



SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT

MANGALORE - 575 003 D.K.

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BCA Syllabus Workshop



NSS Annual Camp



Overall Champions of Management Fests



Overall Champions of IT Fests



Overall Champions of Cultural Fests



Green Marketing - Guest lecture



Editorial

The commencement of the new semester was marked by a plethora of activities. The highlights of this quarter were hosting of much awaited Synergy, Sygma and College Day celebrations. These activities kept the students busy and engaged and also provided an opportunity to dedicate themselves to the cause of their alma mater.

SYNERGY 2014

The inauguration of Synergy 2014, a two day National Level Management Fest exclusively for undergraduate management students, was held on 24th January 2014 in the college auditorium. Synergy 2014 was inaugurated by Capt. John Prasad Menezes, Independent Director, MRPL, Mangalore. Ms. Reena Ram, Associate Director of Marketing, Ionidea, Bangalore, also an alumni of the college, was the distinguished Chief Guest on the occasion.

John Prasad Menezes, in his inaugural address, said that Synergy and similar events help young people to develop positive attitude and at the same time they play an important role in imbibing time management skills. He asked the students to be honest and to have self-esteem and self-respect. These values and skills would carry same weightage as academic achievements when the students enter the corporate world, he said.

In her chief guests address, Mrs. Reena Ram said that Synergy has become an important platform for students to develop the skills which are required to face the competitive world and to launch their careers into the corporate world. She narrated her experience of organizing Synergy back in the days when she was the student of the college. She advised the students to consider failure as a stepping stone to success. Success is a constant journey and its not an end in itself, and every attempt to achieve success should a fresh start, she said. She wished luck and success to the organisers and participants by saying that "transformation is a journey from yourself to yourself".

The theme of Synergy 2014 was "Youth Infinity". This theme was chosen to throw light on the importance of empowering youth and making the youth play important roles in the business and corporate world. Synergy 2014 had various event on different areas such as marketing, finance, business quiz, publicity, human resource, managing and photography which were held for two days.

Mrs. Aruna P. Kamath, principal of the college, presided over the function. Ms. Swathi Rao, president of the student council, welcomed the guests. Mr. Darel and Ms. Sanjana Kamath introduced the guests. Mr. Rahil Ahmed presented the theme of Synergy 2014 – "Youth Infinity".

Mrs. Smitha M and Mrs. Shashikala Shetty, coordinators of Synergy and Sygma were present on the dais. Ms. Swathi Rao, Student council president and Synergy and Sygma students' coordinators Mr.Samih Ali, Mr. Rahil Ahmed and Ms. Shalini Pai were also present on the dais. Ms. Tanusha Das compeered the programme.

SYGMA 2014

The inauguration of Sygma 2014, a State Level Management Fest exclusively for undergraduate computer applications and computer science students, was held on 25th January 2014 in the college auditorium. Sygma 2014 was inaugurated by Mr. Deekshith Rai, Founder CEO, Code Craft Technologies, Mangalore. Ms. Aparna Suchethan, Quality Analyst, Yahoo Software Development India, also an alumni of the college, was the distinguished Chief Guest on the occasion.

Mr. Deekshith Rai, in his inaugural address spoke about importance of innovations. He said that a lot of innovations are happening in the IT sector. It is the duty of the students to learn about those innovations and get inspired to become leaders in the IT world. He stressed that cyber security is an area which everyone should be aware of. In the world dominated by computers and internet, securing ourselves and protecting our privacy is going to be essential for our future. Ms. Aparna Suchethan, in her chief guests' speech, narrated her memories of experiences being a student of the college. She said that Sygma, over the years, has become an important platform for students to test their knowledge and skills.

Mrs. Aruna P. Kamath, principal of the college, presided over the function. Ms. Swathi Rao, president of the student council, welcomed the guests. Mr. Saajan and Ms. Namratha introduced the guests. Ms. Shalini Pai presented the theme of Sygma 2014 – "Cynet Sheild".

Mrs. Shashikala Shetty and Mrs. Smitha M, coordinators of Sygma and Synergy were present on the dais. Ms. Swathi Rao, Student council president and Sygma and Synergy students coordinators Ms. Shalini Pai and Mr. Samih Ali, Mr. Rahil Ahmed were also present on the dais. Ms. Varsha Bojamma compeered the programme.

