated by Dr. Chaitra C Bhat.

Just a minute.

The HR Association organised a “Just a minute competition” on 16 February 2026. The objective was to enhance students’ knowledge of HR concepts while developing their presentation, communication, and spontaneous speaking skills. The programme was coordinated by Mrs. Anasuya.

Quiz Activity

The HR Association organized a quiz activity on "Communication" on 3 March 2026. The objective was to enhance students' knowledge, promote communication skill, thinking skills among the students. The programme was coordinated by Mrs. Anasuya.

Role play.

The HR Association organised a Role play competition on 25 February 2026. The objective was to enhance students’ knowledge of HR concepts while developing their presentation, communication, and spontaneous speaking skills. The programme was coordinated by Mrs. Anasuya and Mrs. Preethika D

Mock Interview.

The HR association organised a Mock Interview competition on 18 March 2026. The objective was to make students aware of how to face the interview and to improve their interview skill. The programme was coordinated by Mrs. Anasuya.

Commerce Quiz – “Brain Battle

The Commerce Association organized a Quiz Competition titled “Brain Battle” on 17 February 2026. The objective was to enhance students’ knowledge, analytical thinking, and teamwork skills. The programme was coordinated by Mr Akshith Kumar K.

Flip Side Competition

The Commerce Association organized a “Flip Side Competition” on 18 February 2026. The objective was to develop students’ creativity, critical thinking, and communication skills. The programme was coordinated by Mr Akshith Kumar K.

Debate Competition .

The Commerce Association organized a 'Debate Competition' on 23 February 2026. The objective was to enhance students' public speaking, critical thinking, spontaneity, and awareness of current issues through structured debate and discussion. . The programme was coordinated by Mr Akshith Kumar K.

Allegation Competition.

The Commerce Association organized an Allegation Competition based on a case study on 2 March 2026. The objective was to enhance students' analytical thinking, critical reasoning, and decision-making skills through practical case analysis. The programme was coordinated by Mr Akshith Kumar K.

Mind Game Competition.

The Commerce Association conducted a 'Mind Game Competition' on 3 March, 2026. The objective was to improve analytical skills, boost concentration, and encourage quick decision-making among students. The programme was coordinated by Mr Akshith Kumar K.

Deal or No deal Competition.

The Commerce Association organized a "Deal or No Deal Competition" on 6 March 2026. The objective of the competition was to enhance students' analytical thinking, improve their ability to make quick financial decisions, and help them understand the concept of risk and reward. The programme was coordinated by Mr Akshith Kumar K.

Treasure Hunt Competition.

The Commerce Association organized a "Treasure Hunt" competition on 9 March 2026. The objective was to encourage students to think critically and to develop team-building skills. The programme was coordinated by Mr. Akshith Kumar K.

Byte Quiz

The SCAN Association organized the "Byte Quiz" Competition on 13 February 2026. The objective was to enhance students' knowledge of Information Technology. The programme was coordinated by Mr Arun Francis Sequeria.

Scan Shot

The SCAN Association organized the "Scan Shot" Competition on 19 February 2026. The objective was to encourage creativity and artistic expression among participants. The programme was coordinated by Mrs Divya Uchil

IT Debate

The SCAN Association organized the "IT Debate" Competition on 24 February 2026. The objective was to enhance participants' knowledge of current trends and issues in the field of Information Technology. The programme was coordinated by Mrs Shruthi K

Toggle Toggle.

The SCAN Association organized the Toggle Toggle Competition on 3 March 2026. The objective was to enhance the participants' presence of mind, quick decision-making ability, and coordination skills. The programme was coordinated by Mrs. Reshmi B R

Acronymix.

The SCAN Association organized the Acronymix Competition on 6 March 2026. The objective was to develop students' ability to interpret and expand IT-related acronyms in a meaningful and innovative manner. The programme was coordinated by Mrs. Shashiprabha Economics Association

Turn coat competition.

The "turn coat" on 17 February 2026. The objective was to enlighten the students about pros and cons on various topics related to current issues of economics. The programme was coordinated by Mrs. Shashikala K.G and Dr. Prasanna Kumar

Best Out of waste.

The Economics Association organised a "Best out of waste" competition on 28 February 2026. The objective was to encourage students to reuse unused products and teach them the importance of resources and their optimum utilisation. The programme was coordinated by Mrs. Shashikala K.G and Dr. Prasanna Kumar.

Knock out and Drag out.

The Economics association organised a "knock out and drag out" competition on 17 March 2026, on the topic " Social media should be banned for under 16. The objective was to enlighten the students on advantages and disadvantages of social media. The programme was coordinated by Dr. Prasanna Kumar T and Mrs. Shashikala K.G

Group Discussion.

The Economics association organised a A Group discussion on 18 March 2026. The objective was to improve the communication skills, team building, confidence and analytical skills etc. The programme was coordinated by Mrs. Shashikala K.G

Essay Writing.

The Business Law association organised "Essay Writing" on the topic "Patent Protection and Innovation" on 18 February 2026. The objective was to provide a platform for participants to enhance their writing skills, develop research ability , critical thinking, and awareness of how patents support entrepreneurship and economic growth. The Programme was coordinated by Mrs. Pooja.

Poster making.

The Business Law association organised a skill enhancement activity “Poster Making” on 06 March 2026. The objective was to enhance students' creativity and visual communication skills. The Programme was coordinated by Mrs. Pooja

Case Analysis.

The Business Law association organised “Case Analysis” on 09 March 2026. The objective was to improve critical thinking and problem-solving skills of the students. The Programme was coordinated by Mrs. Pooja.

Just a Minute.

The Business Law association organized “Just a Minute” on 16 March 2026. The objective was to build confidence in speaking spontaneously and to improve fluency, clarity and presence of mind of the students. The Programme was coordinated by Mrs. Pooja.

Debate

The Business Law association organised “Debate” on 17 March 2026. The objective was to develop logical reasoning and argumentative skills of the students and also encourage students to improve public speaking and persuasive communication. The Programme was coordinated by Mrs. Pooja.

Business Quiz

The Finance Association organised a Business Quiz on 6 March 2026 for the II BBA ‘B’ students. The objective was to enhance students’ knowledge of business concepts, management topics, and current affairs, to develop analytical thinking, quick decision-making skills, and active participation among students. The programme was coordinated by Dr. Sowmya Hegde.

Group Discussion .

The Finance Association organised a Group discussion on 28 February 2026 to enhance students’ communication, teamwork, and listening skills. The objective was to improve students’ confidence, coordination, and communication skills through interactive activities. The programme was coordinated by Dr. Sowmya Hegde.

Case Study.

The Finance Association organized a Case Study Analysis session on Workers Participation Case for the students of I BBA 'A' on 16 March 2026. To provide practical exposure to workforce-related challenges and organizational management issues and to develop students’ analytical and

problem-solving skills by exploring employee management, motivation, productivity. The activity was coordinated by Mrs. Shwetha Y.

Quiz .

The Finance Association organized a quiz on various social media platforms II BBA 'B' Section students on 25 April 2026. The objective was to enhance students' knowledge and engagement regarding digital platforms. The programme was coordinated by Dr. Sowmya Hegde.

Group Discussion .

The Finance Association organized a Group Discussion on "Managing Resistance to Organizational Change" for the students of II BBA 'C' on 8 May 2026. The objective was to enhance students' understanding of organizational change and the challenges associated with its implementation. The programme was coordinated by Mrs. Shwetha Y.

Quiz

The Entrepreneurship Development Cell (EDP Cell) organized a Quiz Competition on 16 March 2026. The objective was to enhance entrepreneurial awareness. . The programme was coordinated by Dr. Supritha R.K.

Treasure Hunt

The Entrepreneurship Development Cell (EDP Cell) organized a Treasure Hunt on 17 March 2026. The objective was to enhance teamwork and problem-solving skills. The programme was coordinated by Dr. Supritha R.K.

Shark Tank (Business Plan Competition)

The Entrepreneurship Development Cell (EDP Cell) organized a Shark Tank (Business Plan Competition) on 18 March 2026. The objective was to develop entrepreneurial and innovative thinking. The programme was coordinated by Dr. Supritha R.K

Caption Writing Competition.

The English association organized a Word Search Activity on 23 February 2026. The objective was to enhance students' vocabulary, spelling accuracy, and quick thinking skills. The programme was coordinated by Ms. Lolita Neeta D'Souza.

Escape Room.

The English Association organized an Escape Room Competition on 23 March 2026 The objective was to enhance students' critical thinking, problem-solving abilities. The programme was coordinated by Ms. Lolita Neeta D'Souza.

Word Search Activity.

The English associate organized a Word Search Activity on 23 February 2026. The objective was to enhance students' vocabulary, spelling accuracy, and quick thinking skills. The programme was coordinated by Ms. Lolita Neeta D'Souza.

Title Writing Competition.

The English association organized a Word Search Activity on 25 February 2026. The objective was to enhance students' vocabulary, spelling accuracy, and quick thinking skills. The programme was coordinated by Ms. Lolita Neeta D'Souza.

Tagline Writing Competition.

On the occasion of International English Language Day, the English Association organized a Tagline Writing Competition for students on 23 April 2026. The Tagline Writing Competition was conducted on the topic "Celebrating the Power of English." The objective of the competition was to encourage students to express their creativity, linguistic skills, and originality through concise and impactful taglines. The programme was coordinated by Ms. Lolita Neeta Dsouza.

Article writing competition.

The Department of English organized an Article Writing Competition on 23 April 2026, titled "The Power of English in a Globalized World." The objective of the competition was to enhance students' writing skills, encourage creative expression, and highlight the importance of English as a global means of communication. The event was coordinated by Cheritha K C.

Case study competition

The English Association organised a case study competition on 4 March 2026. The objective was to enhance analytical skills, improve decision-making skills, and to build professional competence. The programme was coordinated by Mrs. Cheritha K. C.

Role Play competition

The English Association organised a Role Play competition on 3 March 2026. The objective was to enhance communication skills, build confidence, develop creativity, and enhance critical thinking among the students. The programme was coordinated by Mrs. Cheritha K. C

Paheli Competition.

The Hindi Association organized a Paheli Competition on 14 February 2026. The objective was to test students' knowledge, logical thinking, and presence of mind through an interactive question-based puzzle format. The programme was coordinated by Dr. Shalini M and Dr. Jyothi.

Crossword Competition.

The Hindi Association organized a “Crossword Competition on 14 February 2026. The objective was to promote interest in the Hindi language and literature .The programme was coordinated by Dr. Shalini M and Dr.Jyothi.

Patriotic singing.

The Hindi Association organized a Patriotic singing Competition on 6 March 2026. The objective was to encourage patriotism among students and to provide a platform for them to showcase their singing talents through patriotic songs.The programme was coordinated by Dr. Shalini M and Dr.Jyothi.

Debate Competition.

The Hindi Association organized a Debate Competition (वाद-विवाद प्रतियोगिता) on 7 March 2026. The objective was to encourage students to express their views confidently and improve their public speaking and critical thinking skills. The programme was coordinated by Dr. Shalini M and Dr.Jyothi.

3 in 1 Mehandi, Nail Art and Hairstyle.

The Fine Arts Association organised a 3 in 1 Mehandi, Nail Art and Hairstyle competition on 27 February 2026. The objective of the competition was to promote traditional and modern art forms and encourage creativity and self-expression. The programme was coordinated by Mrs. Smitha M. and Ms. Sanjana.

Pencil Sketching.

The fine arts association organised a Pencil Sketching Competition on 13 February. The competition was based on the theme “Mind of a Student” to encourage creative expression and artistic interpretation. The objective was to provide students with a platform to visually express their inner thoughts, enhance creativity, and develop observational and artistic skills.The programme was coordinated by Mrs. Smitha M. and Ms. Sanjana.

Wealth out of Waste.

The fine arts association organised a Wealth out of Waste Competition on 16 February. The objective was to encourage sustainable practices, develop creative thinking, and highlight the importance of waste management through reuse and recycling.The programme was coordinated by Mrs. Smitha M. and Ms. Sanjana.

Inter-Class Singing.

The Fine Arts Association has organised the College Inter-Class Singing Competition on 19 February 2026. The objective of the programme was to provide a platform for students to explore

their creative abilities, build confidence, and promote cultural appreciation. The programme was coordinated by Mrs. Smitha M. and Ms. Sanjana.

Inter-Class Dance.

The Fine Arts Association has organised the College Inter- Class Dance Competition on 19 February 2026. The objective of the programme was to provide a platform for students to explore their creative abilities, build confidence, and promote cultural appreciation. The programme was coordinated by Mrs. Smitha M. and Ms. Sanjana.

Rangoli Competition.

