



# SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT

MANGALORE - 575 003 D.K.

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# SYNCH

VOL - 34  
ISSUE : NOV. 2013

# VISION



# FDP



# College Activities





## Editorial

*The pace of life at JDM Campus quickened as the stimulating environment provided multi-varies opportunities to bring the hidden potential to the forefront. Social responsibilities of the students were also displayed through their active involvement in large number of extension and outreach activities by way of sharing knowledge and skills. Noble objective of serving to grow and growing to serve is realized through such programmes which are in compatible with institutional vision and mission.*

### UGC National Conference on Data mining for Computer Security

Data Mining has had very much influence on the IT and Business sectors. The field has a good future and there are immense opportunities for the stake holders. Recognizing the need to understand the complexity of this unique discipline, the college organized a UGC sponsored national conference on the topic "Data Mining for Computer Security" in association with Diya Systems(Mangalore) Pvt. Ltd. on 2<sup>nd</sup> Aug. 2013. Eminent professionals, academicians and experts in this field participated

The conference was inaugurated by Mr. Rajesh Lawrence Patrao, Principal, Technology Architect, Infosys Mangalore. In his inaugural address, he highlighted the importance of Data Mining. Ms. Jayashree H, an alumni and now working at Mphasis an HP company, Bangalore, chief guest for the inauguration, expressed her views and ideas in this regard. The conference was presided over by Mr. Divakara Alva, Project Director, Diya Systems, Mangalore. In his presidential address he explained the uses and benefits of Data Mining.

Mr. Anoop Kuduva, alumni of the college who is a program manager from IBM India Pvt. Ltd, in his keynote address, spoke about business implications of data mining. He dealt with how data mining can be effectively used in various situations. He also highlighted the issues regarding market trends relating to data mining.

In the technical session, "Data Mining Applications to Wireless Sensor Data Sets", Dr. Doreswamy, Associate Professor, Department of P.G Studies and Research in Computer Science, Mangalore University, explained applications of Data Mining

techniques on WSN data set, exploring studies on many research issues and challenges involved in it. These issues include Energy efficiency, Communication efficiency, Reduction of processing power, Memory size utilization, Scalability issues, and Fault tolerance.

Moderator of the session Prof. Santhosh Rebello, Dean & Chairman, AIMIT, St. Aloysius College, Beeri supported the view points and made the session more interesting by stating some additional examples.

Mr. M Vishwanath Pai, HOD, PG Department of Computer Science, MGM College, Udupi, in his technical session, "Data Security in Loosely Coupled Processor Environment" explained the scope of security in network and distributed computing environment.

Mr.Hemanth K. S., Research Scholar, Dept of Computer Science, Mangalore University, was the moderator of this session.

Apart from this, there were paper presentation sessions in which the Research Scholar & Academician presented the paper on wide range of topics related to the theme of conference. The sessions were chaired by Mr. Ravishankar, Assistant Professor, department of computer science, FMKMC College, Madikeri.

At the valedictory function, Mr. S. Kumar, Corporation Bank, ITD, HO, Mangalore, spoke on how Data Mining works. He explained about the five major elements of Data Mining. He then explained about how Data Mining can be used in business areas like banking, finance and marketing. He explained



all these areas with a few examples. He also explained, how Data Mining applications can reduce credit card frauds. Data Mining tools helps the banks in identifying transactions. Mr. Shylesh Giri TV, Software Engineer, Integra Micro Systems (P) Ltd., Bangalore, gave a wide scope of Data Mining applications and also how its applications could be used to detect frauds. Mrs. Aruna P. Kamath was the chairperson and Mrs. Divya Uchil was the coordinator of the conference. The conference souvenir was also released.

### Genesis 2013 - Management Fest

On 6<sup>th</sup> August, 2013, college conducted its University Level Management Fest Genesis 2013, organized exclusively for the first year students of various colleges in and around Mangalore. The theme of GENESIS 2013 was 'THE TRIBAL BLAZE'. The day's ceremony was scheduled at 09:00 a.m. It began with the blessings of the Almighty invoked by Shabari and party. The Student Council President Ms. Swathi S. Rao B. welcomed the gathering. The Chief Guests of the function were Dr. Iqbal, Asst. to President for Accreditation & Quality Assurance, Kingdom University, Bahrain and Mr. Anurag, Senior Marketing and Operations Analyst, WWICS, Bangalore (An Alumni of SDMCBM, Mangalore). The function was presided over by our Principal Mrs. Aruna P Kamath. After the formal floral welcome and introduction of the distinguished guests for the event, Dr. Iqbal shared his views amidst the gathering. He cherished his memories associated with SDM College and admired the institution for giving equal importance to academics as well as co-curricular activities which help in developing the students and mold them to face the corporate world. He also enunciated the qualities essential for entering into the dynamic corporate world viz.

- ❖ Creating opportunities and learning from them
- ❖ Working independently
- ❖ Adaptability and flexibility to work in a dynamic environment.
- ❖ Ability to create a team with members of identical mentality.
- ❖ Leadership Qualities

- ❖ Self & Time Management
- ❖ Developing the right attitude for a successful life.
- ❖ Good decision making skills.
- ❖ Multi-tasking ability
- ❖ Narrowing the gap between potentials and performance

He then wished every student of SDM a bright future. Mr. Anurag, an alumni of our very own institution, and Guest of Honour, in his speech, shared his memories which he cherished being a student of our institution and expressed his gratitude. He also emphasized the importance of extra-curricular activities for all round development and also highlighted the fact that SDM College of Business Management is the right place to seek exposure essential for the present day Corporate World. He then wished all the students a successful and bright future. Mrs. Aruna P Kamath, Principal, thereafter delivered the Presidential Address. Miss Sanjana K Kamath the Student Council Secretary proposed the Vote of Thanks. Ms. Chaitanya Nayak compered the programme. The inaugural ceremony concluded with the unveiling of the Genesis 2013. Overall Winner's Trophy by the CEO of Genesis 2013, Ms. Tanusha Das. The objective of the fest was to give the students an exposure to the realistic situations in rural background through the theme **TRIBAL BLAZE**. In this present corporate world, where the globalization is fast emerging, people tend to forget their roots, the rich rural industries of the country that are valued more internationally but lack promotion and market at its home ground. In the light of this, GENESIS 13, is a tribute to the vast sector of potential rural industries which are thriving on the skills of tribal youths. More than 13 colleges of Mangalore University participated in the fest. Day long programme consisted of various competetions specially designed to assess the skills of students in various functional areas of management. Kubera-Best Manager in which a corporate leader brings out the Best and Vanija in which the real craft comes in and Prachanna the Quiz event organised to test the intellectual capacity in the field of business by the young corporates and human relations skill were also measured through HR events which were the key areas of Genesis 13".



The Valedictory Function of Genesis 2013 was held at 4:00 p.m. on 6<sup>th</sup> August 2013, as per the schedule. The function began with the blessings of the Almighty invoked by Shabari and party. Mr. Ankur, General Manager, Primacy Industries, Mangalore and Mr. Aravind, Branch Manager, Vijaya Bank, Mangalore (An Alumni of SDMCBM, Mangalore) were the guests for the ceremony.

After the formal inauguration, the Chief Guest of the ceremony Mr. Ankur addressed the gathering. In his enlightening speech, Mr. Ankur highlighted the fact that success can be achieved by setting goals in one's life. Guest of Honour for the Valedictory function Mr. Aravind, shared his memories associated with SDMCBM amidst the gathering and expressed his gratitude. He also emphasised that the management fests would play a vital role in determining the future of an individual. Our Principal, Mrs. Aruna P Kamath delivered the Presidential Address. Following this was the prize distribution ceremony continued by the presentation of the Synergy 2014 and Sygma 2014 teaser as an introduction and invitation to the various colleges. The fest was concluded with the Vote of Thanks proposed by the Student Council Joint Secretary Ms. Karshini Tyagarajan. The programme was compeered by Ms. Dale D'Souza.

### **Guest lecture on elements of Marketing Mix**

**Venta** – The Marketing Association, organized a guest lecture on 4 Ps of marketing on 5<sup>th</sup> & 8<sup>th</sup> August 2013 for the benefit of BCA students. The objective was to enable the students to get an awareness about the strategies used to market the products. The talk was given by Ms. Poornima, M.Com, M.B.A who is a faculty in Srinivas College of Business Management. There was a good interaction between the students and the guest speaker. Students were made aware of marketing skills which are used in the competitions.