The theme of Sygma 2014 was "Cynet Sheild". The theme was chosen to create an awareness about the importance of security in the modern networked and gadget driven world. Sygma 2014 hosted various events on different areas such as coding, web designing, IT quiz, IT debate etc.

The valedictory ceremony of Synergy and Sygma 2014 was held on 25th January 2014 in the college auditorium. The chief guests were CA B. Chandrakatha Rao, M/s. Rao and Basri, Chartered Accountants, Mangalore and Mr. Vijesh K. Vidyadhar, Proprietor, Zari Couture and also an alumni of the college. The prizes were given away to winners of all the events. St. Aloysius College team won the championship and Buvanendra College team won the runners-up at Sygma 2014. Christ College, Bangalore team won the championship and KLE College, Belgaum won the rappers-up at Synergy 2014.

NSS ANNUAL CAMP

The annual special camp was held at Kendriya Madari Vasathi School, Madhya, Chelyar Grama, Surathkal from 24th December 2013 to 30th December 2013. 100 NSS volunteers participated in this annual special camp.

The inaugural function of annual special camp took place on 24th December 2013 at 3.30 p.m. Captain Ganesh Karnik, Member of Legislative Council, inaugurated the camp, Smt. Puspha, President Chelyar Gram Panchayath, Sri Vijay Kumar, Warden and Headmaster Kendriya Madari Vasathi School, Dr. Devaraj K., Director, SDM College Post Graduate Center for Management Studies and Research were the chief guests, Principal, Smt. Aruna P. Kamath, was the president of the function, Smt. Gayathri K. and Smt. Deepa D. Hegde, NSS officers, were the dignitaries present on the dais.

Captain Ganesh Karnik inaugurated the camp by lighting the lamp. The other dignitaries present on the dais, wished success for the camp. Akshatha, NSS volunteer, compeered the programme. Kavya J. welcomed the guests. Farook Umar introduced Captian Ganesh Karnik to the gathering and Deekshitha delivered the vote of thanks. After the inauguration, the dignitaries gave a formal start for shramadhan by gudhili pooja.

Volunteers were briefed thoroughly about the programmes and activities to be carried out for 7 days. On 25th December, guest lecture on Journalism was conducted by Ms. Lakshmi Shenoy, Addyar. On 26th December Socio-economic survey was conducted by NSS volunteers. On 27th the NSS Volunteers prepared a report on the survey done by them. On 28th a street play was organized on the evils of corruption. On 30th there was a free medical check-up by A.J. Hospital, Kuntikana. Many local people were present for the check-up.

Valedictory function was held on 30th December 2013 at 11.00 am. Mr. Mahabala Poojari Kadambodi was the guest of honor. Smt. Vajrakshi P. Shetty, member of Taluk Panchayath, Principal Smt. Aruna P. Kamath, NSS program officers and student secretaries were also present on the dais. Sri Mahabala Poojari Kadambodi expressed his happiness for the participation of students with a noble cause. Smt. Vajrakshi P. Shetty gave valedictory speech and best campers were honoured by the guest. The MC of the programme was Prajna, Adhyashri welcomed the gathering and Keerthan Shetty proposed the vote of thanks.

During 7 days camp, each day began with prayer and meditation at 6 a.m, flag hoisting at 6.30 a.m, light exercise and refreshments followed by Shramadhana by volunteers from 7a.m to 12noon. Education programmes and various competitions were organized from 2.30 p.m to 4 p.m. From 6 p.m to 8 p.m was the time for cultural programmes which was followed by evaluation of the day's activities.

COMPUTER SCIENCE SYLLABUS REVISION WORKSHOP

On 13th December 2013, the college in association with Mangalore University Computer Science Teachers Association (MUCSTA) organized a one day workshop on Fourth Semester BCA, B.Sc.-Computer Science, BA/BCom Computer Application and BA-Data Processing to discuss the revised syllabus. The programme was inaugurated by



Dr. Manjaiah D.H, Chairman, Computer Science Department, Mangalore University. Mrs. Aruna P. Kamath, Principal of SDM College of Business Management, Mr. P. Sridhar Acharya, President of MUCSTA, Mr. Vinaychandra, Secretary of MUCSTA were present on the dais. Dr. Manjaiah D. H. in his inaugural address, spoke about the importance and benefits of having a syllabus which is more in tune with the requirements and demands of the industry. He appreciated the lecturers who had taken the initiative to revise the syllabus. He then congratulated the host college and the management for helping to organize the workshop.