The fine arts association organised a Rangoli Competition on 4 March 2026. The objective was to encourage creativity, teamwork, and appreciation of Indian culture among students. The programme was coordinated by Mrs. Smitha M. and Ms. Sanjana.

Cooking Without Fire Competition.

The fine arts association organised Cooking Without Fire Competition on 6 March 2026. The objective was to encourage creativity, teamwork, and the ability to prepare healthy and innovative dishes without the use of fire. The programme was coordinated by Mrs. Smitha M. and Ms. Sanjana.

Logo Designing Competition.

The Youth Red Cross Unit organized a Logo Designing Competition on 10 March 26. The objective was to encourage creativity, innovation, and design skills among students. The programme was coordinated by Mrs. Parinita and Mrs. Reshmi.

Collage Making.

The Rovers and Rangers Association organized a Skill Enhancement Activity "Collage Making" on 5 March 2026 on the theme "Vivekananda's Vision for Modern India." The objective was to inspire students to understand and creatively express the ideals of Swami Vivekananda, including youth empowerment, national development, education, and social harmony. The programme was coordinated by Dr. Sowmya Hegde.

Poster Making.

The Rovers and Rangers Association organized a Skill Enhancement Activity "Poster Making" on 5 March 2026 on the theme "Role of Youth in Nation Building." The objective was to create awareness among students about the significant contribution of youth towards the progress and development of the nation. The programme was coordinated by Dr. Sowmya Hegde.

Elocution Competition.

The Rovers and Rangers Association organized a Skill Enhancement Activity "Elocution Competition" on 6 March 2026 on the topic "Swami Vivekananda's Message to Youths." The

objective was to develop students' public speaking, communication, and critical thinking skills while inspiring them through the teachings of Swami Vivekananda. The programme was coordinated by Dr. Sowmya Hegde

Consumer Awareness Quiz Competition.

The Consumer Club conducted a skill enhancement activity on "Consumer Awareness Quiz Competition" on 24th February 2026. The objective was to enhance students' awareness of consumer rights and responsibilities, strengthen their understanding of consumer protection laws, and promote informed decision-making as responsible consumers. The programme was coordinated by Mrs. Shwetha Y.

Collage Competition.

The Consumer Club conducted a Consumer Protection "Collage Making" Competition on 3rd March 2026. The objective was to create awareness about consumer rights and consumer protection laws, and to encourage students to express important consumer issues creatively through visual representation. The event was coordinated by Mrs. Shwetha Y.

Poster Making Competition.

The Consumer Club conducted a "Poster Making" Competition on the topic "Know Your Consumer Rights!" on 16th March 2026. The objective was to create awareness among students about consumer rights and consumer protection laws and to encourage them to express important consumer issues creatively through visual representation. The event was coordinated by Mrs. Shwetha Y.

EXTENSION ACTIVITIES

Visit to Hindu Vidyadayinee Sangha.

The Finance Department, organised an extension activity to Hindu Vidyadayinee Sangha on 26 March 2026. Sarisha and Disha of II BBA 'B' briefed the employees on financial literacy. The objective was to create awareness about basic financial concepts, savings, and responsible money management among employees. The programme was coordinated by Dr. Sowmya Hegde.

Visit to S.M.S Traders Urva Store.

The Finance Department conducted an extension activity to S.M.S Traders Urva Stores on 15 May 2026. The objective was to create awareness among traders and customers regarding safe digital payment practices, online transaction security, and fraud prevention measures. The programme was coordinated by Dr. Sowmya Hegde.

Factory visit to UL Granite Co. Talapady.

The Finance Department conducted a Factory visit to “UL Granite Co.” on 15 May 2026. The objective was to observe the granite manufacturing process, quality control measures, and marketing activities of the company. The programme was coordinated by Dr. Sowmya Hegde

Visit to Canara Springs, Mangalore.

The Finance Department conducted an extension activity on the topic “Awareness on Digital Scams” at Canara Springs, Mangaluru, on 22 May 2026. The objective of the programme was to create awareness among factory workers about common digital scams. Students addressed the workers and explained various forms of cyber fraud, their warning signs, and preventive measures. The programme was coordinated by Mrs. Smitha M.

Visit to Krishna Kiran Enterprises, Kasargod.

The Finance department conducted an extension activity at Krishna Kiran Enterprises, Kasargod on 25 May 2026. The objective was to create awareness to educate the workers to protect their financial information from cyber threats and fraud. Krishna and Abhay of III Bcom addressed the workers on Safe online banking practices. The programme was coordinated by Mrs. Smitha M.

Visit to Bharat Aluminium and Allied Seethangoli.

The Marketing Association conducted an extension activity at “Bharath Aluminium and Allied Seethangoli” on 23 May 2026. The objective was to know about the functioning of Bharat Aluminium and to clarify the doubts on marketing activities of the company. The programme was coordinated by Mrs Kavitha Prabhu.

Visit to “The Just Bake shop” Mangalore.

The Marketing Association conducted an extension activity at “The Just Bake shop” Mangalore on 23 May 2026. The objective was to promote industry institution interaction by enabling students to engage with shop staff and suggest effective online marketing platforms and marketing strategies for business growth. The programme was coordinated by Mrs Kavitha Prabhu.

Visit To Animal Care Trust.

The Marketing Association conducted an extension activity at A visit to Local Animal Care Trust, on 6 May 2026. The students created awareness about animal welfare. The objective was to promote empathy and social responsibility. The programme was coordinated by Mrs. Kavitha Prabhu.

Visit to My Mobile Sales and Service.

The HR Department conducted extension activities to “My Mobile Sales and Service” Mangalore on 17 April 2026 by the students of III BBA and I BBA .The objective was to provide students with real-time industry exposure by interacting with employees and understanding customer attraction, service strategies, and the practical application of business concepts. Mrs. Anasuya coordinated the programme

Visit to Decathlon.

The HR Department conducted extension activities to “Decathlon”, Mangalore, on 15th May 2026, by the students of III B.Com .To provide students with real-time industry exposure by enabling them to interact with employees, learn customer attraction and service techniques, and understand effective customer handling practices in a business environment. Mrs. Anasuya coordinated the programme.

Visit to Bata Shoe Store .

The HR Department conducted extension activities to Bata Shoe Store on 1st June 2026, by the students of III B.Com. The objective was to provide students with practical industry exposure by helping them understand customer attraction, quality service delivery, and effective customer-handling techniques through direct interaction with employees. Mrs. Anasuya coordinated the programme.

Visit to Ashoka Vidyalaya , Ashok Nagar, Mangalore.

SCAN Association collaboration with Red Cross Unit conducted an extension activity to Ashoka Vidyalaya , Ashok Nagar, Mangalore on 09 February 2026 .The objective was to educate the school students about how to protect digital devices and online information from unauthorized access, misuse, or harmful activities. And also to promote safe and responsible use of the internet. The programme was coordinated by Mrs.Yogita Patgar.

Visit to Indotech Engineering, Industrial Estate, Industrial Area, Baikampady.

SCAN Association conducted an extension activity at Indotech Engineering, Industrial Estate, Industrial Area, Baikampady, on 25 April 2026 .The objective was to gain insights into the operations and functioning of Industry. The programme was coordinated by Mrs. Yogita Patgar.

Visit to New Tech Industries.

SCAN Association in collaboration with the Rovers and Rangers visited New Tech Industries, Baikampady, on 29 April 2026. The objective was to gain insights into production processes. The programme was coordinated by Mrs. Divya Uchil.

Visit to Chinnara Thangudhama, Bejai, Mangalore.

SCAN Association in collaboration with the Red Cross Unit conducted a visit to “Chinnara Thangudhama”, Bejai, Mangalore, on 2 May 2026 . The objective was providing emotional support and recreation to rescued child labourers and destitute children as part of a service-oriented community outreach programme. The programme was coordinated by Mrs. Sowmya Jyothi.

Visit To Gurucharan.

The Department of Bachelor of Computer Applications (BCA) on 20 April 2026 at Baikampady Industrial Area, Mangaluru. The objective was to provide practical exposure to industrial operations, production processes, management practices, and the application of computer systems in industry.

Visit C IC Ready mix private limited, Mangalore.

SCAN Association in collaboration with Rovers and Rangers conducted an extension at CIC Readymix India Pvt. Ltd., Baikampady, Mangaluru, on 29 April 2026, The objective was to understand the manufacturing process of ready-mix concrete (RMC). The programme was coordinated by Mr. Arun F. Sequeira.

Visit to M/S Shrathi Printers and Publishers Private Limited.

Scan association paid a visit to “M/S Shrathai Printers and Publishers Private Limited,” Baikampady, on 20 April 2026. The objective was to provide students with practical exposure to printing and publishing industry operations while exploring opportunities for technological integration and automation to enhance organizational efficiency and productivity. The programme was coordinated by Mrs. Shashiprabha

Visit to Sevashrama.

The scan association organised an extension visit to “Sevashrama Sevabhava Trust”, Deralakatte, on 29 April 2026. The objective was to create awareness among students about social responsibility by interacting with and engaging elderly residents through meaningful activities that promote care, compassion, and community service. The programme was coordinated by Mrs. Shashiprabha

Visit local Tattoo studios.

The Economics Association conducted an extension visit to local tattoo studios on 22 April 2026 to create awareness on Digital Payments & Financial Safety and explained the safe usage of digital payment platforms such as Google Pay and PhonePe, highlighting common frauds like QR code scams, and OTP misuse. The main objective was to educate customers and staff about secure transaction practices and to promote confidence in using digital payment systems safely. The programme was coordinated by Mrs. Shashikala K.G

Visit to “Shakthi Jewellers”, Mangalore.

The Economics Association organised an extension visit to “Shakthi Jewellers”, Mangalore on 7 May 2026 to create awareness on Consumer Rights. Students explained the importance of checking BIS Hallmark certification while purchasing gold ornaments, understanding price transparency, and requesting proper bills and invoices during transactions. The objective was to educate customers and staff about consumer awareness, responsible spending habits, and safe financial practices while purchasing jewellery. The programme was coordinated by Mrs. Shashikala K.G.

Visit to Kakunje Polypacks.

The Economics Association conducted a factory visit on 9 May 2026 for I BBA students at “Kakunje Polypacks,” Baikampady Industrial Area, Mangaluru. The main objective was to provide students with practical knowledge regarding the manufacturing process of polyethylene films, bags, rolls and sheets, along with insights into production activities, quality control, packaging procedures and business operations. The programme was coordinated by Mrs. Shashikala K.G.

Visit to Suchi Ruchi Foods.

The Economics Association conducted a factory visit on 26 May 2026 for I BBA ‘C’ students at “Suchi Ruchi Foods”, Mangaluru. The main objective of the visit was to provide students with practical knowledge regarding food processing, packaging activities, quality control measures and business operations followed in the food manufacturing industry. The programme was coordinated by Mrs. Shashikala K.G.

Visit to Nilgiris Supermarket, Mangalore.

The Business Law Department conducted an extension visit to Supermarket, Mangalore, on 01 June 2026. The objective was to provide students with practical exposure to business operations, legal compliance, and emerging trends in the retail sector to enhance students’ understanding of business laws while encouraging knowledge exchange between academia and industry. The activity was coordinated by Mrs. Sanjana.

Visit to Blossom Gift Store, Mangalore.

The Business Law Department organized an extension activity at “Blossom Gift Store”, Mangalore, on 02 June 2026 . The objective was to provide students with practical exposure to retail business operations, customer relationship management, and marketing strategies in the gift industry to enhance their understanding of inventory management, customer satisfaction, ethical business practices, and industry-academia interaction through real-world learning experiences. The activity was coordinated by Mrs. Sanjana.

Visit to DKZP Government Higher Primary School .

The Commerce Department conducted an extension visit to “DKZP Government Higher Primary” School, Attavara on 14 march 2026. The objective was to engage school children in interactive learning activities that enhance their basic knowledge, communication skills, and active participation. The programme was coordinated by Mrs. Pooja.

Visit To Dakshina Kannada District Co-Operative Milk Producers & Societies.

The Department of Commerce conducted an extension visit to Co-operative Milk Producers & Societies; Union Limited (Nandini Mangalore Dairy) on 16 March 2026. The objective was to provide students with practical exposure to dairy industry operations. The programme was coordinated by Mrs. Pooja.

Visit To Kalbavi Consumer Foods Pvt Ltd.

The Department of Commerce conducted an extension visit to Kalbavi Consumer Foods Pvt. Ltd. Factory., on 7 March 2026. The objective was to provide students with practical exposure to industrial operations. The programme was coordinated by Mrs. Pooja.

Visit to School Book Company, Mangalore.

On the occasion of International English Language Day and World Book Day, the English Association of SDM College of Business management organized an Extension Activity on 23 April 2026, at School Book Company, Mangalore .The objective was to gain insights into book selection, publishing trends, and the importance of reading beyond the classroom. The programme was coordinated by Ms Lolita Neeta Dsouza.