### **Guest Lecture on Workplace Spirituality**

Value education for the students of second year BCA was held on 8<sup>th</sup> August, 2013 in the conference hall at 2:00 P.M. The talk was on the topic 'Workplace Spirituality' by Dr. Ganesh Bhat. Ms. Shreeparna of II BCA B welcomed & introduced the guest to the gathering. The resource person explained what the spirituality is all about. It was an interactive session.

He also made the students understand various dimensions of spirituality. Vote of thanks was given by Ms. Aishwariya of II BCA A section. Lecturers incharge for the programme were Mrs. Divya Uchil and Mrs. Reshmi B.R.

### **Independence Day Celebration**

66<sup>th</sup> Independence Day was celebrated in the college campus on 15<sup>th</sup> August 2013 at 7.45 am. The ceremony began with the march past by the students of all the classes. Attired in the college uniform with placard of various messages, students assembled at their designated places on the college ground. The chief guest for the day Mr. Sukumar, Asst. Sub. Inspector of Police, Crime Branch, Kadri, hoisted the flag. Principal Mrs. Aruna P. Kamath, Director of SDM P.G. Centre Dr. Devaraj K, Principal of SDM Law college Dr. Ravindra, all the faculties were present on the occasion. The chief guest, in his address, said that the students should lead a disciplined life and they should imbibe the spirit of the freedom fighters in their life. Prayer was sung by Shabari and party. Ms. Swathi, student council president, welcomed the guests. Ms. Sanjana, student council secretary, introduced the chief guest. Patriotic songs were sung by Keerthana and party. Karshini, student council joint secretary, proposed vote of thanks. Rashmiya compeered the programme.

### **First-aid Training Programme**

The Red Cross unit of SDMCBM organized a First-Aid program on 17<sup>th</sup> August 2013. The program began at sharp 10 A.M. Members from Red Cross, NSS and Rovers & Rangers participated in it. Principal of SDMCBM, Mrs. Aruna P Kamath presided over. Chief Guests of the program were Health Secretary, Mr. Ajay Kumar; Mr. Santosh, the President of Youth Red Cross and Mr. Janardhan Swami. Before commencement of the First Aid training program, a melodious offering of prayer to the almighty was given by the members of Red Cross. Welcome speech was given by Mrs. Karthikraj.

One of the main objective of both Red Cross and SDMCBM is to enrich the quality of life of the youth by providing them the means to develop themselves into honest, hard working and self sufficient



individuals. Making it possible for them to grow into self confident adults who can help themselves and those who are in need of help. Taking the first step to fulfill this objective, Youth Red Cross and SDMCBM organized an educational program on First-Aid to help the students to become more informed on how to handle dangerous situations.

Principal Mrs. Aruna P. Kamath spoke on the importance of Red Cross in the society and how important it is for the students to support this humanitarian cause. Santosh, President of the Youth Red Cross enlightened the students regarding the functions of Red Cross, the help given by the millions of red cross volunteers all across the nation during times of dire need and disasters.

Mr. Janardhan Swami who is an experienced trainer in First Aid, conducted the program starting off with the basics of first aid before moving onto more complicated procedures like handling a stroke patient, snake bite victim, broken bones, etc. They were made known how to treat patients suffering from burns, continuous bleeding or choking, How to use first aid when one suffers a stroke while waiting for an ambulance and to minimize the seriousness of the injury using daily and easily available items for treatment. At the end, the students were shown a first aid kit fully equipped with all the instruments necessary and taught how to use it.

The training program ended with a vote of thanks by Rakshith. Thus the students were acquainted with tackling different sensitive & grave conditions and how to manage emergencies. They got to know what to do and what not to do when they are faced with situations requiring immediate help and treatment for individuals who may be facing various health related emergencies. Students were made to be more self-dependent, self-sufficient and confident with the full and useful knowledge of First Aid provided by the Red Cross Society.

## **Inspire 2013 - IT FEST**

The SCAN association organised Inspire 2013, an IT fest to train the first and second year BCA students. It was inaugurated on 17<sup>th</sup> August 2013 in the Conference Hall at 9:00A.M. Miss. Shama Nagabhushan, Senior Process Executive, Infosys Technologies and alumni of SDM College of Business

Management, Mangalore inaugurated the fest by lighting the lamp. Mrs. Aruna P Kamath, Principal presided over the function. Inauguration started with a prayer by Anil Roshan, Kajol and Shruthi Baliga. Nishmitha Prabhu of final BCA welcomed the gathering and Pawan Kumar student coordinator of SCAN association gave a brief introduction on INSPIRE 2013. The guest of the function Shama Nagabhushan addressed the students. She said that the idea of final years training their juniors for the fest is really appreciable as the students get a platform to showcase their talents. She motivated the students to accept all challenges and never give up in life. Principal Mrs. Aruna P Kamath in her presidential address conveyed her appreciation to the final year students of BCA as they took an initiative to train their juniors, and admired the efforts for enabling the students to get an exposure where they can identify their skills – “Core skills”. Vijaya Varsha Bojamma was the MC for the inaugural function and Sachin Shenoy K delivered the vote of thanks. The fest was organized by the students of the college headed by the staffs-in-charge, Mrs. Sowmya Jyothi and Reshmi B. R. and the student coordinators Pawan Kumar and Sachin Shenoy coordinated the programme. The events conducted by INSPIRE 2013 were Coding and Decoding, Web Designing, Treasure Hunt, Best Manager, IT Quiz, IT Advertisement, Client Relation and E-News. Eight teams had participated and the team with the Code Bit Composer from second year BCA students ( Nagendra Babu C.V, Prathik Kumar, Thrishma Suvarna, Sushmitha S, Vinaya K, Sandhya, Mariam Suhana, Ashwini, Akshatha, Arfu, Marzook, Swathi, Karshima K, Saisudha D K, Abdul Basith and Nikhil) headed by Nagendra Babu won the overall.

## **Participation in Swami Vivekananda's 150th Birthday Celebration**

On account of Swami Vivekananda's 150th birth celebration a seminar was organized on 18<sup>th</sup> August 2013 in SDM College of Business Management. The program was inaugurated by the renowned resource person in the field of Human Resource Development, Dr. Yedapadithaya. The main topics of seminar were 'What it takes to be a Hindu in a globalised world', Identity issues, Equality and Women. First session



about 'Identity Issues' was handled by Vinay Sahasrabuddhi, a well known economist. Session two was handled by Dr. Chaitra, who has worked in World life and Social Welfare Organization. He emphasized about the equality of women. Bharath Shetty, Captain Ganesh Karnik, Jithendra Kottari, Director of SDMCBM Dr. Devaraj K were the other guests present on the occasion. The principles of Swami Vivekananda inspired every individual who were present there.

### **Capital Market Awareness Programme**

A programme on Capital Market Awareness was conducted on 20<sup>th</sup> August 2013 to III BBM students who have opted for Financial management by the Finance Association 'Fundos'. The talk was arranged in order to give an insight to the students on what is happening in the financial sector. Mr. Ashok Kumar, Managing Director and Promoter of Lotus Knowwealth was invited to give an informative session on capital markets and investments in equity. His thoughts and advice were inspiring.

He said that every decade sees a great fall in the market and it does bounce back and recover too. So, patient and prudent thinking is needed while investing. To start, mutual funds are the best and less risk bearing investments. There is no monetary market without any risk. But the amount of depth of the risk may vary. He also suggested to thoroughly go through annual reports, balance sheet, working market ups and downs of the company before investing in any avenue.

The awareness programme met its expectations with a mild start as the students were convinced to invest fairly in any one of the avenues they feel the best. Mr. Ashok Kumar also shared his personal experience of ups and downs in his investment and concluded saying due diligence is required in financial instruments for any investments to be on action.

### **Guest Lecture on Behavioural aspects of students in the Campuses abroad**

A guest lecture on "Behavioural aspects of students in the Campuses Abroad" was organized on 20<sup>th</sup> August 2013. Prof. Syrha Goveas, Professor of Business Communication, University of Bahrain was the Resource person.