Principal, Mrs. Aruna P. Kamath spoke about the opportunities which are available to the students who pursue BCA and Computer Science courses. She stressed that what is being taught to students should be relevant to what they are going to do in their future.

Mr. Vinay Chandra proposed the vote of thanks. Mrs. Shashikala Shetty, faculty, SDM College of Business Management, compeered the programme. A large number of faculties from different colleges, Board of Studies members, all the BCA staff members of SDM College of Business Management were present on the occasion. Soon after the inaugural, the groups were formed on subject basis and many decisions regarding the implementation of the syllabus were taken. Decisions were also taken in relation to bring uniformity in teaching pedagogy and curriculum in all the colleges.

ANNUAL ATHLETIC MEET

College Annual Athletic Meet was held on 17th January 2014 at Mangala Stadium. All the students and staff gathered at Mangala Stadium exactly at 8.15 a.m. An International Athlete, weight lifting champion and Eakalavya Awardee, Mr. Pushparaj Hegde was the guest for the Inauguration. The inaugural ceremony began with march past by the students. The guest opened the meet by hoisting the college flag. Ms. Keerthana & party sang the prayer. The sports Coordinator, Mr. Mahesh Shenoy welcomed the guest and the gathering. Student Council president, Ms. Swathi S. Rao introduced the guest. President of the programme, Principal Mrs. Aruna P. Kamath handed over a memento to the Chief Guest as a token of love and affection. In the inaugural address, the guest said that sports activities improve a person's physical and mental health. The sports activities also teach how

to be disciplined in life. Mr. Sharooq, sports secretary, read out the oath to the participants. Mr. Javad K. proposed vote of thanks. Student Council Secretary, Ms. Sanjana Kamath compeered the programme. Many sports events were held through out the day. Shanker Singh from I BBM 'C' and Vinaya from II BCA 'B', won Individual Championship in men & women sections respectively.

COLLEGE ANNUAL DAY

The college annual day was celebrated on 31st January 2014. The prize distribution ceremony was held at 10:00am in the college auditorium. Dr. Vasanth Kumar Perla, Asst. Station Director, All India Radio, Mangalore was the chief guest and Mr. Ankith Seth, Proprietor, Seth Hardware and also the alumni of SDMCBM was the guest of honour. Mr. Arun F. Sequeira presented the brief report of the student council. The prizes were distributed to the students on general proficiency, best report on three organizations, best factory report, and to the winners of various events organised by various associations. Principal announced the names of the best outgoing students and also the names of the students who have shown surpassing performance. The prayer was sung by Ms. Keerthana and group. Ms. Swathi S. Rao welcomed the chief guest and the gathering. Mr. Neil D'Souza and Ms. Sanjana Kamath introduced the chief guest. Ms. Karshni Tyagarajan, joint secretary of the students council, proposed vote of thanks. Ms. Riddi Vasani of III BCA 'A' compeered the programme.

Evening programme commenced at 5:30 p.m. with the musical symphony by the students. The formal ceremony commenced at 6:00 p.m. Mr. K. Giridhar Shenoy, General Manager, Corporation Bank, H.O. Mangalore was the chief guest. Mr. Dheeraj Bangera, Senior Consultant, Infosys, Bangalore & alumni of SDMCBM was the guest of honour. Ms. Swathi S. Rao, president of student council welcomed the gathering. Ms. Karshini T. introduced the guests. Mrs. Aruna P. Kamath, Principal, presented the college annual report. Six students who have secured the rank in the Mangalore University examinations and Mrs. Anasuya, faculty, who secured the rank from Kuvempu University, Shimoga were honoured by the chief guest. Mr. K. Giridhar Shenoy, in his address, gave a call to the students to follow the path of truthfulness and to live by the ideals. Students should make the best use of the opportunities they get in their life, he said. Mr. Dheeraj Bangera, in his address, narrated his experience of being a student at SDM. He quoted a few writers and thinkers to explain how to make the best use of the opportunities that students get in their lives. Students must foster



and nurture innovative spirit and creativity in their lives, he said. The prayer was sung by Ms. Shabari & group. Ms. Sanjana Kamath, secretary of student council, proposed vote of thanks. Ms. Tanusha Das of III BBM 'A' compeered the programme