Visit To Book Exhibition At City Centre Mall.

The Department of English, organized a visit to a Book Exhibition at City Centre Mall on 04 March 2026 for the students of I Bcom. The objective of the visit was to cultivate reading habits among students and to expose them to a wide range of literary genres, academic resources, competitive exam materials, and contemporary publications. The programme was coordinated by Ms. Lolita Neeta D’Souza.

Visit to St Peter Higher Primary School.

The Kannada Department conducted an Extension visit to “St Peter Higher Primary School”, Kottara Chowki, on 4 March 2026. The objective was to create awareness among the children about the importance of Kannada language. The programme was coordinated by Mrs Jeevitha D.

Visit to “Fish Market”.

The Kannada Department conducted an Extension activity at “Fish Market”, State bank on 21 May 2026 to create awareness on Digital payment. The objective was to encourage the fisher women vendors to use this facility to make their work easy. The programme was coordinated by Mrs Jeevitha D.

Visit to Ashoknagara School, Mangalore.

The Hindi Department conducted an extension activity at “Ashoknagara School”, Mangalore on 14 May 2026. The objective was to promote awareness, communication skills, and educational values among school students through meaningful academic and cultural activities. The programme was coordinated by Dr.Jyothi.

Visit to Better Life Old Age Home.

The Hindi Department paid a visit to “Better Life Old Age Home,” Mannagudda, on 28 May 2026, as a part of community welfare and social responsibility activities. The objective was to promote compassion, social responsibility, and meaningful interaction with senior citizens by spreading care, respect, and emotional support among the residents of the old age home. The programme was coordinated by Dr.Shalini M

DKZP Higher Primary school. Bejai , Kapikad

The Fine arts association conducted an extension activity at DKZP Higher Primary school. Bejai , Kapikad on 28 February 2026. The objective of the visit was to share knowledge, develop social responsibility among students and leadership. The Programme was coordinated by Mrs. Smitha M and Ms.Sanjana.

Visit to Arto Interior Manufacturers.

The Youth Red Cross unit conducted an extension activity at “Arto Interior Manufacturers,” Seethangoli, Kannur on 23 May 2026 to sensitize the workers about hygiene, health, and workplace safety measures. The objective was to create awareness among workers about personal hygiene, sanitation, workplace safety, and accident prevention measures. The programme was coordinated by Mrs. Parinita Salian.

Visit to Better Life Old Age Home, Mangalore.

The Rovers and Rangers Association conducted an extension activity at Better Life Old Age Home, Mangalore, on 16 April 2026. The objective was to create awareness about maintaining physical and mental well-being among the elderly. The programme was coordinated by Dr. Sowmya Hegde

Health and Hygiene Awareness .

The Rovers and Rangers Association conducted an extension activity at Health and Hygiene at State Bank, Mangalore on 18 March 2026. The objective was to create awareness about personal hygiene. The programme was coordinated by Dr. Sowmya Hedge.

Visit to DKZP Government High School, Attavara .

The Consumer Club conducted an extension activity at Dakshina Kannada Government School, Attavara, on 7 February 2026 as part of the consumer education short-term course. The objective was to create awareness among school children about basic consumer rights and responsibilities. The programme was coordinated by Mrs. Shwetha Y.

Visit to Virkshan Management, Kodialbail.

The Consumer Club students an extension activity at Vrikshan Management, an Event Management Company , Kodialbail on 13th February 2026 as part of the Consumer Education Short-Term Course. The objective was to create awareness among employees about basic consumer rights, duties, and ethical consumer practices. The programme was coordinated by Mrs. Shwetha Y.

Visit to Ladyhill Higher Primary School, Ladyhill.

The Consumer Club conducted an extension activity at Ladyhill Higher Primary School, 18th February 2026 wherein the students of Final BBA and B.Com organized a Consumer Education and Awareness Programme. The objective was to create awareness among school children about basic consumer rights and responsibilities. The programme was coordinated by Mrs. Shwetha Y.

Visit to Kateleshwari General Stores, Hosabettu.

The Consumer Club conducted an extension activity at Kateleshwari General Stores, Hosabettu, on 23rd March 2026. The objective was to create awareness among shopkeepers and the general public about consumer rights, responsibilities, and fair-trade practices. The programme was coordinated by Mrs. Shwetha Y.

BOOK & VIDEO REVIEW

“The Saint, the Surfer, and the CEO”

The Marketing Department conducted a book review on the book title, “The Saint, the Surfer, and the CEO” by Robin Sharma on 28 March 2026. Laxmitha of III BBA “B” reviewed the book . The

objective was to inspire individuals to achieve personal growth. The programme was coordinated by Dr. Chaitra C Bhat.

Stay Hungry Stay Foolish.

The Business Law Department organised a book review on the book titled “Stay Hungry Stay Foolish” authored by Rashmi Bansal on 7 April 2026 .Dhanya of II BBA ‘A’ reviewed the book for II BBA students. The objective was to inspire students and young readers to pursue their passions.The programme was coordinated by Mrs. Sanjana.

Connect the Dots.

The Business Law Department organised a book review activity on a book titled “Connect the Dots” authored by Rashmi Bansal on 10 April 2026 .Poorvi of II BBA ‘C’ reviewed the book for II BBA students.The objective was to upgrade students about self-confidence.The programme was coordinated by Mrs. Sanjana.

STUDENT ACHIEVEMENTS

- *Manasi M Kini of III BBA ‘A’ have been placed at South Indian Bank as Probationary Customer Service Associates*
- *Karthik B of III BCA ‘A’ have been selected at Deloitte USI as an Associate Analyst*
- *Bhoomika of III BCA ‘B’ have been selected as Business Development Executive a TECHNGLOBAL, Mangalore*
- *Threasha G, a NSS volunteer, represented Mangalore University at the State Level NSS Youth Festival held from 23rd to 27th March 2026 at Karnataka State Akkamahadevi Women’s University, Vijayapura. Mangalore University won the Overall Championship.*
- *NSS students participated and won the Overall Championship at SRUJANA – 2026, organized by the National Service Scheme (NSS), Canara College (Autonomous), Mangaluru, held on 26 March 2026.*

ACADEMIC

- *Ms. Nihira Kulkarni of III BBA C along with Mrs. Shwetha Y, Assistant Professor presented a paper titled “Exploring the relationship between Social Media Engagement on Consumer Behaviour ” in Two day National conference on “Indian Knowledge System : Driven by glorious past, Promising Present and Designed for bright Future” held at SDM*

College of business Management post Graduate centre for management studies and Research, Mangalore on 1st August 2025.

- *Ms Pavitra Baliga under the Guidance of Mrs. Shwetha Y, Assistant Professor Presented a Paper titled “Gig Economy and Flexible Work Models: A Study on Student Participation, Academic Balance, and Income Generation” in One Day state level Conference and Research paper Presentation Contest “Virtual Vistas of Bharat: Unlocking India's creative Capital through Digital Twins and smart Business Strategies on 28th April 2026 held at Canara College (Autonomous)*
- *Ms. Ankitha Rao under the Guidance of Mrs. Shwetha Y, Assistant Professor presented a paper titled “AI-Assisted Visual Decision Making: The Role of Image Uploads in Skincare and Outfit Selection among Gen Z” in One day National conference on “Synergising AI and Industry 5.0: Human-Machine Collaboration for a Smarter Future” on 30th April, 2026 held at SDM Post Graduate Centre for Management Studies and Research, Mangaluru.*
- *Ms Pavitra Baliga under the Guidance of Mrs. Shwetha Y, Assistant Professor Presented a Paper titled “AI, Academics and Earnings: Student Engagement Economy” in One day National conference on “Synergising AI and Industry 5.0: Human-Machine Collaboration for a Smarter Future” on 30th April, 2026 held at SDM Post Graduate Centre for Management Studies and Research, Mangaluru and secured first Place for Best Student Research Paper at the same conference.*
- *Ms Pavitra Baliga under the Guidance of Mrs. Shwetha Y, Assistant Professor Published a paper on topic “Gig Economy and Flexible Work Models: A Study on Student Participation, Academic Balance, and Income Generation” in International Journal Research Publication Analysis on 06-05-2026 in Volume 2, Issue 5 of May 2026 with ISSN 2456-9995 with Impact factor 5.949. DOI: <https://doi-doi.org/101555/ijrpa.9092>*
- *Mr Trisha, III BBA C, secured third place in the Consumer Education Short-Term Course held on 23rd May 2026. held by the District Federation of Consumer Organisations (R) Dakshinna Kannada, Mangalore.*

- *SDM College of Business Management, Mangalore, secured third place as the best college in the district-level Annual Performance Appraisal held by District Federation of Consumer Organisation (R), Dakshinna Kannada, Mangalore held on 23 May 2026..*
- *Mr. Shridhar Kamath, of III BCA B Section, Participated in the national conference on “Synergising AI and Industry 5.0 : Human - Machine Collaboration for a Smarter Future” and Presented a Research Paper titled “ Artificial Intelligence in Finance: Enhancing Fraud Detection and Compliance” On 30 April 2026 organized by SDM College of Business Management Postgraduate centre for Management Studies and Research ,Mangaluru.*
- *Ms. Deepakashi of III BCA ‘A’ Section participated in the National Conference on “Synergising AI and Industry 5.0: Human–Machine Collaboration for a Smarter Future” and presented a research paper titled “Beyond Automation: An Empirical Study on the Impact of AI–Human Integration on Customer Experience Quality” on 30 April 2026.*
- *Shrujan Rajesh of II BBA C under the Guidance of Ms.Sanjana, Assistant Professor, Participated in and Presented a research paper titled “The AI Touch: Turning Browsers into Buyers” at the National Conference on “Synergising AI and Industry 5.0: Human-Machine Collaboration for a Smarter Future” organised by SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangalore on 30 April 2026, and secured Third Place for Best Research Paper at the same conference.*
- *Abhiram S of III BBA C under the Guidance of Ms.Sanjana, Assistant Professor, Published paper titled ‘Integrating Ayurveda’s Panchakosha Framework in Employee Wellness Programs: Perceptions from HR Managers’ in the Journal of Management Studies and Academic Research (ISSN: 2455 4960) - Issue 11, volume 11, March 2026.*
- *Mr. Keerthan, III BCA ‘B’ and Mr. Rohan Bhandary of III BCA ‘A’ under the guidance of Mrs. Shashiprabha presented a research paper titled “Machine Learning in Industry 5.0: Enhancing Human-Machine Collaboration for a Smarter Future” at the national conference on “Synergizing AI and Industry 5.0: Human-Machine Collaboration for a Smarter Future” organized by SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangalore on 30 April 2026.*

FEST QUEST

Fest Forum

- *Chanakya Neeti fest organised by AJ Institute of Management on 26th February 2026*

<i>Shynel Sequeira & Disha</i>	<i>III BBA B II BBA B</i>	<i>Ist Place In Marketing</i>
<i>Amrita & Srujan</i>	<i>I BCom II BBA C</i>	<i>I Place In HR</i>
<i>Shreyank & Prajwal</i>	<i>III BBA C</i>	<i>II Place In Quiz</i>
<i>Overall Runners</i>		

- *Imperia fest organised by Sham Institute\Mangalore University on 23rd February*

<i>Harsha And Shreyas</i>	<i>I BBA B</i>	<i>I Place In Reel Making</i>
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- *Edify fest organised by Manel Srinivas Nayak institute of management [MSNIMS]*

<i>Chirantan And Anvith</i>	<i>I BBA B</i>	<i>I Place In HR\PR</i>
<i>Mehul And Deepak</i>	<i>I BBA C</i>	<i>II Place In Marketing</i>
<i>Jeethesh & Ganapathy</i>	<i>III BCOM III BBA</i>	<i>I Place In Finance</i>

- *Sangama fest organised by SCS first grade college on 25th march*

<i>Ankitha</i>	<i>III BBA B</i>	<i>I Place In Best Entrepreneur</i>
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<i>Abhishek, Laxmisagar & Laxmikanth</i>	<i>II BCOM II BBA C II BBA C</i>	<i>II Place In BMT</i>
<i>Shreyank & Sai Prajwal</i>	<i>III BBA C</i>	<i>I Place In Quiz</i>
Overall Runners		

- *Magma fest organised by Srinivas College on 25-26th march*

<i>Pavitra & Siddanth</i>	<i>III BCOM</i>	<i>I Place In Marketing</i>
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- *Enthusia fest organised by Alvas College on 5-6th march*

<i>Abhishek & Laxmisagar</i>	<i>II BCOM II BBA C</i>	<i>II Place In Event Management</i>
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- *Commercia fest organised by Canara College on 23-24th march*