### **Career Guidance Programme**

SDM College of Business Management organised a talk on the course of company secretary on 22<sup>nd</sup> August 2013. Ms Dhriti of I BBM 'C' section welcomed the guest and Ms Karshini Tyagarajan of II-BBM 'A' Section introduced the guest Mr. Ullas Kumar Melinamogaru to the gathering. Mr. Ullas Kumar, the Chairman of Mangalore Chapter of Institute of Company Secretaries of India (ICSI) briefed the students regarding the course. He spoke on the process of becoming a company secretary and the scope and opportunities available in the profession. He also shared his experience in the field. It proved really beneficial to the interested students who participated in large number and contributed to the success of the session. Ms Ruhinaz Khan of I-BBM 'C' section proposed vote of thanks. Ms. Preethika Dharmapal, Lecturer, was the staff-incharge. Placement and Career guidance Cell of the college arranged the programme.

### **Guest Lecture on the Omniscient Search Engines**

A Guest lecture was organized for the benefit of III BCA students on 23<sup>rd</sup> August 2013 the topic was "The Omniscient Search Engines". Mr. Vinay Bangera Training Manager, Diya Systems, Mangalore was the resource person. He gave an interesting insight into the use of Search Engines. A search engine or search service is a program designed to help find information stored on a computer system such as the World Wide Web, inside a corporate or proprietary network or a personal computer. He also explained why search engines is used, how search engines work, search engine results and the advantages and disadvantages of search engines. He concluded the session by stating "Love it or hate it, but you just cannot ignore it" Thus, the session was very useful and informative for students. Students' response was very good. It was an interactive session.

### **Value Education Programme**

A Guest lecture on Inculcating Value was organised on 23<sup>rd</sup> August at SDM Conference hall for the benefit of students of Final year BHRD and Second BBM B section. Mr. Madhappan K R, in his lecture stressed



the importance of personality development, values in life and goal setting. He also touched upon the concept of Goal setting and said goals are a form of motivation that sets the standard for self-satisfaction with performance. Achieving the goal one has set for oneself is a measure of success, and being able to meet job challenges is a way one measures success in the workplace. In conclusion he said that value education can take place at home, as well as in schools, colleges, universities, and voluntary youth organisations. There are two main approaches to value education, some see it as inculcating or transmitting a set of values which often come from societal or religious rules or cultural ethics while others see it as a type of Socratic dialogue where people are gradually brought to their own realisation of what is good behaviour for themselves and their community. Mr. Rahil Welcomed the gathering, Ms. Sanjana Kamath proposed Vote of Thanks. Ms Shilpa was the master of ceremony.

### **Awareness Programme about Rain Water Harvesting**

The objective of the guest lecture was to enlighten the students about rain water harvesting. The resource person was Mr. Jagadeesh Bala Associate Professor, Department of Commerce, Govt First Grade College, Haleyangadi. The guest lecture was organized by the NSS. It was held in the conference hall on 27<sup>th</sup> August 2013 at 3 pm. Ms. Nagarathna of II BCA 'A' introduced and welcomed the guest. Mr. Jagadeesh Bala, in his address, spoke about how water gets polluted, how the different rivers in India is been polluted. He mentioned the ways in which we can save water: Stop the usage of plastics, instead of make use of the policy reuse, reduce recycle, Try to spread awareness among the people, plantation of trees so that there will be good rainfall, different methods of rain water harvesting.

Ms. Akshatha of II BCA 'B' compeered and Mr. Rakesh of II BBM 'A' proposed the vote of thanks. Ms. Shreeparna II BCA 'B' rendered the prayer. From this guest lecture, students learnt about the importance of water and nature, and different ways of rain water harvesting which they can implement. Lecturer incharge were Mrs. Gayathri K & Mrs. Deepa D Hegde

### **PTA Annual General Meeting**

Annual General Meeting of the Parents Teachers Association was held on 30<sup>th</sup> August 2013. Principal Mrs. Aruna P. Kamath in her welcome address pointed out the role of PTA in implementing the programmes needed for promoting the overall development of the students. Dr. Devaraj K., Director of MBA addressed the parents. 134 students who secured distinction in Mangalore University April 2013 examinations were awarded a silver medal and certificates. 280 present students who scored 85% and above in various subjects were given cash prizes. New office bearers for this academic year were elected. The programme ended with vote of thanks by Mr. Thilakraj G, secretary of PTA. Mrs. Jeevitha compeered the programme.

### **Training on Communication Skills**

Talk on communication skills was arranged for the final year BCA 'A' and 'B' students on 2<sup>nd</sup> September 2013 to enrich the communication skills and language competencies. Ms. Hanica, HR Trainer, spoke about communication skills. She explained how important communication skills are for a person in the modern world. She stressed the importance of communication in professional life. She dealt with topics such as types of communication, building interpersonal skills, Body language, Jo-Hari window, achieving goals, team building, and managing stress and coping with the stress. A good leader leads, influences and guides the people. Leadership is driving ahead of others when others are just thinking about it.

### **Programme on Self Awareness**

A guest lecture on self awareness was held on 2<sup>nd</sup> September 2013. The objective of conducting this for III BCA 'B' was to motivate the students and help them to be aware of themselves and to guide them to have better plans for their future.

Mrs. Shwetha Pai, who is an MBA with specialization in Human resource and a post graduate degree in Psychology, who is presently a practicing psychology counselor and soft skills trainer in various institutes, old age homes and orphanages, was the resource person.





The resource person conducted an activity to give the students an idea of what the next 2 hours would hold for them and make them aware of what the people around them think about them. Five students were chosen voluntarily from the class, each one was asked to speak about a friend of theirs, about the good and bad qualities in them. This activity was conducted to make them realize how important self-awareness is.

This was continued with a presentation and an interactive lecture about self awareness. This included what self-awareness is, how important it is in one's personal life and career. These also involved activities which made the students give a little time to themselves and to think out their opinions, strengths and weaknesses.

Awareness about loving one-self, making oneself visible among people and the importance of confidence in one's life was demonstrated through activities. Finally, a questionnaire was given to the students to answer in teams. This helped the students to discover what they had gained from the 2 hour session of the lecture.

The programme was successful in helping the students realize about themselves and it helped them concentrate more on positive attitude in life.

### **Role of Media - Awareness Programme**

A guest lecture was organized by the Kannada Department for first year BBM and BCA students on 3<sup>rd</sup> September 2013. The resource person was Sri. Durgakumar Nayarkere, journalist, Kannada Prabha, Sullia. The lecture was held in two sessions. First session was on the topic of "Reader and Newspapers", and the second session was on "The Role of Advertisement in Marketing". The guest lecture was organized to help students understand the role of newspapers and advertising in the modern world. Resource persons stressed that along with reading, we need to share our views and opinions with like minded readers. Being aware about current issues will make us more alert and pro-active. Through creativity people can achieve success in the field of mass media, he said. The programme was helpful in making students more attentive to the importance of reading and understand the issues that matter to all of us in the modern world.

### **Guidance on Preparation for C-MAT**

On 4<sup>th</sup> Sept. 2013 at 11 a.m. the college placement and career guidance Cell organised a talk on "PREPARATION FOR C-MAT" by Mr. Raghavendra Rao, Director, Time Institute, Mangalore.

The objective of this programme was to give proper information about C-MAT and other competitive exams and to mould students to get into corporate sector.

The resource person spoke about the importance of higher education and different specialised fields and competitive exams. Mr. Rao stressed on career opportunities and personality development. He conducted an aptitude test to understand students IQ power. He has given clear cut information about how to prepare for C-MAT and other competitive exams and its benefits. Mr. Thrishanth Kumar, Placement Officer coordinated the programme.

### **Guest Lecture on Currency Value fluctuations**

A guest lecture was organised by Finance department for Final BBM students in the Conference Hall on 4<sup>th</sup> September at 2.00 p.m. The speaker was our proud alumni, Mr. Sunil Bedi who is professional of D. S. Group, Wealth Management Firm, Mangalore. He spoke about the impact of fluctuations of currency value on our Indian economy. The areas he covered include rupee dollar rates, insurance, mutual funds, derivatives, risk management, other investment avenues etc. The objective of the programme was to enhance the potential of the students and test their analytical skills. The programme enabled the participants to empower them with requisite financial techniques.