PROGRAMME ON YOUTH EMPOWERMENT

A guest lecture on youth empowerment was organised by our institution on 12th December, 2013. Resource person, Mr. Sanjay Gulabani provided information regarding the merits and importance of YES+ course, conducted by the art of living organisation. He recollected his memories and explained how he achieved success in life. He said that success can be achieved effortlessly but knowledge is a must. He shared his views on what techniques made him and as well as others successful. He briefed that success requires less of hard work and more of smart work. He stated that a tree showcases its branches and fruits but the roots are always hidden, in the same manner he did not explain the process of his success but shared with us the results. He stated that business cannot be started by a single person. It requires a team. When there is a team, the most important, thing to achieve any goal is team work and communication skills. He stated how important power of concentration is, to achieve any goal. He stressed on the sentence, "Ideas are very important to implement your ideas". YES+ is a fun, dynamic course for college students and young professionals that can give life the boost of energy. "To get the most out of life, we need to increase energy, conserve the energy that we have, and manage our time well". The session provided students with valuable information and encouraged them to be the better leaders of tomorrow, boosted the level of confidence and helped them to know about the YES + course which helps millions around the globe.

GUEST LECTURE ON STRESS MANAGEMENT

Dr. Tina of Fr. Muller's Hospital, Mangalore conducted an Art of Living's YES+ course for I BBM B and C section students on 12th December 2013. She stressed on how to face stress and how to maintain physical and mental health. Various topics such as maintaining emotional and mental stability, increasing creativity, and personal development were dealt with. YES+ teaches how to be productive and dynamic while staying cool and centred. During YES+, a person can learn powerful breathing techniques, yoga, meditation and practical wisdom for the modern

world. We can take these techniques back home, incorporate them in our daily lives, and as a result, experience a range of benefits. She explained the benefits of YES+ as follows:

- Strengthen leadership skills
- Enhance memory + concentration
- Eliminate doubt and worry
- Improve relationships
- Stress and anxiety relief
- Increase productivity + Self Confidence
- Be happy, vibrant+ joyful
- Restful sleep, stronger immune system

Mrs. Aruna P. Kamath, Principal, welcomed the resource person. Ms. Swathi proposed vote of thanks. Mrs. Shashikala K.G. was the staff coordinator of this session. The guest lecture was beneficial for students in learning effective ways of managing stress.

HANDLING EMOTIONS AND FEAR

Mr. Sanjay Gulabani, faculty, Art of Living Youth Programmes, Mangalore gave a guest lecture on 13th December 2013 to second year BBM students on the topic "Handling Emotions and Fear". He spoke about the competition faced by the youth in the modern world. He gave a call to the young people not to lose hope because there are immense opportunities available for those who work hard. The guest lecture was useful to the students to gain a new understanding of the experience that they undergo on day-to-day basis.

Consumer Awareness Programme - on WEIGHTS AND MEASURES

On 2ND January, 2014, the Rotary Club of Mangalore East, in association with the college, organised a seminar on 'Consumer Awareness- Importance of Weights and Measures'. Mr. Gajendra V., Inspector General of Legal Metrology (Dept. of Weights and Measures), was the resource person for the session. He addressed the second year and final year students and emphasised on the importance of weights and measures. He then stressed on the following must-know facts for consumers regarding usage of weights and measures at various places as they should be aware of their rights:

- In the world of digitalisation, consumers must be alert as malpractices have also increased and any such instance must be reported to the concerned authorities.



- He also mentioned as to how customers are cheated while buying LPG Cylinders and also stressed that they have to fight for their rights.
- Packaged commodities with ISI Mark should be given first preference. Every product comes in pack, hence customers must ensure that it is weighed accurately.
- The scrap collector also cheats customers by using spring balance which shows inaccurate weights. Hence the customers must directly visit scrap shop and get the scrap weighed on a digital weighing machine.

It may thus be seen that weights and measures form an integral part of our life.

Guest lecture on GREEN MARKETING

The marketing association organized a seminar on Green Marketing for the final year BBM on 4th January 2014. Mr. Aajeeth Kumar was invited as the guest. The objective of this seminar was conducted to create an awareness among the students about green marketing. Mrs. Shwetha and Mrs. Manju were the coordinators.