<i>Dhanya & Disha</i>	<i>II Ba[Hrd] II BBA B</i>	<i>II Place In Marketing</i>
<i>Laxmisagar & Abhishek</i>	<i>II BBA C II Bcom</i>	<i>II Place In HR\PR</i>

- *Scintillate fest organised by SDM Law College on 11th April*

<i>Sharvari & Pavitra</i>	<i>III BBA A III Bcom</i>	<i>II place in marketing</i>
<i>Laxmikanth & Ganapathy</i>	<i>II BBA C III BBA C</i>	<i>II place in finance</i>

- *Exuberance fest organised by Shree Devi College on 22nd April*

<i>Abhiram</i>	<i>III BBA C</i>	<i>I place in Best Manager</i>
<i>Laxmikanth & Ganapathy</i>	<i>II BBA C III BBA C</i>	<i>I place in finance</i>
<i>Siddhanth & Pavitra</i>	<i>III Bcom</i>	<i>II place in Marketing</i>
<i>Shanvitha & Sharvari</i>	<i>III Bcom III BBA A</i>	<i>II place in Hr/pr</i>
<i>Overall winners</i>		

- *Ventura fest organised by SDM College Ujire on 4th April*

<i>Abhiram, Siddanth & Laxmikanth</i>	<i>III BBA C III Bcom II BBA C</i>	<i>I Place In BMT</i>
<i>Laxmisagar & Abhishek</i>	<i>II BBA C II Bcom</i>	<i>II Place In Event Management</i>
<i>Gautham & Manya</i>	<i>III BBA B II BCOM</i>	<i>I Place In Face Painting</i>

- *Digantha fest organised by Govinda Dasa College on 23rd April*

<i>Laxmikanth & Abhiram</i>	<i>II BBA C III BBA C</i>	<i>I place in finance</i>
<i>Siddhanth & Pavitra</i>	<i>III Bcom</i>	<i>I place in marketing</i>
<i>Laxmikanth & Abhiram</i>	<i>II BBA C III BBA C</i>	<i>II place in finance</i>
<i>Overall runners</i>		

- *Equinox fest organised by Mangalore University College on 9th may*

<i>Abhishek ,</i>	<i>II Bcom</i>	<i>2nd place in best management team</i>
<i>Ankitha</i>	<i>III BBA B</i>	
<i>Laxmisagar</i>	<i>II BBA C</i>	
<i>Overall winners</i>		

- *Zephyr fest organised by St. Joseph College on 6th may*

<i>Jeethesh & Gananpathy</i>	<i>III Bcom</i> <i>III BBA C</i>	<i>I place in finance</i>
<i>Abhiram</i>	<i>III BBA C</i>	<i>I place in best manager</i>
<i>Pavitra & Siddhanth</i>	<i>III Bcom</i>	<i>II place in marketing</i>
<i>Overall winners</i>		

- *Spark fest organised by Swastika National Business School on 5th may*

<i>Sai prajwal & shreyank</i>	<i>III BBA C</i>	<i>I place in Quiz</i>
<i>Ankitha</i>	<i>III BBA B</i>	<i>Best HR</i>
<i>Overall winners</i>		

- *Shreshta fest organised by SDM PG College on 7th may.*

<i>Shynel</i>	<i>III BBA B</i>	<i>I place in Bmt</i>
<i>Abhishek</i>	<i>II Bcom</i>	
<i>Laxmisagar</i>	<i>II BBA C</i>	
<i>Dhanya & Prathik</i>	<i>II Ba [Hrd]</i> <i>I BBA C</i>	<i>II place in marketing</i>

<i>Jeethesh & Ganapathy</i>	<i>III Bcom III BBA C</i>	<i>I in finance</i>
<i>Laxmikanth & Nireksha</i>	<i>II BBA C I BBA A</i>	<i>II in finance</i>
Overall winners		

- *Astrix fest organised by AJ Institute of management and technology on 15-16th may*

<i>Laxmikanth & Jyesta</i>	<i>II BBA C I Bcom</i>	<i>I Place in finance</i>
Overall runners		

Fine Arts Association

- *Participated in IMPERIA FEST organised by Mangalore university Mangalore on 23rd and 24th of February 2026 and won the following prizes*

Group dance I place

Reel making I place

- *Participated in AGNESIA 2026 FEST organised by St. Agnes College Mangalore on 24th and 25th of February 2026 and won*

Group dance I place

- *Participated in RANGNOK NIGMA FEST organised by Dr NSAM first grade college on 25th and 26th of February 2026 and won*

Best out of waste I place

- *Participated in SHRIYANS FEST organised by Shrinivas institute of technology Mangalore on 26th and 27th of February 2026 and won*

Group dance I place

- *Participated in ENTHUSIA 2026 FEST organised by Alvas college, Moodabidri on 6th of March 2026 and won*

Group singing I place

- *Participated in ZEPHYR 2026 FEST organised by St. Joseph Engineering College Mangalore on 6th of March 2026 and won*

Fashion walk II place

Reel making II place

- *Participated in MAGMA 2026 FEST organised by Srinivas university on 25th and 26th of March 2026 and won*

Group dance I place

Fashion walk II place

Gully cricket II place

Reel making II place

- *Participated in YOUTHOPIA 2026 FEST organised by Govt. First grade college, Haleyangadi on 25 and 26 of March 2026 and won*

- *Participated in AURA 2026 FEST organised by Shri Devi College Ballalbhag Mangalore on 22nd of March 2026 and won **OVERALL CHAMPIONSHIP** along with following prizes*

Reel making I place

Face painting I place

- *Participated in AAKAR 2026 FEST organised by AJ Institute of Engineering & Technology Mangalore from 23rd to 25th of April 2026 and won*

Solo dance (Eastern) II place

- *Participated in DIGANTHA 2026 FEST organised by Govinda Dasa College, Surathkal on of April 2026 and won **RUNNERS CHAMPIONSHIP** along with following prizes*

Fashion show I place

Face painting I place

Group singing I place

Street play I place

Group dance I place

All rounder I place

- *Participated in SPARK 2K26 FEST organised by Swasthika National Business School, Mangalore on 5th May 2026 and won **OVERALL CHAMPIONSHIP** along with following prizes*

Group dance I place

Street play I place

Reel Making II place

Mad Ad I place

SPORTEOUS

Individual achievements

- *Aishwarya of III BCA won Gold Medal in senior state federation Kabaddi Championship Held at Bangalore from 31-01-2026 to 1-02-2026 Representing Dakshina Kannada District*
- *Samridh of III BCOM won Runners in senior state federation Kabaddi Championship Held at Bangalore from 31-01-2026 to 1-02-2026 Representing Dakshina Kannada District*

- *Dhayan of I BBA C won Runners in senior state federation Kabaddi Championship Held at Bangalore on 31-01-2026 to 1-02-2026 Representing Dakshina Kannada District*
- *Rhean Alric of III BBA Participated in Inter University Cricket Tournament Held At JSS Science and Technology University ,Mysuru from 27-01-2026 to 03-02-2026*
- *Supreeth Kumar of II BBA Participated in Inter University Cricket Tournament Held At JSS Science and Technology University ,Mysuru from 27-01-2026 to 03-02-2026*
- *Tharun Shetty of III BCA Participated in Inter University Cricket Tournament Held At JSS Science and Technology University ,Mysuru from 27-01-2026 to 03-02-2026*
- *H Ibrahim Masroor of II BCOM Participated in Inter University Cricket Tournament Held At JSS Science and Technology University ,Mysuru from 27-01-2026 to 03-02-2026*
- *Nayan P Suvarna of I BCOM Participated in Inter University Cricket Tournament Held At JSS Science and Technology University ,Mysuru from 27-01-2026 to 03-02-2026*
- *Jeron of I BCOM Participated in 7th state level Junior Netball Championship Held at Davangere on 7 & 8 Feb 2026 got bronze Medal*
- *Saurav of I BBA A Participated in 7th state level Junior Netball Championship Held at Davangere on 7 & 8 Feb 2026 got bronze Medal*
- *Anish S Nair of III BCA A Participated in inter University South West zone Karate Tournament Held at Sage University Bhopal from 17-03-2026 to 21-03-2026*
- *Jeethesh A of III BCOM Participated in inter University South West zone Karate Tournament Held at Sage University Bhopal from 17-03-2026 to 21-03-2026*
- *Bhavish Poojary of II BA HRD Participated in inter University South West zone Karate Tournament Held at Sage University Bhoopal from 17-03-2026 to 21-03-2026*
- *Samyuth M Nair of III BAHRD Participated in inter University South West zone Karate Tournament Held at Sage University Bhoopal from 17-03-2026 to 21-03-2026*
- *Shravan Rai of II BBA A Participated in South Zone Inter University Handball Championship Held At Vellore Institute Of Technology,Vellore from 17-03-2026 to 21-03-2026*

- *Bhavish of II BAHRD Participated in All India Inter University Karate Championship Held at Dibrugarh University, Assam from 6th to 9th April 2026*
- *Jeethesh of III BCOM Participated in All India Inter University Karate Championship Held at Dibrugarh University, Assam from 6th to 9th April 2026*
- *Kushi S Gatty Won Gold medal In state Level Power lifting Competition Held At Mangalore from 01-05-2026 to 03-05-2526*
- *Inter university karate coaching camp of Mangalore University was successfully organized by SDM college of business management from 4th march 2026 to 14th march 2026.*
- *Participated Mangalore University Inter Collegiate Power lifting Men and Women Held at Roshni nilaya College Mangalore On 20 & 21 March 2026 Women Team Overall Third Place Pratham Bangera I BCOM Silver medal, Kushi S Gatty Silver Medal , Chuhana A V III BCOM Silver medal .*
- *Participated Mangalore University Inter Collegiate Weightlifting Men and Women Held At Alvas College of physical education on 27 and 28 April 2026 Men team Overall Runners up position and women team overall IV place.*
 - *Men team*
 - Pratham Bangera I BCOM Gold Medal*
 - Sathwik II BAHRD Bronze Medal*
 - Swasthik I BBA Bronze Medal*
 - Srujan I MBA Silver Medal*
 - Anvish Rai I MBA Bronze Medal*
 - *Women team*
 - Chuhan A V III BCOM Silver Medal*
 - Kushi Gatty III BBA Bronze Medal*
 - Anvitha III BBA Bronze Medal*
 - Raksha II MBA Bronze Medal*

Poorvi K Shetty IV th place

- *Mangalore University Inter Collegiate Mangalore Zone Cricket Tournament Men Held At University Campus Konaje On 24 April 2026 our Team Runners up EShan I BCOM Best bowler Saathwik Moolya I BCA Best batsmen.*
- *Participated Mangalore University Inter Zone Cricket Tournament held at SMS College Brahmavara on 23-05-2026 and 24-05-2026 our team was Runners Up*
- *Participated Mangalore University Inter Collegiate throw ball Women Tournament Held At University campus Konaje On 19-05-2026 to 20-05-2026*
- *Participated Mangalore University Inter Collegiate Netball Men and women Tournament Held at University Campus Konaje on 19-05-2026 our team won Men III Place and Women IV Place*

FACULTIES EXCELLENCE ACHIEVEMENTS

Teaching Faculties

Mrs. Divya Uchil

- *Participated in the One Day Faculty Development Program on “Modern Cloud Infrastructure :IaaS, PaaS and SaaS organised by the Department of MCA ,Viswam Engineering College on 17 February 2026*
- *Published a Paper titled "A Comparative Insights into Machine Learning Frameworks with a Security-Optimized Face Recognition Algorithm" in the International Journal of Research Publication and Reviews with the ISSN Number ISSN 2582-7421 on 15 March 2026 , Volume 7 Issue 3*
- *Participated in the national conference on “Synergising AI and Industry 5.0 : Human - Machine Collaboration for a Smarter Future” and Presented a Research Paper titled “ Artificial Intelligence in Finance: Enhancing Fraud Detection and Compliance“ On 30 April 2026 organized by SDM College of Business Management Postgraduate centre for Management Studies and Research ,Mangaluru.*

- *Participated in the One Day Faculty Development on “Generative AI for Teaching” organised by the Department of Commerce ,RAAK Arts and Science College, Villupuram, held on 22 May 2026*

Mrs. Smitha M.

- *Attended Faculty Knowledge Sharing Program -2025 on “ Basics of Econometric Modelling” organized by IBS , Bangalore at Hotel Deepa Comforts, Mangalore on 30 th August 2025*
- *Appointed as the Chairperson of BOE BA(HRD) by Mangalore University*
- *Attended BOS meeting of Department of Business Administration , SDM College (Autonomous) Ujire*
- *Participated and presented a research paper on "Attitude towards digital payment among Youth" in the Two-Day International Conference on “Innovation, Resilience and Sustainability of Business for Viksit Bharat @ 2047” organized by the Department of Post-Graduate Studies and Research in Commerce, Mangalore University, held on 23rd & 24th April 2026.*
- *Published a research paper titled “Digital Payments and Sustainable Coastal Development: Attitudes of Youth Towards Financial Technology” in the International Journal of Research Publication and Reviews (IJRPR), an international peer-reviewed journal (ISSN: 2582-7421) with an Impact Factor of 6.844. The paper was accepted for publication in Volume 7, Issue 5, on 01 June 2026.*

Mrs. Jeevitha D.