### **Teacher's Day Celebrations**

In our country and culture, teachers are held in great honour and esteem. They are considered as a foundation of all knowledge and source of great ideals. They are the torch bearers of the society. The students look up to them with faith and hope to seek their guidance through their versatile personalities. To honour the teachers of our esteemed institution and to pay reverence and gratitude for their selfless efforts in shaping the career of students, Teacher's



Day was celebrated in our college on 5<sup>th</sup> September, 2013. Student Council Secretary Ms. Sanjana Kamath was the M. C for the function.

The day's celebration started with a prayer to God to reflect back the radiance of his worth. The blessings of the Almighty were invoked by Ms. Ananya.

Ms. Swathi S Rao B, the Student Council President of the College delivered the welcome address to welcome the gathering on this august occasion.

An introductory speech was delivered by Ms. Nishmitha Prabhu enunciating the importance of celebrating Teacher's Day. She explained that the main reason behind celebrating Teacher's Day is to Honour and pay respect to Dr. S. Radhakrishnan, a great philosopher and teacher, on his Birth Anniversary who also deemed it his privilege to celebrate it as Teacher's Day as an appreciation for the selfless efforts of the teachers in shaping the lives of students.

After enunciating the importance of Teacher's Day, Ms. Lavanya introduced the Chief Guest of the occasion.

It is the presence of the Chief Guests on the occasion which makes any event more special, successful and a memorable one. Ms. Kasthuri Kamath, music teacher at SDM Mangalajyothi School was the chief guest on this occasion. She was honoured by our beloved Director, Dr. Devaraj K and our Principal Mrs. Aruna P Kamath.

Thereafter, our Director Dr. Devaraj K delivered the presidential address on the occasion. He held high respects for Madam Kasthuri Kamath who inspite of being visually challenged has reached great heights. He also emphasised that, everyone should aim at reaching great heights avoiding all the obstacles that hinder one's path on the way to Success. He also enunciated Dr. S Radhakrishnan's life history and highlighted his invaluable characteristics viz. his humbleness, his clarity in thinking, his capacity of teaching and his concern towards the society. He concluded that everyone should idolise him and reach great heights.

Madam Kasthuri Kamath kept the audience enraptured with her melodious voice by singing a song, which she held as God's Gift.

Teaching and the non-teaching staff of our institution were honoured by Director Dr. Devaraj K by presenting mementos as a token of love and appreciation as they are the pillars of strength and support for the institution and are instrumental in moulding the character of students by instilling good values and knowledge.

To show gratitude and to thank the gathering, the vote of thanks was proposed by Karshini Tyagarajan, the Student Council Joint Secretary.

### **Faculty Development Programme**

A faculty development programme was organized under the guidance of IQAC for the staff members on 6<sup>th</sup> September 2013 about "Quality Assurance International Perspective". Mrs. Aruna P Kamath welcomed and Mrs. Shashiprabha introduced the guest. The resource person for the session was Dr. Iqbal, Assistant to the President of Kingdom of University, Bahrain for Accreditation & Quality Assurance. He spoke about the parameter required for learning programmes. academic planning frame work, curricular, syllabus, intended learning outcomes, course/module intended learning outcomes, work based learning are the few parameters. He quoted many live examples to support the parameters suggested by NAAC. Mrs. Shaini Naveen compeered the programme and Mrs. Shashikala Shetty proposed the vote of thanks.

### **Inter-Collegiate Paper Presentation Competition**

On the occasion of the anniversary of Swami Vivekananda's Chicago speech, SDM College of Business Management, organised an inter-collegiate paper presentation competition for under-graduate students on 11<sup>th</sup> September 2013 at 1.30 pm in the college conference hall. The topic given was "Role of Youth in Global Development". The competition was organised with a intention of creating awareness among students about the role played by Swami Vivekananda in highlighting the need for activism and vigilance among young generations to fight social issues and uphold cultural unity. The rich liberal heritage and secularism propounded by Vivekananda in his writings and teachings has become a beacon



light for the youth in the modern world. Swami Vivekananda has become a role model for the youth through his multi faceted personality and dynamism. His teachings have inspired and motivated many generations of young people to tread the path of charity, goodness and righteousness. Swami Vivekananda, in his lifetime and later, rose to the level of a cultural ambassador for India in the international arena by showing to the world how India has attained cultural, religious and political unity since ancient times. He testified that Indians love peace and showed that the ideal of universal brotherhood runs deep in the blood of India's young generation. At the same time he insisted that the youth must develop curiosity to learn what is best from other religions and cultures. Students from various colleges took part in the event. Dr. Devaraj K, Director of SDM Post-Graduate Centre for Management Studies and Research, was the chief guest. Mrs. Aruna P. Kamath, principal, presided over the function. The chief guest gave away the prizes for the winners. The winners were: Aldrick Lobo of St. Aloysious College won first place; Wafa Sulthana of SDM Law College secured second place; and Vignesh Kamath of SDM College of Business Management won the third place. The winners received cash awards and certificates. All the participants were given participation certificates and books on Swami Vivekananda's life and achievements. The programme was co-ordinated by the students' council lead by the faculty advisor for the council Mr. Arun F. Sequeira.

### **Hindi Day Celebrations**

The Hindi Department organised Hindi Day Celebrations on 12<sup>th</sup> Sept. 2013. The programme was organized to create awareness about our national language among the students. The guests for the programme were Mrs. Anasuya, HOD, Hindi Department, Vijaya College, Mulki, Dr. Dimple J. Fernandes, St. Philomena College, Puttur. Mrs. Anasuya addressed the students about the importance of Hindi literature. She sang a patriotic song and said that patriotic songs have played an important role in instilling patriotic sensibilities among Indians. Mrs. Aruna P. Kamath, Principal, SDM College of Business Management, Mangalore,

in her address, spoke about the significance of Hindi language as a medium of communication in India. She stressed that Hindi language has been one of factors which has brought unity in India.

On this occasion, Dr. Dimple J. Fernandes delivered a guest lecture on the topic 'Women Empowerment'. She spoke about the status of women in the society. She opined Hindi literature has become a medium for the liberation of women in India. Language competency among women will help them to speak out the injustice done to women and thereby giving them a voice, she said.

Manasvi and Nihal of II BAHRD did the prayer service. Rasmiya of I BBM D welcomed the guests. Mrs. Jyothi, HOD of Hindi Department introduced the guests. Mrs. Shalini, faculty of Hindi department proposed vote of thanks. M.C. Nifa Ali of I BAHRD compeered the programme. The programme was successful in conveying the message that the language which has brought unity to India has become more relevant in the modern world. It has brought together the people of different regions and cultures in the past and now it is playing a major role in shaping the future of India.

### **Factory Visit**

With an intention of giving a practical exposure to business and trade, the factory visit was organized for all the BBM, BCA, and BA (HRD) students.

On 14<sup>th</sup> September 2013, our college students visited different factories to get a hands-on experience about industry.

- First year students visited Canara Work Shop, Maroli, Mangalore,
  - Second year students visited Karnataka Milk Federation(KMF) Kulshekar, Mangalore
  - Final year BBM students visited NMPT, Panambur, Mangalore,
  - Final year BCA students visited Aspinwall Company Ltd, Maroli, Mangalore
  - Final year BA(HRD) students visited BASF Chemical Industry, Surathkal, Mangalore
- Students interacted with employees, collected information from them and observed working condition of the employees. All staff members had



escorted the students to different industries. Mr. Thrishanth Kumar, faculty and Placement officer organized the programme.

### **Guest Lecture on Image Management**

The objective of the guest lecture was to enlighten the students about importance of achieving personal goals. The resource person was Ms. Deepti Shetty, Asst. professor in CI Tech, Bangalore. The guest lecture was arranged by HRD department. It was held in the conference hall on 16<sup>th</sup> September, 2013, from 11 a.m to 3 p.m. Ms. Deeksha introduced and welcomed the guest. Ms. Deepti Shetty in her address spoke about 'Image Management'. She explained that everyone has a certain image that has to be maintained and they should keep on improving their image in a positive manner. She said we can improve it by meditation, reading book to enhance the image.