Workshop on PORTRAIT AND STREET PHOTOGRAPHY

Photography, like any other craft requires work and constant learning through practice, trial and error. After a while we acquire an intuition about how to take a photo, what will work, what won't. The more successes and failures we have, the better you become at assessing a situation.

In this context Rovers & Rangers association and Economics Department jointly organised workshop on Portrait and Street Photography on 5th January 2014 at SDM College conference hall. Dr. Krishna Mohan was the resource person for the day.

In his lecture he said that Portrait photographs have been made since virtually the invention of the camera. He narrated the history of photography and explained how portrait photography has become an important popular art form.

In the second session he explained about four approaches that can be taken in photographic portraiture - the constructionist, environmental, candid and creative approaches. He also explained about the concept of "Portrait Photography Indi-Inspiration". In the third and final session he mentioned about Street Photography and said that

Street photography is an art photography that features the human condition within public places and does not necessitate the presence of a street or even the urban environment. The workshop helped students to understand the subject and to develop interest in the Portrait photography which would help them to communicate something about the people through portrait. Mrs. Shahikala K G and Mrs jyothish coordinated the programme.

Guest lecture on IMPLICATIONS OF SOCIALISM

On 6th January 2014, a guest lecture was organised on the importance of socialism in the modern world. The members of Centre of Socialist Studies, Bangalore were the resource persons. The resource persons were Prof. Hanumantha, retired principal of Kaapu College, Prof. Babu Heddur Shetty, a high court advocate and a founder member of the organisation, Mrs Harani Shetty and Mrs. Hasmat Uneesa. Prof. Hanumantha, in his address, emphasized the need and importance of equality in the society and created awareness among the students regarding their rights and also equality of women. He hoped that the students being the citizens of tomorrow will bring up a society wherein women walk in par with men in all walks of life. The session concluded with a convincing note and the students pledged themselves to bring about equality in the society. Ananda Krishnan proposed the vote of thanks. Srikanth Nayak of 2nd BBM compeered and introduced the resource persons. Principal Mrs. Aruna P. Kamath presided over the function. The seminar was organised by the Economics Department.

YOUTH WEEK OBSERVATION

The students took part in the observation of "Youth Week" on the occasion of 150th Birthday Celebration of Swami Vivekananda, by organizing a trekking expedition to Karinja, Bantwal on 18th January 2014. The trekking camp was organized by the Rovers and Rangers association which helped the students to improve their muscular fitness and also to enjoy the relaxed mindset. During trekking near Karinja temple, a street play was performed by the students with social message.

Guest Lecture on CUSTOMER RELATION MANAGEMENT AND CUSTOMER ORIENTATION

A guest lecture was organised by the marketing department of the college on "Customer relation management and Customer orientation" on 18th January 2014. The talk was delivered by



Mr. H. M. C. Shastri, Chief Manager and vice principal of Corporation Bank Staff Training College. Seventy students from final year, participated in the programme. The objective of the talk was to enrich the students in the field of customer relations management and successful orientation of customers especially in the field of banking. The students asked questions very enthusiastically. The programme was successful and informative for the future managers. Mrs. Manju, faculty, was the co-ordinator for the programme.

Guest Lecture on INVESTMENT MANAGEMENT

A guest lecture was organised on 20th January 2014 on the topic "Investment Management" for the final year BBM students. The resource person was Mr. Ashok Kumar, who is a Key investment speaker and a qualified Chartered Accountant. He began his lecture by giving a brief introduction about different types of investments in India. It was a very interactive session that included students asking questions about various investments. He highlighted the benefits and risk involved in equity shares and encouraged students to invest more in equity market. Various other topics that were discussed were E-Trading, Demat, SEBI, mutual funds, inflation, affordability etc. He highlighted the investments that are most popular in India like Fixed deposits. Most of the investors Indian stock market are foreign investors so he suggested that we should invest more in our Indian stock market. Finally the talk was concluded with a Q & A session. Vote of thanks was given by Nishant Mallya.

Spiritual Talk - "The Art of Making Body and Mind Pure"

On 22nd January 2014, a talk was held for the students. The resource person was Mr. Anand Acharya. The objective was to enlighten the students by providing value education/spiritual enlightenment and art of making mind and body pure. He taught a few yoga postures such as: pranayam and other meditation postures. He gave guidelines on how to have corruption free country and mind and have a good healthy mind. He explained how to attain success in our life and reach our goal fruitfully.