- *Attended one day online National seminar “Kuvempu Vaicharikate” organized by Vishwa Manava Samskritika academy (R), Benagaluru and Akhila Bhaarata Sharana Sahitya Parishattu, New Delhi o 8 February 2026.*

- *Attended 7 days National Level online FDP programme from 16th to 23 February 2026 on the Topic “ಸಾಹಿತ್ಯ ಬೋಧನೆಯಲ್ಲಿ ತಂತ್ರಜ್ಞಾನ” organized by Kristu Jayanti, Bengaluru. School of Humanities and Social Sciences in association with Kannada Department, Mumbai University, Mumbai.*
- *Participated in Three day National Level Virtual Faculty Development Program on “Intellectual Property Rights” held from 10 to 12 March 2026, organized by Government First Grade College, Peenya, Bengaluru.*
- *Participated in one day National Faculty and Research Skill Development Programme (FRDP) conducted online on Monday, 16th March 2026, as part of Aniketana Lecture series, on the theme: “ Literature as a Living Force in Shaping Moral and Cultural Traditions” organized by St Joseph's University, Bengaluru.*
- *Attended one day online National seminar “Kuvempu Vaicharikate” organized by Vishwa Manava Samskritika academy (R), Benagaluru and Akhila Bharata Sharana Sahitya Parishattu, New Delhi on 29th March 2026.*
- *Attended one day online Inter National seminar on “Basavanna mattu Kuvempu” organized by Vishwa Manava Samskritika academy (R), Benagaluru and Akhila Bharata Sharana Sahitya Parishattu, New Delhi on 19th April 2026.*

Mr. Arun Francis Sequeira

- *Participated in a one-day Faculty Development Program (FDP) on “Modern Cloud Infrastructure: IaaS, PaaS and SaaS” organized by the Department of MCA, Viswam Engineering College, Ananthapuramu on 17-02-2026.*
- *Participated in five-days Faculty Development Program (FDP) on “Mastering Git and Introduction to Devops” organized by the Department of Computer Science, Mahatma Gandhi Memorial College, Udupi from 16-02-2026 to 20-02-2026.*
- *Participated in Three Days Online Workshop on “Research Methodology and Data Analysis - A Smart Learning” organized by Star International Foundation for Research and Education from 05-02-2026 to 07-02-2026.*

- *Participated in a three-day National Level Faculty Development Program (FDP) on “Intellectual Property Rights” organized by the IQAC, Government First Grade College, Peenya, from 10-03-2026 to 12-03-2026.*
- *Published a paper titled “Human Computer Interaction using Gesture Recognition: A Comprehensive Study” in Volume 7 Issue 3 of International Journal of Research Publication and Reviews (IJRPR) ISSN 2582-7421 on 11-03-2026.*
- *Attended Mangalore University Board of Examiners Meeting at Besant Women’s College, Mangalore from 23-04-2026 to 25-04-2026.*
- *Participated in five days National Level online Faculty Development Programme titled “Next-Gen Research and Management Skills” organized by Seshadripuram Academy of Business Studies held from 21-04-2026 to 25-04-2026.*
- *Participated in one-day National Conference “Synergising AI and Industry 5.0: Human-Machine Collaboration for a Smart Future” and presented a paper titled “Human Behavior as a Cyber Security Risk: The Growth of Social Engineering Attacks” organized by SDM College of Business Management Post graduate centre for Management Studies and Research, Mangalore on 30-04-2026.*
- *Participated in one-day National Level Online Faculty Development Programme titled “Generative AI for Teaching” organized by Department of Commerce, RAAK Arts and Science College, Villupuram, Tamil Nadu held on 22-05-2026.*

Mrs. Gayathri K.

- *Invited as a resource person for one-day syllabus workshop on Fourth semester BBA (SEP) of Mangalore University for the subject “Corporate Accounting II”, held on 14 February 2026 organised by IQAC and Department of Commerce and Management, P.A. First Grade College in association with FOBMAT, Mangalore at P.A. First Grade College.*
- *Participated in one-day Workshop on “IV Semester B.Com courses” organized by MUCTA in collaboration with Milagres College, Hampankatta, Mangalore on 21 February, 2026*

- *Participated in Three-Days National Level Virtual FDP on "Intellectual Property Rights" organised by Government First Grade College, Peenya, Bangalore from 10.3.26 to 12.3.26.*
- *Presented a research paper titled "A study on Employee Engagement with reference to Female Employee in IT Companies in India" at the Two-Day International Conference on "Innovation, Resilience and Sustainability of Business for Viksit Bharat @2047", held on 23rd and 24th April 2026 and organized by Mangalore University.*
- *Published paper titled "Digital payment and Sustainable Costal Development: Attitude of Youth towards Financial Technology" in International Journal of Research Publication and Review, Volume 7, Issue 5, dated 1.06,2026*

Mr. Thilakraj G.

- *Published a research paper titled "Influence of Information Sources on Health Insurance Knowledge and Adoption among College Teachers in Dakshina Kannada" in the International Journal of Research Publication and Reviews (IJRPR), Volume 7, Issue 5, May 2026, pp. 4574–4580, ISSN: 2582-7421. DOI: <https://doi.org/10.55248/gengpi.07.0526.a1224>*
- *Published a research paper titled "Determinants of Health Insurance Penetration and Its Impact on Economic Resilience in India: A Secondary Data Analysis" in the International Journal of Research Publication and Reviews (IJRPR), Volume 7, Issue 5, May 2026, pp. 4581–4587, ISSN: 2582-7421. DOI: <https://doi.org/10.55248/gengpi.07.0526.a1223>*
- *Published a research paper titled "Assessing Awareness and Satisfaction Towards Health Insurance: An Empirical Study in Mangaluru City, Karnataka" in the Journal of Management Studies and Academic Research (JMSAR), Issue 7, ISSN: 2455-4960.*
- *Presented a research paper titled "Influence of Information Sources on Health Insurance Knowledge and Adoption among College Teachers in Dakshina Kannada" at the National Conference-2026 on "Synergising AI and Industry 5.0: Human-Machine Collaboration for*

a Smarter Future”, held on 30 April 2026 and organized by SDM College of Business Management, Post Graduate Centre for Management Studies & Research, Mangalore.

- *Presented a research paper titled “Determinants of Health Insurance Penetration and Its Impact on Economic Resilience in India: A Secondary Data Analysis” at the Two-Day International Conference on “Innovation, Resilience and Sustainability of Business for Viksit Bharat @2047”, held on 23rd and 24th April 2026 and organized by Mangalore University.*
- *Invited as a Resource Person for one-day syllabus revision workshop on SEP IV Semester BBA of Mangalore University for the subject "Security Analysis and Portfolio Management" on 14th February 2026 held at PA College Nadupadavu, Mudipu.*

Mrs. Renuthakshi K

- *Attended 7 days National online FDP programme from 16th to 23rd February on the topic ಸಾಹಿತ್ಯ ಬೋಧನೆಯಲ್ಲಿ ತಂತ್ರಜ್ಞಾನ organised by Kristhu Jayanti Bengaluru, School of Humanities and Social Sciences in Association with Kannada Departement, Mumbai University.*
- *Presented paper on the National conference on the topic ಕೃತಕ ಬುದ್ಧಿಮತ್ತೆ ಮತ್ತು ಕನ್ನಡ ಸಾಹಿತ್ಯದ ಭವಿಷ್ಯ:ಒಂದು ವಿಶ್ಲೇಷಣೆ organised by Sheshadripuram Bangalore in association with Barlin Kannada Sangha Germany on 22nd April 2026*

Mrs. Kavitha Prabhu

- *Published a research paper titled “Marketing strategy for sustainable Blue Economy products : A Study of mangalore region” in the International Journal of Research Publication and Reviews (ISSN: 2582-7421), a peer-reviewed international journal with an impact factor of 6.844, published in Volume 7, Issue 5 on 28 May 2026.*
- *Participated and presented a research paper titled “The Rise of Intelligent Learning: AI’s Role in Education” at the Two-Day International Conference on Innovation, Resilience and Sustainability of Business for Viksit Bharat @ 2047, organized by the Department of Commerce, Mangalore University, on 23rd & 24th April 2026 .*

Mrs. Shashikala K. G.

- *Published a research paper titled “Blue Economy and Sustainable Coastal Livelihood: A Study of Coastal Karnataka” in the International Journal of Research Publication and Reviews (ISSN: 2582-7421), a peer-reviewed international journal with an impact factor of 6.844, published in Volume 7, Issue 5 on 28 May 2026.*
- *Participated and presented a research paper titled “Digital Payment Systems as a Catalyst for Entrepreneurship and Small Business Growth in India” at the Two-Day International Conference on Innovation, Resilience and Sustainability of Business for Viksit Bharat @ 2047, organized by the Department of Commerce, Mangalore University, on 23rd & 24th April 2026.*
- *Attended a Faculty Development Program on “Advance Tools and Techniques for Research Methodology” conducted from 1st to 11th April 2026. organized by the Research Foundation of India (RFI) in association with Parul University.*
- *Published a research paper titled “A Multidimensional Analysis of Employee Job Satisfaction in the IT Sector: Evidence from Wipro Pvt. Ltd.” in the International Journal of Research Publication and Reviews (ISSN: 2582-7421), a peer-reviewed international journal with an impact factor of 6.844, published in Volume 7, Issue 4 on 07 April 2026.*
- *Participated in a Faculty Development Program titled How to Write Ph.D. Research Thesis organized by the Research Foundation of India on 23rd to 27th February 2026 in association with Parul University, Gujarat.*

Mrs. Sowmya Jyothi

- *Participated in “Three Days Online Workshop on Research Methodology and Data Analysis -A Smart Learning” organized by Star International Foundation for Research and Education From 05.02.2026 to 07.02.2026.*
- *Presented the paper titled “Energy-Driven Load Balancing in Fog Computing via Hybrid Reinforcement Learning and Particle Swarm Optimization” authored by Sowmya Jyothi*

in the 3rd International Conference on Computing and Machine Learning (CML 2026) held at Department of Computer Applications, Sikkim Manipal Institute of Technology, Sikkim Manipal University, Majitar, Sikkim, India during March 07–08, 2026.

- *Participated in a three days national-level virtual faculty development programme (FDP) on “Intellectual Property Rights” conducted by Government First Grade College, Peenya, Bengaluru organized by the Internal Quality Assurance Cell (IQAC) from 10th March 2026 to 12th March 2026.*
- *Participated in the One-Day Faculty Development Programme on Generative AI for Teaching organised by the Department of Commerce, RAAK Arts and Science College, Villupuram, on 22nd May 2026.*

Dr. Jyothi

- *Participated in a One-Day National Seminar organized by the Department of Hindi, Shri Dharmasthala Manjunatheshwara College (Autonomous), Ujire, Karnataka. The seminar was held on 9 January 2026 on the theme “Relevance of Bhakti-period Hindi Literature in the Contemporary Era.” and also contributed actively as a Session Coordinator and also presented a research paper titled “Lok Mangal in the Sadhana of the Bhakti Period.”*
- *Participated in An International One-Day World Hindi Day Programme was organized online on 10 January 2026 under the joint auspices of the Department of Hindi, Hindi Association, School of Language and Cultural Studies, School of Law, Sant Aloysius (Deemed to be University), Mangaluru, along with Bank of Baroda Regional Office and VIRDIFF Mangaluru.*
- *Participated in the 39th (16th) State-Level Online Literary Forum organized by the Karnataka Unit of the World Hindi Literature Service Organization, Prayagraj on 18 January 2026.*
- *Attended a one-day training workshop titled “Bharati – Multilingual Translation Assistant” held on Wednesday, 4 February 2026, at the Senate Hall, FTCCI Complex, Bengaluru. The programme was organized by the Rajbhasha Department in association with C-DAC Pune, Department of Official Language, Ministry of Home Affairs,*

Government of India, and the Town Official Language Implementation Committee, Bengaluru.