She further explained that, a person should have basically self belief & potential, appearance & self presentation, and communication skills & reliability in achieving personal goal

She explained three types of Personalities in a person, they are:

- Auditing (loves to listen)
- Visual (loves to picturize or imagine)
- Kinesthetic (very dynamic)

She conducted various activities like dreams through hypnotism, building the shop etc. At the end Mr. Vikram proposed vote of thanks.

From this programme students learned that goal setting in life is very important and image management is the on-going proactive process of evaluation and control. Image Management is an art of presentation and packaging of oneself.

### **Talk on Financial Inclusion**

On 17<sup>th</sup> September 2013, a talk was organized by the economics department. The resource person was Prof. V. B. Hans and he spoke on the topic 'Financial Inclusion'. In his talk he stressed on the need for financial inclusion and also highlighted his views regarding the growth of banking sector in providing financial facilities to the lower income groups. He then spoke on how even the rural population can have access to such financial and credit facilities.

Principal, Aruna P. Kamath spoke about the importance of financial literacy. Srikanth Nayak gave a brief introduction on the topic. Anandakrishnan welcomed the gathering and also introduced the chief guest. Mahaz proposed vote of thanks. Mr. Prasanna Kumar. T and Ms. Shashikala K.G were the staff in-charge.

### **Talk on Tourism**

A talk on tourism was organized as a part of the short term course for students on 17<sup>th</sup> September 2013 in the conference hall. Mrs. Vathika Kamath, the proprietor of Nirmala Travels, Mangalore was invited as the resource person. It was conducted to familiarize the students with tourism management. Mrs. Vathika Kamath, in her address, spoke about various aspects about visa, its types, passport, procedure of obtaining a passport, importance of passport, items restricted as import etc. All of this indeed enlightened the students and it proved beneficial to them as it expanded their horizon of knowledge of foreign travel formalities. Vernon introduced the resource person.

### **Red Cross**

**One day camp** - SDMCBM Red Cross Association organized a one day camp at Lady Goshan Government Hospital on 22<sup>nd</sup> September 2013. All the members were present at 8.30AM eager to start working. Dr. Santosh motivated the youth to keep the environment clean and help those in need. The students were provided with all the equipments to clean up the hospital environment. Students were very careful by not disturbing the patients and new born babies as they continued their work.

By afternoon the hospital was cleaned up by the efforts of all, working together gave a good experience to the students.

### **Traditional Day Celebration**

In order to uphold the tradition & culture of the country students observed tradition day. All the students were attired in traditional costumes on this occasion. Radio Mirchi organised individual talent hunt for the students in the afternoon in the auditorium. Large number of students participated



in the event. Vodafone and Wonderla sponsored gift vouchers for the winners and all the participants.

### **Workshop on Report Writing**

The Literary Association conducted a workshop on report writing on 27<sup>th</sup> September 2013. The objective of this workshop was to obtain knowledge about report writing. The resource person was Ms Laxmi Shenoy. She explained right way of writing a report, strategies, obstacles and impact of the report writing. She gave the topic “communal harmony” and formed 6 groups and each group was given topics like “obstacles, impact, strategies, difficulties” etc. and everyone presented their respective topics. The welcome speech was given by Aishwarya and the event ended with a vote of thanks by Akshatha Rao.

### **NSS Unit Activities**

#### **Vanmahotsava Celebration Programme**

The NSS Unit & Rovers & Rangers of SDM College of Business Management in association with Shiva Baktha Vranda, Someshwar, observed vanmahotsava at Sri Somanatheshwara Temple, Someshwara on 3<sup>rd</sup> August 2013 where a massive tree plantation drive was undertaken. The Chief Guest Gopal Kuthar, President of Vyavasatapana Samithi, Someshwara inaugurated the programme by planting a sapling. About 100 saplings of trees like Naga Sampige, Bilwa-patre, Doopa Kai and Banyan were planted by the NSS Volunteers and the NSS Officers. The plantation was carried out around the surrounding of the Temple. As many as 50 NSS Volunteers took part in the tree plantation drive and students took a pledge to save as well as plant more trees. PRAKRITI, the environment society of P.G.G.C.G.-11 celebrated Vanmahotsava on 27<sup>th</sup> July, 2011 where a massive tree plantation drive was undertaken.

#### **One Day NSS Camp**

On 18<sup>th</sup> August 2013, Sunday NSS unit organized a one day camp at Govanithashrama, Pajeer Village, Pajeer. Mrs. Gayathri K. and Mrs. Deepa D. Hegde, NSS officers accompanied the students. All the NSS

volunteers along with the NSS officers reached the site at 9.00 a.m. Participants were divided into different groups. Each of the groups had a leader from final and second years NSS volunteer assigned, and they were given responsibilities of Shramadhan. After the Shramadana, evaluation of the work was done, the first and second year students shared their experiences of the activity. After the evaluation, the NSS officers gave the feedback. The committee member of the ashram, Mr. Rajesh Shetty K, called upon the NSS volunteers to serve the society without any expectations and appreciated the work done by the NSS Volunteers.

#### **Yoga Training programme**

NSS association conducted Yoga Training programme for the NSS volunteers from 2<sup>nd</sup> to 6<sup>th</sup> September 2013. The Yoga Guru Mr. Gopalkrishna Delampady, trained the volunteers.

#### **Visit to the Orphanage**

Volunteers of NSS Association of the College visited the orphanage “Bhagini Samaja”, Mangaladevi on 7<sup>th</sup> Sept. 2013 at 1 p.m. They distributed clothes, eatables and also contributed money, grocery donated by the students..

#### **NSS Day Quiz**

NSS volunteers participated in the University Level Quiz competition conducted on the eve of the NSS day at Ramakrishna college, Bunts Hostel, Mangalore on 24<sup>th</sup> September 2013.

### **Extension Activities**

#### **BBM Department**

#### **Falling Rupee Value - The Causes, Consequences and Remedies: A Synthesis**

On 12<sup>th</sup> September 2013 at 6.00 p.m. Mangalore Management Association in association with SDM PG Centre conducted a talk on the topic “Falling Rupee Value- The Causes, Consequences and Remedies : A Synthesis” by Dr. A. Ramanathan, IIT Bombay. Many students from SDM College of



Business Management actively participated in this programme. The topic was very relevant for the current scenario. It helped the students gain more knowledge on prevailing economic conditions.

### **BCA Department**

On 21<sup>st</sup> September 2013, the High School students of 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> standard of "Government Higher Primary School and Government High School, Balmatta arrived to the College at 9:30 A.M. The school students were taught basics of computers like MS-Paint, MS-Word etc. This activity was conducted in BCA lab. The student volunteers of final year BCA taught the school students how to work in an interactive method. A power point presentation about computers was displayed and a quiz was conducted on the topic. Winners of quiz were given prizes. At the end, as an entertainment, a movie starring Charlie Chaplin was shown. Sweets were distributed to all the children. The staff co-ordinators were Mr. Arun F Sequeira and Mrs. Reshmi B.R.

### **Marketing Department**

Marketing department of SDM College of Business Management, Mangalore in association with Fest Forum had organised an extension activity on 21<sup>st</sup> September 2013. Students visited hypermarkets in order to get exposure on the effectiveness of various marketing strategies used by them. The students got an opportunity to get an in-depth idea on various strategies followed by them. Two groups of students visited two different hyper markets, AUCHAN and EASY DAY to collect information through personal interview. The visit helped them to gain a practical exposure on various marketing strategies.

### **HRD Department**

'RESOURCE HUB'- The H.R.D Association conducted extension activity in Pompai Higher Primary School, Lady Hill, Mangalore on 21<sup>st</sup> September 2013.

Student coordinators Ms. Deeksha and Ms. Prathiksha along with 12 other secretaries and lecturer incharge Mr. Thrishanth Kumar and Mrs. Veena D Kotian were present and took active part in conducting various activities on leadership skills.

Main objective of this program is to encourage and guide students regarding leadership qualities.

The association initiated this activity in order to develop self-confidence to lead, motivate people through practical training. The students participated with great interest exhibiting their potential in those areas.