PREVENTION OF DRUG ABUSE AMONG TODAY'S YOUTH

A guest lecture was organised by the Hindi department for the first year students on 29th January 2014 in the college conference hall. Dr. Suman T.

Rodnavar, Professor, University College, Mangalore was the resource person. She addressed the students on the topic of "Prevention of Drug Abuse among today's youth". She spoke about what makes the young people get into the habit of taking drugs. Active support and care provided by the parents and mentor would prevent the young people in pursuing such bad habits, she said. Mrs. Jyothi, Hindi lecturer, introduced the guest to the audience. Mrs. Shalini, Hindi lecturer, proposed vote of thanks.

EXTENSION ACTIVITIES

A number of extension activities were organised by various Departments.

BCA Department conducted computer skill test for selection of candidates for the post of computer operator/typist for The South Canara District Central Co-operative Bank Ltd., Mangalore on 2nd Feb. 2014.

SCAN ASSOCIATION

An Extension activity was conducted by the SCAN association on 11th January 2014. The High School students of 4th, 5th and 6th standard of "D.K Zilla Panchayath Higher Primary School and Government High School", Kadri were brought 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 the college computer lab. A power point presentation about computers was displayed and a quiz was conducted on the topic. Winners of the 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 Mrs. Sowmya Jyothi and Mrs. Reshmi B. R.

MARKETING ASSOCIATION

Marketing department of the college, in association with Fest Forum, organised an extension activity on 11th January 2014 at St. Aloysious Primary School, Ladyhill. Ten students had participated in the program. The objective of the program was to develop creativity in the minds of school children through designing advertisements and presenting them. There was an interactive session with the students to allow them to express their innovative ideas about advertising. The program was successful as there was active involvement of the students. Mrs. Manju. H and Mrs. Kavitha Prabhu, lecturers incharge, escorted the students.



LITERARY ASSOCIATION

On 11th January, the literary association main secretary and secretaries of respective classes and lecturers of language department organised an extension activity at "Badri Orphanage", Jeppu. The main objective of this extension activity was to entertain and enhance the ability of the children. Several competitions such as memory games, passing the parcel, pick and speak were conducted. The children were very happy and excited. They exchanged heart warming stories and enthusiastically participated in the competitions. The winners of respective competitions were given prizes. Gifts were given to all the students. Fruits donated by the Rovers and Rangers association, were distributed to every child.

FINANCE ASSOCIATION

The Finance association conducted its extension activity on 11th January, 2014 at St. Aloysious Kannada Medium School. The activities were organised by a team of enthusiastic students who were escorted by the faculty, Ms. Sowmya Hegde. The program was held from 10:30 a.m to 12.30 p.m. The main objective of the activity was to create awareness about fake Indian currency notes and to teach them how to find out duplicate currency notes. Activities were also conducted to improve the communication skills and confidence level of the students.

H. R. ASSOCIATION

On 11th January 2014, the Resource Hub – The HRD Association conducted an extension activity at CARDT'S School, Mangalore. 10 Students from the association along with lecturers in-charge, Mr. Thrishanth Kumar, Mrs. Vasudha & Ms. Preethika participated in the extension activity. "EVERY CHILD is gifted. They just unwrapped their packages at different times. With this thought CARDT'S school in Mangalore is showing its greatness in teaching, maintaining and caring the children who are far from the family. Program at CARDT'S started with a beautiful introductory story of Chota Bheem, which explains that, always we should maintain unity. Then some skill enhancing activities such as pick and speak, quiz were conducted. Prizes were distributed to the winners of the games. Gifts and sweets were given to all the children. As a token of appreciation memento was given to the coordinator of the CARDT'S School. On behalf of Rovers and Rangers Association fruits were distributed to the students.

ECONOMICS DEPARTMENT

On 11th January 2014, the Economics Department conducted an extension activity at Government First Grade College, Karstreet. A quiz was organised for the students at the beginning. Srikanth and Anand briefed the students about the RBI rules and procedures on issues of money, protection and maintenance of money, plastic money etc. They then created awareness about fake notes to identify them and also presented a video on the same. Assistant professor of the college, Mr. Prakash thanked SDM College and its students for their efforts. Thus the students of our college were provided with a platform to organise activities and develop skills and at the same time share their views with the less privileged. It helped them to expand their horizon of knowledge and motivate themselves. It was more of an exchange programme through which the students of our college also learnt many things like coordination of activities, organisation, discipline, dedication to duty etc.