- *Participated in a One-Day National Level Virtual Faculty Development Programme on “Ethics in Online Research.” The programme was organized by the Internal Quality Assurance Cell (IQAC) and Research Cell of Government First Grade College, Peenya, Bengaluru, on 4th March 2026.*
- *Attended an one-day workshop on “Hindi Research Methodology and Process” was organized by the Hindi Department of Vivekanand Kala, Sardar Dalip singh Commerce and Science College, Chhatrapati Sambhajinagar, Maharashtra on 30 March 2026.*
- *Participated in a six-day National Level Webinar organized by Seshadripuram Evening College from 9th to 14th March 2026 on the theme “Digital Transformation in Research: Smart Tools for Scholars.”*
- *Participated in a Three-day National Level Virtual Faculty Development Programme on “Intellectual Property Rights.” The programme was organized by the IQAC of Government First Grade College, Peenya, Bengaluru from 10 March 2026 to 12 March 2026.*
- *Attended one-day Hindi Workshop organized by Mangalore University, the Mangalore University Hindi Teachers’ Association, and the Department of Hindi, University College, Mangalore on 2nd April 2026 at Dr. Shivarama Karantha Sabha Bhavan, University College, Mangalore.*
- *Invited as a judge in the Inter-College Hindi Competitions organized by the Mangalore Pradeshi Hindi Prachar Samithi on 11th April 2026 at its premises in Lalbagh, Mangalore, as part of its 80th Annual Celebration (1946–2026).*
- *Attended the one-day national seminar on “सामाजिक समरसता के संवाहक संत रविदास” held on 18 April 2026 at University College, Mangaluru. And also presented the paper topic is मानवतावादी संत रविदास.*

Dr. Supritha A.

- *Participated in a Five-Day National-Level Online Faculty Development Programme (FDP) on the topic “Next-Gen Research and Management Skills,” held from 21 April 2026 to 25 April 2026. The programme was organized by the Department of Management and Research Cell, Seshadripuram Academy of Business Studies, Bengaluru.*
- *Published a research paper titled “Digital Transformation in Modern Business Practices” in the International Journal for Novel Research in Economics, Finance and Management (IJNREFM). The paper was peer-reviewed and published in Volume 4, Issue 2, 2026.*
- *Presented a research paper titled “Industry 5.0 in Indian Entrepreneurship: A Study on Opportunities, Challenges and Adaptation Strategies” at the National Conference 2026 held on 30th April 2026 organised by SDM PG Centre for Management Studies and Research under the theme “Synergising AI and Industry 5.0: Human-Machine Collaboration for a Smarter Future.”*
- *Invited as the Guest of Honor for the Valedictory Ceremony of SPARK 2K26, an Intercollegiate Management and Cultural Extravaganza organized by Swastika National Business School on 05 May 2026 at Swastika Waterfront, Mangaluru. The programme concluded successfully with enthusiastic participation from students and faculty members.*
- *Served as the resource person for a Faculty Development Programme on “Developing Life Skills in School Students for Teachers and Students” held on 9 April 2026 at G.M.H.L.P.S, Nandikur.*

DR.Shalini M

- *Dr. Shalini M, Faculty members of the AICTE approved institutions of SDM College of Business Management Mangalore has successfully participated & completed AICTE Training And Learning (ATAL) Academy Faculty Development Program on FOSTERING BRILLIANCE: LIFE SKILLS FOR WOMEN’S PROFESSIONAL EXCELLENCE at SDM COLLEGE OF BUSINESS MANAGEMENT POST GRADUATE CENTRE FOR MANAGEMENT STUDIES AND RESEARCH from 15/12/2025 to 20/12/2025.*

- *Attended and presented a research paper titled 'Bhaktikaalin sahity me jeevanadarsh' (भक्तिकालीन साहित्य में जीवनादर्श) at the one-day national seminar held on January 9, 2026. The seminar organized by the Hindi Department of Shri Dharmasthala Manjunatheshwara College (Autonomous), Ujire, focused on "vartmaan samay me bhaktikaalin hindi sahitya ki prasangikta (वर्तमान समय में भक्तिकालीन हिंदी साहित्य की प्रासंगिकता).*
- *Attended International One-Day 'World Hindi Day' Celebration held on January 10, 2026. The event was organized jointly by multiple institutions including the Department of Hindi, Hindi Association, School of Language and Cultural Studies, School of Law Studies, Bank of Baroda Zonal Office, and VRDF Mangalore of St Aloysius (Deemed to be University), Mangaluru. The celebration centred on exploring the future trajectory of Hindi language in the global context, emphasizing its evolving role in education, diplomacy, technology, and cultural exchange.*
- *Published a Paper titled "upanyaaso me abhivyakt parampara kaa aashay" in the "International Journal of Progressive Research in Engineering Management and science(Int Peer Reviewed Journal) (IJPREMS), Volume 6, Issue 01, Impact Factor:7.001,ISSN:2583-1062 Date: 28th January 2026.*
- *Published a Paper titled "भाषा-प्रौद्योगिकी और कृत्रिम बुद्धिमत्ता, अवधारणा, अनुप्रयोग, चुनौतियाँ, एवं भारतीय परिप्रेक्ष्य" in the "Akshara Surya Peer- Reviewed, Multilingual E-Journal E-ISSN 2583-620X, Volume 13, Issue -1, February 2026, special Issue.*
- *Participated in the One Day National Hindi Seminar on Evolving Journey of Official Language with Harmony and Inclusion Under the auspices of Mangalore TOLIC, Government of India organized by ONGC-MRPL on 9th February, 2026.*
- *A Hindi Syllabus Workshop was organized on 02 April 2026 by the Department of Hindi, University College Mangaluru, in collaboration with Mangalore University Hindi Teachers' Association. The workshop was conducted as part of the academic initiative related to the undergraduate degree Fourth Semester (SEP) Hindi curriculum.*

- *Attended Hindi BOE meeting on 15 and 16 April 2026 at Dr. G. Shankar Govt Women's First Grade College Ajjarkad, Udupi .*
- *Attended the one-day national seminar on "सामाजिक समरसता के संवाहक संत रविदास" held on 18 April 2026 at University College, Mangaluru. And also presented the paper topic is समाज सुधारक संत रविदास।*
- *Participated in the One week online National level Faculty Development programme on "INTEGRATING MENTAL HEALTH DISABILITY SUPPORT INTO HIGHER EDUCATION: POLICY, PRACTICE, and NEP2020 AND NAAC PERSPECTIVE". Organized by Bal-Bharathi's Maghanmal J. Pancholia College of Commerce in collaboration with Nucleus of Learning and Development from 29 september to 4 October 2025.*

Mrs. Anasuya

- *Was the Resource Person for one day workshop on New Education Policy IV Semester BBA Syllabus of Mangalore University on 14 February 2026 held at PA College Nadupadavu, Mudipu.*
- *Reviewed a paper sent by BOHR International Journal of Advance in management Research on 18/2/2026*
- *Participated in a 1 days Workshop on SEP- IV Semester B.COM Course“ held on 21 February 2026 , at Milagres College, Hampankatta, Mangalore.,*
- *Published paper in International Journal of Research Publication and Reviews ISSN 2582-7421 Vol 7, Issue 3, pp 5381-5384 March 2026 on the topic Menstrual Cup Awareness and Adoption in Mangaluru : A Call for Green Practices*
- *Participated on 2 days International Conference on Innovation, Resilience and Sustainability of Business for Viksit Bharat @2047 “, and presented the paper on “Effectiveness of SWAYAM MOOCs in Enhancing Learning and Skill Development Among Rural Students” held on 23rd and 24 April 2026 at Mangalore. University Department of Commerce , Konaje.*

- *Participated on 1 days National Conference on Synergising AI and Industry 5.0 : Human Machine Collaboration for Smarter Future “, and presented the paper on “A Study on Impact of Artificial Intelligence on the Individual Problem-Solving Ability of Youth” held on 30 April 2026 at SDM College of Business Management Post Graduate Centre for Management studies and Research , Mangalore.*
- *Reviewed a paper sent by BOHR International Journal of Advance in management research on 25/5/2026.*

Mrs. Reshmi B R

- *participated in the 5 DAY Virtual FDP on “ARTIFICIAL INTELLIGENCE TOOLS AND TECHNOLOGIES FOR EFFECTIVE RESEARCH WRITING”, organised by PRIMAX FOUNDATION In Association with ST. JOSEPH’S COLLEGE OF ARTS AND SCIENCE FOR (W) AUTONOMOUS, Mookandapalli, SIPCOT, Hosur, Tamil Nadu held from 06-04-2026 to 10-04-2026*
- *Presented a paper titled “The Impact of Human Integaration with AI on strengthening Customer Satisfaction” at the National Conference on “Synergising AI and Industry 5.0: Human–Machine Collaboration for a Smarter Future”, held at SDM College of Business Management, Post Graduate Centre for Management Studies and Research, Mangaluru, held on 30th April 2026.*

Mrs. Shwetha Y.

- *Published a paper on the topic "A Study on Consumer Awareness to Online Shopping with Reference to Mangalore City” in Journal of Advance and Future Research in Volume 4, Issue 2 of February 2026 with ISSN 984-889X and impact factor 9.84 in Google Scholar. DOI: <https://doi.org/10.56975/jaafvr.v4i2.503227>*
- *Invited as a guest at Canara school CBSE as a Guest for the Prize Distribution Ceremony on 17 February 2026.*
- *Serving as a Reviewer for the Journal International Journal of Innovative Research in technology ISSN 2349-6002, A Peer reviewed Journal ,8.01 Impact Factor.*

- *Serving as a Reviewer for BOHR International Journal of Advances in Management Research (BIJAMR) ISSN 2583-6943, A Peer reviewed Journal.*
- *Reviewed a paper in the month of February (Issued on 18-02-2026) for BOHR International Journal of Advances in Management Research (BIJAMR) ISSN 2583-6943, A Peer reviewed Journal.*
- *Participated in one day University level Syllabus Workshop on “State Education Policy – fourth semester BCom Courses,” as a delegate in the course Marketing elective organised by MUCTA, Mangaluru held on 21st February 2026 at Milagres College, Hampankatta, Mangalore.*
- *Attended and presented a paper titled “Digital Platforms as Enablers of Cultural Entrepreneurship: A Secondary Data Analysis” in ISSMWA 10th International conference on Multidisciplinary Research in “Global Business Strategies, Entrepreneurship, Innovation and Sustainable Development ” held at Bliss Education Center , Indonesia on 21-22 February 2026 organised by UBISA Indonesia, Social studies teachers Forum Indonesia, Bliss Education center Indonesia, International Society of Teachers, Administrators Researchers Bangkok Thailand and ISSMWA.*
- *Published a research paper titled “Digital Platforms as Enablers of Cultural Entrepreneurship: A Secondary Data Analysis” in International Journal of Research Publication and Reviews with ISSN 2582-7421 Vol 7, Issue no 2, pp 1551-1554 on 22 February 2026 with impact factor 6.844. DOI: <https://doi.org/10.55248/gengpi.07.0226.0301>.*
- *Participated in the Discussion Budget of India and Madhya Pradesh – Chhattisgarh 2026-27, held on 24-25 February 2026 organised by the Madhya Pradesh – Chhattisgarh Economic Association at Jabalpur.*
- *Participated in One day National level Virtual FDP on “Ethics in Online Research” on 4th March 2026, organised jointly by the IQAC and Research cell of Government First Grade College, Peenya*

- Reviewed a paper in the month of March (issued on 05-03-2026) for BOHR International Journal of Advances in Management Research (BIJAMR) ISSN 2583-6943, a peer-reviewed journal.
- Participated in Three-day National level Virtual FDP on “Intellectual Property Rights” on 10th March to 12 March 2026 organised jointly by the IQAC of Government First Grade College, Peenya
- Participated in Six-day National level Virtual FDP on “Digital Transformation in Research: Smart tools for Scholars” on 9th March to 14 March 2026 organised jointly by Sheshadripuram Evening College, Bangalore.
- Participated in Six-day National level Virtual FDP on “Research Methodology for Experimental and Theoretical Sciences” on 9 March to 14th March 2026 organised jointly by Sree Siddaganga College of Arts Science and Commerce for Women, Tumkur.
- Reviewed a paper in the month of April (Issued on 16-04-2026) for BOHR International Journal of Advances in Management Research (BIJAMR) ISSN 2583-6943, A Peer reviewed Journal.
- Published a research paper titled “A Study on The Influence of Social Media on Consumer Behaviour” in International Journal of Innovative Research in Technology- An UGC-Compliant International Research Journal with ISSN 2349-6002 Vol 12, Issue no 11, pp 9543-9551 on 11 April 2026 with impact factor 8.412 with DOI: doi.org/10.64643/IJIRTV12I11-197759-459
- Attended and presented a paper titled “Leveraging Digital Platforms for Sustainable Cultural Entrepreneurship: Implications for Achieving SDGs” in two-day international conference on “Innovation, Resilience and Sustainability of Business for Viksit Bharath @2047” on 23 and 24 April 2026, held at the Department of Commerce at Mangalore University.
- Participated in a one-day faculty development programme on “Innovative Teaching Methods in Commerce and Management Education” on 24 April 2026 organised by the Department of Commerce and Management Education, Vidya Soudha Academy of Management Sciences, Bangalore.