Head Master of the school welcomed and introduced SDM team to school children. One student spoke on Leadership qualities; he explained leader's importance and how to develop leadership skills. Following which some leadership activities were conducted to motivate and encourage students to come forward and talk and to lead the group by our students. School children actively participated in all the activities. Mr. Thrishanth Kumar explained the importance of these activities to the school children.

These activities brought about confidence in children and motivated them to display their talent before us. All children who took active part were given a small gifts. The Headmaster of the school gave away the prizes to the winners. Teachers of Pompai Higher Primary School give the support to conduct the HR extension activities successfully. Around 120 children were present for the programme. The headmaster expressed the gratitude to HR secretaries and the lecturers for conducting such an activity in school and also said that they are looking forward and for the same in future too.

### **Language Department**

The main objective of this extension activity was to interact with children and play some creative games that make children less hesitant to come forward. It was held at government primary school Mannagudda. All the three departments (English, Hindi, Kannada) attended and conducted the event. The little children at the school were very vibrant and eager to participate with vigour. There were total 28 students and they were formed into two groups and 2 competitions were conducted i.e memory game and bomb in place game in each group. The students were very sharp and bright and they won many prizes.



## **Finance Department**

The Finance Association conducted its second extension activity on 21<sup>st</sup> September, 2013 at Govt. PU College, Balmatta. The activity was organised to creating awareness about Education Loan. A team of 6 enthusiastic students and 2 members from the faculty conducted the activity. The team consisted of the students namely, Roopesh, Arun Nambiar, Anusha, Neha, Madhura, Megha. The faculty members included Ms.Sowmya Hegde, & Ms.Mamata Pai. Roopesh addressed the gathering and introduced the team. The main motto behind this programme is to make the students realize that finance is not an obstacle for their future. Complete details were given to the students about education loans. At the end of the session few students were asked to give feedback. Later to improve the communication skills and confidence, the team conducted some activities. This extension activity was really helpful to the students to increase their knowledge and confidence. Later the team had a exchange of views with the Principal of College Mr. Vasudeva Kamath.

## **Economics Department**

Economics quiz was conducted by the students Mahaz and Abhishekh at government PU College, Balmatta. A visual round of quiz was conducted wherein the students qualified in the written round were up for the competition to be the cherry on the top. This round was conducted by Adarsh Shetty assisted by Venkatesh. Through this round the students were made aware regarding the various economic personalities, places, logos, currencies etc. This was followed by a presentation by students Srikanth Nayak and Anandakrishnan, assisted by Sujan, wherein they briefed the students on the topic 'money concept'. They highlighted their views on various aspects such as origin of money, procedure of making currency notes, RBI rules on issue of currency notes, protection and maintenance of money etc. They also enlightened the students as to how to identify fake currency notes and also presented a video on the same. Mr. Prasanna Kumar then summarized the above aspects.

The winners were awarded prizes by the principal of their college. The principal then thanked SDM

for their efforts and also wished good luck for their students. The programme proved very beneficial to the host college students as it expanded their horizon of knowledge and also to the students of SDM College as well, as they were provided with a platform of opportunity to enhance their skills.

## **Rovers and Rangers Association**

### **Drawing Competition**

Art can help children express, communicate and create order. Children generally lack the breadth of vocabulary necessary to articulate all of the complexity of their thoughts and emotions succinctly. Not having the words to express feelings can be frustrating for young children and art provides a useful outlet to express themselves.

In this context, as a part of extension activities, the college Rovers and Rangers association organised drawing competition at Mangaladevi Temple premises to the students of local area on 9<sup>th</sup> September 2013. The event was organised under 7 categories. More than 273 students participated in the competition. All participants were encouraged with gifts and winners were honoured with attractive prizes.

The event helped Children to creatively explore new ideas and make sense of them through association.

### **Medical Camp at Someshwar**

The saying that "Health is Wealth" is a very true to its meaning, as one cannot do anything if he or she does not have good health. So, it is important that each person must know the causes, effects and remedies various illnesses and diseases.

To help facilitate access to health care in rural areas, general and specialised (eye, Children, Skin, Ortho) medical camp was conducted for the public at Someshwar temple by the college Rovers and Rangers Association on September 16<sup>th</sup>, 2013.

The medical camp was organized with the help of qualified doctors from the KMC Hospital Attavar. More than 273 patients got registered. Patients with mild disorders were given free medicine during the camp and those with serious disorders were referred to the nearest primary healthcare centre. Follow up of the patients was done through health volunteers. Spectacles were distributed to 87 patients.



### **Interactive Session on Nethravathi River Diversion**

On 17<sup>th</sup> August, 2013 Canara Chamber of Commerce & Industry, Mangalore arranged an interactive meeting on the topic Nethravathi River Diversion scheme with Dr. S.G. Maya (Professor NITK) at KCCI Exim Facilitation Centre “Chamber Building”, Bunder, Mangalore, at 4.00 p.m. in which the students participated.

### **Visit to Mangalore Port Trust (N.M.P.T)**

The students visited the New Mangalore Port Trust (N.M.P.T). It is as an opportunity to learn the various strategies employed by a port in the field of Export Management on 22<sup>nd</sup> August 2013. Mr. B. Sadashiva Shettigar and W. F. D’souza led the students. They also explained the day to day works, procedures, tariffs, documentation, customs office working in great detail including cost of transport, Bill of Lading and various other procedures followed in a port. The students got a overview of the procedures in export management at New Mangalore Port Trust. It was organised by Mr. Prasanna Kumar.

### **Seminar on Cyber Crime and Exhibition of Evolution of Computer Technology and Ethical Hacking**

In order to know about Cyber Crime, Internet Security and Ethical hacking, on 26<sup>th</sup> August 2013 the final year BCA students attended a seminar on the topic “CYBER CRIME and an exhibition of EVOLUTION OF COMPUTER TECHNOLOGY & ETHICAL HACKING”. The seminar was organized and hosted by the MCA department of Shree Devi Institute of Technology, Kenjar, Mangalore on 26<sup>th</sup> August 2013. The resource person was Mr. Sandeep C., Manager-Operations, Mandamus Edu, Bangalore. The program started at 2.30 pm. in the Conference Hall. The resource person shared his knowledge on cyber crime. His initial speech contained the security issues of internet, the virus attacks, the malware attacks, the worms, the trojans and the bomb attack. He also told how the unknown people on the internet can hack our systems or how they can cheat us during e-payments, e-banking etc. He advised students on

how to protect their identity from hackers on social networking sites. The other topics of his speech were software piracy, deep web concept, anonymous people, zero day attack, multiplatform malwares etc. After the seminar the students were taken to an exhibition on “Ethical Hacking and The Evolution of Computer Technology”. Many knowledgeable anti-hacking useful software were demonstrated. The students were all fortunate to see the evolution of computers over the generations. This exhibition gave the students a glimpse of the evolution of different hardware devices and softwares since the beginning of the technology and also exposed them the threats in the present cyber world, thereby creating an awareness about the need for cyber security experts so as to accelerate the young minds to move along with rapid change in technology. Mr. Arun F. Sequeira and Mrs. Deepa D. Hegde, faculties of SDMCBM escorted the students.

### **Swami Vivekananda’s 150<sup>th</sup> Birthday Celebrations Rally**

On the occasion of Swami Vivekananda’s 150<sup>th</sup> Birthday Celebrations, students participated in a rally organized on 11<sup>th</sup> September 2013.

### **World Heart Day Run 2013**

Our college students and staff participated in the “World Heart Day Run 2013” organised by KMC Hospital Mangalore on 29<sup>th</sup> September 2013 at 7 am. The theme of the marathon was “Running is the Best Medicine for all Diseases”. The marathon started at T.M.A. Pai Conventional hall and ended at K.M.C. Hospital, Ambedkar circle. The route was M.G. Road, P.V.S. Circle and Bunts Hostel Circle. The marathon was inaugurated by Mr. Vijay Baradwaj, a National Level Cricketer, Ms. Ashwini Akkunje and Ms. Reethu Abraham, international athletes, by hoisting the flag. A large number of public took part in the marathon. The College team was escorted by the physical director Mr. Bharath Kumar Jain.