- *Participated in a five-day national-level online faculty development programme on “Next-Gen Research and Management Skills” from 21st April to 25th April 2026, organised by the Department of Management and Research Cell, Seshadripuram Academy of Business Studies, Bangalore.*
- *Attended and presented a paper titled “Examining the Role of Artificial Intelligence in Education and Its Impact on Teaching Professionals” in a one-day national conference on “Synergising AI and Industry 5.0: Human-Machine Collaboration for a Smarter Future” on 30 April 2026, held at the SDM Postgraduate Centre for Management Studies and Research, Mangaluru.*
- *Attended and presented a paper titled “AI-Assisted Visual Decision Making: The Role of Image Uploads in Skincare and Outfit Selection among Gen Z” in a one-day national conference on “Synergising AI and Industry 5.0: Human-Machine Collaboration for a Smarter Future” on 30 April, 2026, held at SDM Postgraduate Centre for Management Studies and Research, Mangaluru.*
- *Reviewed a paper in the month of May (issued on 06-05-2026) for the BOHR International Journal of Advances in Management Research (BIJAMR), ISSN 2583-6943, a peer-reviewed journal.*
- *Published a paper on the topic “Gig Economy and Flexible Work Models: A Study on Student Participation, Academic Balance, and Income Generation” in International Journal Research Publication Analysis on 06-05-2026 in Volume 2, Issue 5 of May 2026 with ISSN 2456-9995 and an impact factor of 5.949. DOI: <https://doi.org/10.1555/ijrpa.9092>*
- *Attended and presented a paper titled “Women Empowerment through Entrepreneurship: A Pathway to Sustainable Development” in a two-day international conference on “Multidisciplinary Research in Education, Equality, Employment, Entrepreneurship, Business and Sustainable Economic Development” on 9th and 10th May 2026, held at Arrow Research Consultancy Limited, Auckland, New Zealand, organised by the Open University of Entrepreneurship and Enterprise Development, New Zealand.*

- *Attended a one-day Faculty Development Programme on "Generative AI for Teaching" on 22nd May 2026, organised by RAAK Arts and Science College, Villupuram, Tamil Nadu.*
- *Awarded Third Place in the Best Coordinator Award category in Consumer education Certificate Course award and certificate Ceremony on 23rd May 2026 by District Consumer Information Center, D.K. District, Mangalore.*
- *Reviewed a paper in the month of May (issued on 25-05-2026) for BOHR International Journal of Advances in Management Research (BIJAMR) ISSN 2583-6943, a peer-reviewed journal.*
- *Participated in 5-day online FDP on "Bibliometric Analysis" from Hands-on training on Publish or Perish, VOS Viewer, MS Excel, and SPSS from 1 June to 5 June, 2026 organised by the MBA Dept of Sahyadri College of Engineering & Management, Mangalore, Karnataka.*
- *Participated in One day Virtual Webinar on "AI- Intergrated Teaching Learning and Evaluation" on 03rd June 2026 organised by Corporate Secretaryship and Accounting and Finance, SRM Institute of Science and Technology, Kattankulathur in association with Pencilbitz*

Mrs. Veena D. Kotian

- *Participated in the Faculty Development Program on FOSTERING BRILLIANCE: LIFE SKILLS FOR WOMEN'S PROFESSIONAL EXCELLENCE at SDM COLLEGE OF BUSINESS MANAGEMENT POST GRADUATE CENTRE FOR MANAGEMENT STUDIES AND RESEARCH from 15/12/2025 to 20/12/2025. Organised by ALL INDIA COUNCIL FOR TECHNICAL EDUCATION and AICTE Training and Learning (ATAL) Academy.*
- *Participated in Seven days online Faculty Development program on "Emerging trends in Research trends and teaching pedagogy" organized by the Shree Dharmasthala Manjunatheshwara Law college, Mangalore, held from 5th to 11 January 2026.*

- *Participated in one day International conference on Inclusive Imagination – Integrating Knowledge for Sustainable future held on 21st January 2026 organised by Naipunnya institute of Technology and Information Technology, Kerala.*
- *Participated in Six days Faculty Development program on “Research Methodology For Experimental And Theoretical Sciences” organized by the Departments of Science, Sree Siddaganga College of Arts, Science and Commerce for Women, Tumakur held from 09th March to 14th March 2026.*
- *Published Paper Titled ‘SUSTAINABLE INVESTING IN INDIA: A COMPARATIVE STUDY OF GREEN AND TOP MUTUAL FUNDS’ Published in IJIRT (www.ijirt.org) ISSN 2349-6002 & Impact Factor 8.412 Published in Volume 12 Issue 11, April 2026 Registration ID 198636.*
- *Participated in Two days International conference on ‘ Innovation, Resilience and Sustainability of Business for Viksit Bharath @ 2047 Held at Department of studies in commerce, Mangalore University on 23 & 24 April 2026 and presented paper Titled ‘ Sustainable Investing: A comparative Study of Green and Top mutual funds.*
- *Participated in one day National conference on ‘Synergising AI and Industry 5.0: Human Machine collaboration for a smarter future’ on 30 April 2026 and presented a paper on the topic ‘ AI in Sustainable Investing in India – A Comparative Study of green and Top Mutual funds.*

Mrs.Preethika Dharmapal

- *Participated in a Faculty Development Program titled How to Write Ph.D. Research Thesis organized by the Research Foundation of India on 23rd to 27th February 2026 in association with Parul University, Gujarat.*
- *Attended a Faculty Development Program on “Advance Tools and Techniques for Research Methodology” conducted from 1st to 11th April 2026. organized by the Research Foundation of India (RFI) in association with Parul University.*

- *Published a research paper titled “Blending Human Intelligence with Artificial Intelligence: The New Role of HR Professionals” in the International Journal of Research Publication and Reviews (IJRPR), Volume 7, Issue 4, ISSN-2582- 7421 on 11 th April 2026.*
- *Participated and presented a research paper on "Redefining HR role in AI enable organisations" in the Two-Day International Conference on “Innovation, Resilience and Sustainability of Business for Viksit Bharat @ 2047” organized by the Department of Post-Graduate Studies and Research in Commerce, Mangalore University, on 23rd and 24th April 2026.*
- *Published a research paper titled “Sustainability Practices among Employees in Blue Economy Industries: An Empirical Study of the Udupi Region” in the International Journal of Research Publication and Reviews (ISSN: 2582-7421), a peer-reviewed international journal with an impact factor of 6.844. The paper was published in Volume 7, Issue 5 on 28 May 2026*

Dr.Sowmya Hegde

- *Participated & completed AICTE Training And Learning (ATAL) Academy Faculty Development Program on Fostering Brilliance: Life Skills For Women’s Professional Excellence at SDM College Of Business Management Post Graduate Centre for Management Studies And Research from 15/12/2025 to 20/12/2025.*
- *Published an article titled “Association between Demographic Characteristics and Key Competency Components in Diverse Work Environments” in British Journal of Business and Psychology Research 2025, VOL. 2, NO. 2, 20-33, DOI: 10.47297/ppibjbpr2026020202, ISSN: 2977-8875.*
- *Attended two days International conference on Interdisciplinary Perspectives in Social Science Research organized by SCMS School of Technology and Management held on 21st and 22nd January 2026 and presented paper on the topic “Demographic determinants of employee competencies across diverse workforce”.*

- *Published an article titled “Employee Competencies and Organisational Performance: A study in a Petrochemical Company” in Shodha Journal. Vol-15 No- 2, 2026 with ISSN-2249-0396.*
- *Participated in one day SEP-IV semester BBA Syllabus workshop conducted by FOBMAT in association with P.A. First Grade College, held on 14th February 2026.*
- *Participated in one day International Seminar titled “Research- Driven Generative AI, Computer Vision and Interactive Machine Learning Revolution”, held on 20th February, Organised by Cauvery College for Women, Tamilnadu.*
- *Participated in one day National level FDP on “Ethics in Online Research” held on 4th March 2026 Organised by Government First Grade College Peenya .*
- *Participated in Three days National level FDP on “Intellectual Property Rights” organized by Government First Grade College Peenya held from 10/3/2026 to 12/03/2026.*
- *Attended one day webinar on the topic AI- in research on 02-06-2026 organised by The Phd. Coach.*

Dr Prasannakumara T

- *Participated in the TPO (Training and Placement Officer) Meet held at Akshamavana on 8–9 January 2026. The meet brought together placement officers from various institutions under the SDM Educational Society to share knowledge and best practices related to training and placement activities.*
- *Participated in the International Education Meet conducted by IDP Education on 26 March 2026, enhancing knowledge of international education opportunities and overseas student mobility.*
- *Participated in the FinTech Summit 2026: "Redefining Finance Education", organized by Alliance University in association with Trisha Group of Institutions on March 27 2026.*
- *Participated in The Hindu Career Counselling Event 2026 held on 09 May 2026 at Sri Sudhindra Auditorium, Canara High School Main Campus, Kodialbail, Mangalore*

- *Presented a research paper titled "AI and Industry 5.0: Transforming Indian Women Entrepreneurship through Human-Machine Collaboration" at the National Conference on "Synchronizing AI and Industry 5.0: Human-Machine Collaboration for a Smarter Future" organized by SDM PG Centre for Management Studies and Research on 30 April 2026.*
- *Participated in and presented a research paper at the ICSSR-Sponsored National Seminar held on 19 May 2026. The paper titled "Mapping the Blue Economy: Sectorial Drivers of GDP and Employment – A Study"*

Mr Gurudath Shenoy

- *Published a paper titled "navigating barriers to EV adoption: Study on consumer perception & policy challenges at IEEE Journal.*
- *Published a paper titled "Email marketing- An effective marketing channel at digital era" at IJCRT Journal ISSN Number: 2320-2882.*
- *Published a paper titled "Relevance of instalments on consumer durable purchases- case study" at International journal of social sciences & management studies. ISSN: 2454-4655 Vol11, No 9.*
- *Published a paper titled "Working capital preferences of Agro based MSME's- A case study of selected enterprises of Dakshina kannada district" Sanshodana Marga. International journal of management sciences & social research Vol2, No5 ISSN: 2454-678X.*
- *Attended 2 days conference (international) on Innovation resilience & sustainability Organized by Mangalore university on 23rd & 24th April 2026.*
- *Attended 7th international marketing conference at SDMIMD Mysuru on 23rd January 2026.*
- *Attended international conference at Kristu Jayanti (deemed to be university) on sustainable economic growth through digital revolution at Bangalore on 25th & 26th September 2025.*

- *Attended 2025 IEEE International conference organized by PA College of Engineering & Management Nadapadavu Mangalore on 17th & 18th october 2025.*
- *Attended international conference organized by Government college Punjalakatte on 25th october 2025.*
- *Attended as evaluator for Viva-voce examination of B.Voc supply chain Management & retail on 5th May 2026 at Ujire (SDM College (Autonomous)) .*

Mrs.Parinita Salian

- *Published paper titled “Digital payment and Sustainable Coastal Development: Attitude of Youth towards Financial Technology” in International Journal of Research Publication and Review, Volume 7, Issue 5, dated 1.06,2026*

Mr.Akshith Kumar K.