### **One Day Camp**

On 25<sup>th</sup> August 2013, in the morning at 8 a.m the students of different colleges assembled at Ladies





Park, Lalbagh. Many students of SDM College of Business Management also actively participated in this one day camp. The lecturers in charge were Mrs. Jyothi and Mrs. Deepa Hegde. The students cleaned the park and were happy to contribute their time to social work.

### **Exhibition on New Product Development and Innovations**

Mrs. Manju and Mrs. Vasudha escorted Marketing Department students to an exhibition on new product development and innovations organized by Sridevi College of Mgt. and Technology, Mangalore on 30<sup>th</sup> Sept. 2013.

### **Association Activities**

#### **Competency Based Training**

Finance Association conducted competency based training on 2<sup>nd</sup> September 2013 for the interested students of the college. A case, related to insurance sector was given to the students and asked to solve it.

It was conducted with an intention to give practical exposure to face challenges in Business and industry. The students participated with great interest exhibiting their potential in those areas. The event was judged by Mrs. Kavitha & Mrs. Anasuya.

#### **Plastic Money significance**

Credit card and debit card plays a vital role in today's world among the common people. To carry a hard cash everywhere is much difficult task for the general people. Thus they always go for the card, using card is secure and safely to use at anyplace like business field, purchasing articles and also during on-line shopping. To create awareness about the advantages and disadvantages, a debate was conducted. Two students were put in a group and asked them to talk 3 minutes on the topic, one had to speak about the importance of debit card and another had to speak about importance of credit card. 9 teams took part in the training. This event was judged by Mrs. Gayathri and Mrs. Veena.

### **BID & WIN**

On 22<sup>nd</sup> August 2013, Finance Association conducted Bid and Win. Quiz questions were framed, taking questions from banking sector, insurance sector, corporate sector, stock exchange etc., and written quiz competition has been conducted. After that students were asked to bid for the right answer they have written. This training was really helpful to students to increase their knowledge and also their confidence. 40 students are actively participated in this event. This event was conducted under the guidance of lecturers incharge Ms. Sowmya Hegde & Mrs. Shaini Naveen.

### **SWOT analysis**

Venta, the marketing association had organized SWOT analysis competition on 20<sup>th</sup> August 2013 in room no:202 at 3:15 pm. The objective of the competition was to understand the strength, weakness, opportunities and threats of Bajaj group of hotels. The objective was to meet the challenges of business in industry. The judging was done by Mrs. Shaini and Ms. Mamatha Pai. 2 made a team and the time allotted was 3 minutes for presentation and 1 minute for questioning. The criteria for judging was convincing ability of participants on the question asked by the judges.

### **Flash marketing**

Marketing Association VENTA organized flash marketing competition, an individual event on 24<sup>th</sup> August 2013. The topic was given on the spot. The objective of this activity is to develop self confidence to lead and motivate through practical training and exposure to business and industry. The event was judged by Mr. Thilak Raj and Mrs. Veena D. Kotian.

### **Tag Line**

Venta marketing association organized tag line competition on 31<sup>st</sup> August 2013. The topic was the best tag line for the BATA coming up with nail polish. The competition was an individual event where participants had to write the best tag line for the topic given. The event was conducted under the guidance of Mrs. Manju and Mrs. Shwetha. Y.



## IT Collage

IT-Collage event was organized by the SCAN association on 3<sup>rd</sup> August 2013 in Lab S at 12:00 P.M. It was an individual event where the participants were given a topic on spot and the related data and images were taken from the Internet. Using the downloaded information the participants were supposed to prepare a collage using MS-Paint. Time allotted was 15 minutes. The topic given was 'Natural Disaster'. Judging was done on the basis of the participant's creativity, overall presentation and neatness. 37 participants took part in this event. This event was judged by the lecturers Mrs. Anasuya and Mrs. Deepashree Shenoy.

## Vega

Vega (Power Point Presentation) event was organized by the SCAN association on 7<sup>th</sup> August 2013 in Lab S at 4:00 P.M. The objective of this event is to find out the creative ways in presenting a topic. It was an individual event where the participants were given a topic on spot and the participants were expected to create a slide show using MS-PowerPoint. Judging was done on the basis of the participant's creativity, overall presentation and neatness. 42 participants took part in this event. This event was judged by the lecturers Mrs. Anasuya and Mrs. Deepashree Shenoy.

## Tagger

Tagger event was organized by the SCAN association on 10<sup>th</sup> August 2013 in Room No.208 at 12:00 P.M. Objective of this event is to find out the innovative skills of the students. It was an individual event where the participant were given an IT product. The participant had to give a new tag line for the product and also give the description for it. Judging was done on the basis of the participant's knowledge and Impression. 25 participants took part in this event. This event was judged by the lecturers Mrs. Divya Uchil and Mrs. Deepa D Hegde.

## Essay writing

Essay writing competition was conducted by the Literary Association in all three languages (English/hindi/kannada) on 2<sup>nd</sup> Aug 2013.

## Elocution Competition

The objective of elocution competition was to enlighten the students about the speaking skills and enhance better knowledge regarding the same. The literary association organized elocution competition in all three languages. (English & Kannada on 22<sup>nd</sup> Aug. and Hindi on 23<sup>rd</sup> Aug). The topics were given beforehand to the students.

English topic : Discrimination among men and women in the society

Hindi topic : Aajkal ke shikshan paddati main khel khud kha mahatv

Kannada : Jeevana moulyagala pramukyate.

## College Anthem Singing

Fine Arts association organized Interclass Anthem competition on 14<sup>th</sup> August 2013 in the College Auditorium. Prof. Vedavathi, who is the composer of college anthem and experts in the music field were invited for judging the event. Student from all the classes participated with competitive spirit, and sang the anthem melodiously, seeking the blessing of Lord Manjunatheswara.

## Variety Entertainment

Fine Arts Association conducted interclass variety competition on 15<sup>th</sup> August 2013. The theme of the competition was 'Patriotism in Contemporary India'. All the classes were given 15 minutes for performance and 2 minutes for stage setting. Students were given different themes related to patriotism in contemporary India. They presented this through various skills, mime shows and dance. The event was judged on the basis of how students have creatively brought out the issues prevailing in the country with the solutions to tackle it. Judges were Prof. Maheshchandra Nayak, Faculty of SDM Law College, Miss Mohana Rathan, Lecturer, Govt. First Grade College Balmatta and Mr. Shashidhara Acharya, HR Executive A.J. Hospital, Mangalore.

## Web Designing

Web Designing competiton was organised by the SCAN association. It is an event where the participants have to create a web page on the basis of given criteria. The topic will be given on the spot.



The event was held on 12<sup>th</sup> September 2013 in Lab S. The topic given was 'Women Empowerment'. Judging is done on the basis of the participant's creativity, overall presentation and neatness. It is an individual event and the time allotted was 25 minutes. The number of participants took part in this event were 20. This event was judged by the lecturers Mrs. Anasuya and Mrs. Shashikala Shetty.

### Quiz

Economics Department had conducted a Quiz competition on 3<sup>rd</sup> Oct. The objective of the competition was to enrich the knowledge about economic concepts. It also imparted knowledge about business conditions. The students participated with great enthusiasm exhibiting their potential in those areas. The event was judged by Mr. Prasanna Kumar T & Preethika.

### Pictionary

The event was organised by the Literary Association. The objective of conducting pictionary competition was to bring out the creativity and innovative thoughts and vision from students. It was held on 12<sup>th</sup> Sept. 2013. Large number of students participated in the event. The judges for the competition were Ms. Shashikala K.G and Ms. Preethika Dharmapal.

### Face-off

'Resource Hub' – The H.R.D. association had conducted a competency based competition 'Face off' on 13<sup>th</sup> sept 2013 at 3pm in room no 204. Two members in a team and one has to talk for the topic and other against the topic. Topics were given on the spot. HRD related topics were given for the debate were:

- Productivity based promotion,
- Job rotation good or bad,
- Merit based promotion,
- Employee turnover, etc.,

The association initiated this competition in order to develop competencies of students and bring professionalism in them. It was conducted with an intention to give practical exposure to face challenges in Business and industry. The students participated

with great interest exhibiting their potential in those areas. The event was judged by Ms. Kavitha and Ms. Gayathri who judged based on the participant's communication and convincing skills.