- *Presented a paper titled “A Study on Digital Financial Literacy and Financial Satisfaction among Buy Now Pay Later Users in Dakshina Kannada District, India” an International conference organised by Nagarjuna College of Management Studies, held on 28 th March, 2026.*
- *Presented a research paper titled “Entrepreneurship – A Pathway to Success or Failure: A Study of Undergraduate Student Attitudes in Mangaluru City” at a Two-Day International Conference organized by the Department of Commerce, Mangalore University Konaje on 23 and 24 April,2026.*
- *Attended 5 days National level Online FDP program titled ‘ Next Gen research and management skill held from 21 April 2026 to 25 April 2026 organised by sheshaduram academy of business studies Bangalore.*

Mrs.Sanjana

- *Participated and Presented a paper titled 'Artificial Intelligence in Rural Development: A systems approach to Sustainable Livelihoods' in two- days International Conference on 'Rural Livelihoods and Sustainability: A Global Perspective' held at SDM College (Autonomous), Ujire on 09 and 10 February 2026.*
- *Participated in one-day workshop on 'SEP-IV Semester BBA Syllabus' of Mangalore University held at P.A. First Grade College on 14 February 2026.*
- *Participated in the Three-day National Level Virtual Faculty Development Programme (FDP) on " Intellectual Property Rights", organised by the Internal Quality Assurance cell of Government First Grade College, Peenya from 10 to 12 March 2026.*
- *Participated in and Presented a research paper titled "The AI Touch: Turning Browsers into Buyers" at the National Conference on "Synergising AI and Industry 5.0: Human-Machine Collaboration for a Smarter Future" organised by SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangalore on 30 April 2026, and secured Third Place for Best Research Paper at the same conference.*
- *Published paper titled 'Integrating Ayurveda's Panchakosha Framework in Employee Wellness Programs: Perceptions from HR Managers' in the Journal of Management Studies and Academic Research (ISSN: 2455 4960) - Issue 11, volume 11, March 2026.*

Ms.Lolita Neeta D'souza

- *Participated in the One Day Workshop on IV Semester – UG English Syllabus organized by the Association of English Teachers at Canara College, Mangalore, on 2 April 2026.*
- *Completed a Short Term Course on Post Graduate Diploma in Counselling.*
- *Participated in three days FDP Programme on the topic " Navigating the Post Truth landscape : critical thinking and information literacy" held from March 11 to 13 at Loyola Degree College Bangalore.*

- *Participated in 2 Days National conference oasis " Trauma,Healing and Resilience: Reclaiming life" held on 14 and 15 March organised by PG department of social work ,Medical and psychiatric specialisation Forum of Roshni Nilaya college Mangalore.*
- *Was a resource Person and Delivered a Guest Talk on "Mastering the Interview" at the School of Social Work, Roshni Nilaya (Autonomous), Mangaluru, organized by IQAC & the Department of English,on 2 February 2026.*
- *Published a research paper titled "Integrating Drama and Literature in Language Teaching" in the International Journal of Research and Analytical Reviews (IJRAR). The paper appeared in Volume 13, Issue 1 (January 2026) of the journal.*

Mrs. Yogita Patgar

- *Participated in Three Days Online Workshop on the topic "Research Methodology and Data Analysis - A Smart Learning" Organized by Star International Foundation for Research and Education, Namakkal, Tamilnadu held from 5-02-2026 to 7-02-2026.*
- *Participated in One Week Online Faculty Development Programme (FDP) on the topic "Generative AI & Agentic Systems", jointly organized by the Department of Computer Science Engineering, Sardar Vallabhbhai National Institute of Technology, Surat, in collaboration with Pantech Solutions Pvt. Ltd., Bangalore held from 16-02-2026 to 21-02-2026.*
- *Participated in the One Day FDP on the topic "Modern Cloud Infrastructure: IaaS, PaaS, and SaaS" Organized by Department of MCA in Viswam Engineering College in association with Pencilbitz held on February 17th, 2026*
- *Participated in the One Day Webinar on the topic "From Fundamental Science to Engineering Applications: Understanding Everyday Innovations" Organized by Suman Madhav Mahila Mahavidyalay Zari nanded & Nucleus of Learning and Development held on 28 February 2026.*
- *Participated in Three-day National Level Virtual FDP on 'Intellectual Property Rights' Organized by IQAC, Govt First Grade College, Peenya, Bengaluru - held from March 10 to 12 March 2026.*

- *Published paper title “Cloud-Based ERP Implementation A Study of Oracle ERP Cloud in Modern Enterprises” in the International Journal of Current Science (IJCS PUB) (ISSN: 2250-1770) in Volume 16 Issue 1, March-2026.*
- *Presented a paper titled “Beyond Automation: An Empirical Study on the Impact of AI–Human Integration on Customer Experience Quality” at the National Conference on “Synergising AI and Industry 5.0: Human–Machine Collaboration for a Smarter Future”, held at SDM College of Business Management, Post Graduate Centre for Management Studies and Research, Mangaluru, held on 30th April 2026.*
- *Participated in one-day National Level Virtual FDP on “ Generative AI for Teaching” Organized by Department of commerce, RAAK Arts & Science College, Villupuram, Tamil Nadu- held on May 22nd 2026.*

Mrs. Pooja

- *Participated in the 6 days Faculty Development Program on “Fostering Brilliance: Life Skills for Women’s Professional Excellence.” Organised by SDM College of Business Management – Post Graduate Centre for Management Studies and Research in association with the AICTE Training and Learning (ATAL) Academy from 15th December 2025 to 20th December 2025.*
- *Participated in the Three-day National Level Virtual Faculty Development Programme (FDP) on “ Intellectual Property Rights”, organised by the Internal Quality Assurance cell of Government First Grade College, Peenya from 10 th to 12 th March 2026.*
- *Participated in the One week Faculty Development Program (FDP) on “ Reimagining Social Science Education through Indian Knowledge Systems ”, organised by the School of Economics and Commerce (SOEC), CMR University in association with the Rashtriya Samaj Vigyan Parishad (RSVP) from 02 nd to 07 th February 2026.*

Mrs.Shruthi K

- *Participated in a one-day Faculty Development Program (FDP) on “Modern Cloud Infrastructure: IaaS, PaaS and SaaS” organized by the Department of MCA, Viswam Engineering College, Ananthapuramu on 17 Feb. 2026.*
- *Participated in Three Days Online Workshop on “Research Methodology and Data Analysis - A Smart Learning” organised by Star International Foundation for Research and Education from 5 to 7 Feb. 2026.*
- *Participated in five-days Faculty Development Program (FDP) on “Mastering Git and Introduction to Devops” organized by the Department of Computer Science, Mahatma Gandhi Memorial College, Udupi from 16 to 20 Feb. 2026.*
- *Published a review paper titled “A Review of Image Classification Approaches and Techniques in Traditional Days and Medical Image Segmentation” in the International Journal of Research Publication and Reviews (IJRPR), Volume 7, Issue 3. The paper focuses on various image classification approaches and medical image segmentation techniques, highlighting their applications in image analysis and healthcare. The objective of this work was to review and compare existing methodologies used in image processing, identify their strengths and limitations, and provide insights into advancements in medical image analysis. The paper was accepted for publication on 04 March 2026, contributing to academic research in the fields of image processing and medical imaging.*
- *Participated in a three-day National Level Faculty Development Program (FDP) on “Intellectual Property Rights” organized by the IQAC, Government First Grade College, Peenya, from 10-03-2026 to 12-03-2026.*
- *Organized the workshop “Click to Cloud: Website Go Live” conducted by the Department of Computer Application, SDM College of Business Management, Mangalore on 2nd May 2026. Coordinated the event successfully with active involvement in planning and management. The session provided practical exposure to website deployment and cloud technologies for final year students.*
- *Participated in the One-Day Faculty Development Programme on “Generative AI for Teaching” organized by the Department of Commerce, RAAK Arts and Science College,*

Villupuram on 22nd May 2026. The programme provided knowledge on the application of AI tools in teaching and learning processes. Gained valuable insights into innovative educational technologies and modern teaching methodologies.

- *Participated in the 21 Days Masterclass on Image Processing, organized by Pantech E Learning from 02 May 2026 to 22 May 2026. The masterclass focused on the topic of Image Processing and aimed to provide participants with a strong foundation in image analysis techniques, image enhancement, segmentation, feature extraction, and their practical applications in computer vision. The program helped enhance my technical knowledge and hands-on skills in the field of digital image processing.*

Ms. Deepa Jayachandra

- *Participated in the One Day Workshop on IV Semester – UG English Syllabus organized by the Association of English Teachers at Canara College, Mangalore, on 2 April 2026.*

Dr. Chaitra C Bhat

- *Participated in the 10 days Faculty Development Program on “NEP 2020 Orientation and sensitization programme.” Organised by UGC- Malavaiya Mission Teacher Training Centre, Karnataka University, Dharwad in association with the UGC, and obtained Grade A from 02nd March 2026 to 12th March 2026.*
- *Awarded Ph.D by Mangalore University on 28th March 2026, during convocation ceremony, for the thesis titled “Economics of Tourism Industry: A Study in Coastal Karnataka.*
- *Invited as the Guest Speaker for the workshop on Leadership Development, and addressed students on Innovation Mindset, organized by SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangalore, on 6th April 2026. The programme concluded successfully with enthusiastic participation from students and faculty members.*
- *Served as a Judge for the Face Painting Event (Theme: Mythology) at the National-Level Management Fest "Shreshta (Samrajya) 2026" organized by the SDM College of Business*

Management Post Graduate Centre for Management Studies and Research on 7 May 2026, recognizing excellence in creativity and artistic presentation among participants.

Mr. Chethanraj

- *Participated in the One Day Workshop on IV Semester – UG B.Com Course as a delegate in the course finance, organized by MUCTA in Collaboration with the Milagres College Hampankatte, Mangalore, on 21 February 2026.*
- *Participated in User awareness programme IRINS and INFLIBNET Services for scholarly communities Organized by National Forensic Science University Goa, On 23 February 2026.*
- *Reviewed 4 research papers for the BOHR International Journal of Finance and Market Research, BOHR International Journal of Advances in Management Research and BOHR Journal of Financial Market and Corporate Finance during the period February 20, 2026 – May 30, 2026, and received the Excellence in Reviewing Award Certificate.*
- *Published research paper entitled Email Marketing and Effective Marketing Channel in Digital Era in International Journal of Creative Research Thoughts ISSN:2320-2882, Impact Factor 7.97 , UGC Approved Journal No:49023(18), Volume 14, Issue 23 March 2026, Date of Publication 23 March 2026.*
- *Invited as a Member of the Board of Judges For the event Best CEO at SANGAMA 2K26- An Intercollegiate UG level science, IT, Commerce, Management and Cultural fest Organized by SCS First Grade College Mangalore, on 25 March 2026.*
- *Published research paper entitled A study on youth's attitude towards entrepreneurship with reference to Dakshin Kannada district in International Journal of Innovation Research and Technology ISSN 2349 -6002 & Impact Factor 8.412, Volume 12, Issue 11 April 2026.*
- *Published research paper entitled Impact of Pradhan Mantri Fasil Bhima Yojana A comparative study in BOHR International Journal of Advances in Management*

Research ISSN 2583-6943 (Online) Volume 5 No.1 PP 22 to 27
<https://doi.org/10.54646/bijamr.2026.44>

- *Published a research paper entitled A study on foreign direct investment inflow into service sector in India in BOHR Journal of Finance Market and Corporate Finance ISSN: 2584-1068 (online) Volume 4 No. 1, PP 1-6 ,*
<https://doi.org/10.54646/bjfmcf.2026.16>
- *Attended and presented a research paper entitled Senior women citizens perception on E-KYC A Study. in a one-day national conference on “Synergising AI and Industry 5.0: Human-Machine Collaboration for a Smarter Future” on 30th April, 2026, held at SDM Postgraduate Centre for Management Studies and Research, Mangaluru.*
- *Attended and presented a research paper entitled A study on building trust and ensuring security in E commerce in the digital era with special reference to Dakshin Kannada district in a two-day international conference on “Multidisciplinary Research in Education, Equality, Employment, Entrepreneurship, Business and Sustainable Economic Development” on 9th and 10th May 2026, held at Arrow Research Consultancy Limited, Auckland, New Zealand, organised by the Open University of Entrepreneurship and Enterprise Development, New Zealand.*

Mrs.Vijetha

- *Participated in Workshop on IV semester B.COM Courses organized by Mangalore University Commerce Teachers association in collaboration with Milagres College, Hampankatta, Mangaluru on 21st Feb 2026*
- *Participated in a one day workshop on SEP-IV Semester BBA Syllabus of Mangalore University on 14 th Feb 2026 held at P.A. First Grade College*
- *Presented a paper titled “Instagram as a catalyst in Moden Fashion Consumption” in One day Inter National Conference on Multi Disciplinary Perspective on Post Modern*

Issues in Literature and Social Science - held at SVS bellubbi Arts and Commerce College, Saundatti, Belgavi on 28th February 2026.

- *Published an article titled on “Email Marketingan Effective Marketing Channel in Digital Era”- published in IICRT and 7.97 Impact Factory by Google Scholar Volume 14 issue 3 March 2026, UGC Approved Journal Number: 49023 Date of Publication: 23-3-2026*
- *Published an article titled on “ Impact of Pradhan Mantri Fasal Bima Yojanan –A Comparative Study published in BOHR International Journal of Advances in Management Research 2026, Vol. 5, No. 1, pp. 22-27 Date of Publication: 17-4-2026*
- *Invited as an External Examiner for the Mini Project Viva of VI Semester BCom conducted at St.Raymond’s College on 21st May 2026*

Mrs. Cheritha k c

- ❖ *Participated in the One Day Workshop on IV Semester – UG English Syllabus organized by the Association of English Teachers at Canara College, Mangalore, on 2 April 2026.*
- ❖ *Published a research paper titled “Integrating Drama and Literature in Language Teaching” in the International Journal of Research and Analytical Reviews (IJRAR). The paper appeared in Volume 13, Issue 1 (January 2026) of the journal.*