### Mad Ad

Marketing association of the college had organised a skill based activity product launch and Mad Ad on 16<sup>th</sup> September 2013 at room no.202. The objective of the event was to develop a skill to launch and sell a new product. In this event students were expected to show their skills and new ideas while launching a product. The activity enabled the students to develop their confidence level in the field of marketing. 18 students participated in the activity and made the event successful.

### Interclass Kabaddi Tournament

Interclass Kabaddi tournament was organized by the Sports Association on 6<sup>th</sup> and 7<sup>th</sup> Sept. 2013. 21 teams participated in the tournament. Finally, I BBM 'D' team won the championship. II BBM 'D' won the runner up.

### Student Achievements

#### ESPERANZA 2013

A UG level IT and Management Fest conducted by Srinivas Institute of Management Studies, Pandeshwar, Mangalore on 21<sup>st</sup> August 2013. The college team won **Overall runnersup** among 25 participated colleges.

#### Virtuoso 2013

Virtuoso 2013 - The Great White Way, is a national level management fest organised by St. Joseph's college, Bangalore. The fest was held on 23<sup>rd</sup> and 24<sup>th</sup> of August 2013 in the college campus.

The theme for this year was Broadway theaters and all the rounds of each event were directly and indirectly related to the theme making it more interesting and challenging. There were all together 11 colleges that participated in the fest.

At the end of the first day, 5 colleges got eliminated and the SDM team made it to the top 6 and was qualified for the second day.



Ms. Soumya Hegde, the staff coordinator who accompanied the team throughout the fest. On the Second day, the SDM team made it to the top 4 based on the performance of each individual event. The team got qualified to perform at the finale group event, wherein the entire team had to present a report. At the end of the fest, the finance team, Thirumalesh. A.G and Prajwal Shet won third place and the HR, PR, Marketing, Quiz, Journalism and Best Manager secured 4<sup>th</sup> respectively. Overall it was a great exposure and an extremely knowledgeable experience as the standard of the competition put to test the actual management skills of the participants.

### Rhythm-2013

The College students attended Rhythm -2013, a fest organised by SVS College, Bantwal on 10<sup>th</sup> Aug. 2013.

### Mangala Utsava

The students participated in the Mangala Utsava, a fest organised by Mangalore University and won several prizes.

### Yuva Dasara

The students were invited to perform in the Yuva Dasara, Mysore. The college team received Cash award and appreciation for their performance.

### Mangalore University Inter-collegiate Swimming Competition

College swimming team participated in the Mangalore University inter-collegiate swimming competition held at Mangala swimming pool. It was organised by Mothi Mahal college of Hotel Management, Mangalore on 16<sup>th</sup> September 2013. The team won 5 gold medals, 5 silver medals, 1 bronze medal and in relay event 2 gold medals and 1 silver medal. The college secured overall runner up championship by scoring 114 points.

### University Representation in Chess

Mohammed Irfan has been selected for the final selection trials to be held at Derick's Chess school from 30<sup>th</sup> September 2013 to 9 October 2013 to represent Bangalore University in all India inter-university chess competition

### Inter-collegiate Kabaddi Match

Our college Kabaddi team participated in the Mangalore University inter-collegiate Kabaddi tournament held at K.S.S. College, Subramanya on 2<sup>nd</sup> and 3<sup>rd</sup> October 2013. The college won initial 3 match and reached pre-quarter finals and lost against K.S.S. College, Subramanya by 1 points.



UGC NATIONAL CONFERENCE ON DATA MINING FOR COMPUTER SECURITY



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## STAFF Representations

### Mrs. Aruna P. Kamath

- Attended a meeting of the principals and teachers representatives of all private colleges coming under the jurisdiction of Mangalore South Constituency at the office of J.R. Lobo, MLA, on 15 Oct. 2013.

### Mrs. Gayathri K.

- Escorted students for Vanamahotsava at Someshwara on 3<sup>rd</sup> Aug. 2013.
- Attended NSS Programme Officers Meeting at University College on 24<sup>th</sup> August 2013.

### Mr. Thilakraj G.

- Escorted students for Vanamahotsava at Someshwara on 3<sup>rd</sup> August 2013.
- Attended 2 days Faculty Development Programme on "Teaching Methods for Management Faculty" organised by Acharya Bangalore B School, Bangalore on 12<sup>th</sup> & 13<sup>th</sup> August 2013.
- Delivered a lecture on "Accounting for Microfinance" at BIRD, Mangalore on 20<sup>th</sup> August 2013.

### Mrs. Jeevitha D.

- Attended a Revised Syllabus workshop on Kannada Syllabus held at Alva's College, Moodbidri on 13<sup>th</sup> August 2013.

### Mrs. Renuthakshi

- Attended a Revised Syllabus workshop on Kannada Syllabus held at Alva's College, Moodbidri on 13<sup>th</sup> August 2013.

### Mrs. Deepa D. Hegde

- Escorted students for Vanamahotsava at Someshwara on 3<sup>rd</sup> August 2013.
- Attended NSS Programme Officers Meeting at University College on 24<sup>th</sup> August 2013.

### Mrs. Supreetha A

- Presented a paper titled, "Convergence of IFRS with Indian Accounting Standard" at the National Seminar on "Indian Accounting Standard – Relevance, Issues and Challenges in the Changing Business Scenario" organised by Sri Mahaveera College, Moodbidri on 16<sup>th</sup> and 17<sup>th</sup> August 2013.
- Attended a Seminar on "Value Based Education" organized by Ramakrishna Mutt, Mangalore on 21<sup>st</sup> Sept. 2013.

### Ms. Mamatha Pai

- Escorted the students to "ENORM 2013", an International level Management Fest organised by Presidency College, Bangalore on 29<sup>th</sup> and 30<sup>th</sup> August 2013.

### Ms. Sowmya Hegde

- Escorted the students to "VIRTUOSO 2013", A National level Management Fest organised by St. Joseph's College, Bangalore on 23<sup>rd</sup> and 24<sup>th</sup> August 2013.
- Attended UGC sponsored National Seminar on "Effective Partnership between Commercial Banks and Micro-Finance Institutions" held on 12<sup>th</sup> Sept. 2013 at Besant First Grade Evening College, Mangalore.

### Mrs. Vasudha

- Presented a paper titled, "Convergence of IFRS with Indian Accounting Standard" at the National Seminar on "Indian Accounting Standard – Relevance, Issues and Challenges in the Changing Business Scenario" organised by Sri Mahaveera College, Moodbidri on 16<sup>th</sup> and 17<sup>th</sup> August 2013.
- Attended a Seminar on "Value Based Education" organized by Ramakrishna Mutt, Mangalore on 21<sup>st</sup> Sept. 2013.

### Mr. Prasanna Kumar T.

- Attended One day state level seminar on "Development Challenges in Indian Banking" held at Vivekenanda College, Puttur on 31<sup>st</sup> August 2013.
- Attended one day camp organised by Red Cross.

### Arun F. Sequeira

- Attended the meeting of Board of Examiners in BCA Course held from 2<sup>nd</sup> Sept. 2013 to 4<sup>th</sup> Sept. 2013 at SVS College, Bantwal.
- Attended National Level Software Exhibition Infovision 2013 organised by AIMIT, Beeri on 12 Sept. 2013.

### Shashikala K G

- Attended UGC sponsored National Workshop on "Changing Contours of Indian Economy" held on 24<sup>th</sup> Sept. 2013 at St. Aloysius College, Mangalore.

### Deepashree Shenoy

- Attended a Seminar on "Value Based Education" organized by Ramakrishna Mutt, Mangalore on 21<sup>st</sup> Sept. 2013.

### Veena D. Kotian

- Attended 2 days National Seminar on "Indigenous Management Practices and Sustainable Development : Paradigms and Paradoxes" organized by Sri Gokarnanatheshwara College, Mangalore on 26<sup>th</sup> and 27<sup>th</sup> Sept. 2013.

### Shaini Naveen

- Attended 2 days National Seminar on "Indigenous Management Practices and Sustainable Development : Paradigms and Paradoxes" organized by Sri Gokarnanatheshwara College, Mangalore on 26<sup>th</sup> and 27<sup>th</sup> Sept. 2013.

# College Activities



# Extension Activities