RED CROSS


The Youth Red Cross unit of the college organized sports day for the students of Government High School Naringana on 17th January 2014. The members of the college Red Cross Unit helped the children to participate in various sports events. A stage programme was organised to educate the children about Red Cross and prizes were given away to the winners of various games. Some sports equipments were also donated to the school.

ASSOCIATION ACTIVITIES

PLACEMENT CELL

- On 14th December 2013, Digital Future of Education pvt ltd (DFOE) gave a brief idea about digitised class room and conducted personal interview related to marketing tool. 15 students from BBM attended the interview.
- On 16th December 2013, Time Institution conducted talk on C-MAT preparation. Students were given idea about C-MAT preparation.
- On 18th December 2013, S.G Institute of Management Studies, Bangalore conducted workshop to all final year students on "higher education and job opportunity. Faculties of the concerned institute", Mrs Deepti Shetty and Mr Vijay Kumar conducted the workshop.
- On 21st December 2013, The Chopra's conducted brief session to final year students on higher education in abroad.

Mrs. Arti Mishra, International Admission Advisor,



ANGLIA RUSKIN UNIVERSITY, CAMBRIDGE briefed on the importance of overseas studies and opportunities.

SCAN ASSOCIATION

● Toggle-Toggle Event

The objective of this event is to test the knowledge and communicative skills of the students.

Toggle-Toggle event was held on 12th December 2013 in Room No.207 at 4:00 P.M. It was an individual event where the word with dual meaning was given to the participants on the spot. The participants had to speak about the topic on both the grounds when asked to toggle by the judges. Judging was done on the basis of the participant's communication knowledge and innovation. 15 participants took part in this event. This event was judged by the lecturers Mrs. Rajani and Mrs. Shashiprabha.

● Code And Fix (Coding & Debugging) Event

Code and Fix event was held on 14th December 2013 in Lab-D at 12:00 P.M. It was a team event with two participants where one of the participants had to write a code for a given program output making use of programming language C and the other participant was given a code with errors and was asked to debug it. Judging was done on the basis of the participant's programming skills. 30 participants took part in this event. This event was judged by the lecturers Mrs. Divya Uchil and Mrs. Shashikala Shetty.

● IT Debate Event

Objective of this event is to test the student's views on the given topic. It was held on 20th December 2013 in Room No.207 at 4:00 P.M. It was group event with two participants, in which one of the participants had to speak the merits of the given topic and the other participant had to argue against it. Judging was done on the basis of the participant's communication skill and knowledge. 14 participants took part in this event. This event was judged by the lecturers Ms. Mamatha Pai and Mr. Arun F. Sequiera.

● Treasure Hunt Event

Objective of this event was to find the treasure. Treasure Hunt event was held on 21st December 2013 in Room No.207 at 12:00 P.M. It was an inter class group event (4 in a team). Here the participants had to find the treasure hidden using a set of clues within two hours of time. 52 participants took part in this event.

● Brain Tackle (IT Quiz)

IT Quiz was organized by the SCAN association on 4th January 2014 in Lab S. It was an individual event where a set of questions were given and the participants had to solve aptitude type questions, identifying the logos and general quiz. The objective of this event was to test the knowledge of the students. 34 participants took part in this event. Mrs. Sowmya Jyothi and Mrs. Reshmi B. R. were the lecturers in charge of this event.

● Stress Interview

Stress Interview was organized by the SCAN association on 16th January 2014 in Room No. 207 at 3:30 P.M. The objective of this event was to test how the participants are able to overcome the stress. It was an individual event where the participants had to interact with the judges and this interaction was stress based. 19 participants took part in this event. Judges for this event were Mr. Saiheel Rai and Mr. Manjunath Kamath.

● Identify the Component

Guess the part was organized by the SCAN association on 20th January 2014 in Lab S at 3:00 P.M. The objective of this event was to test the knowledge of the participants about the hardware and different components of the computer system. It was an individual event. Time limit allotted was 10 minutes. 25 participants took part in this event. Mrs. Sowmya Jyothi and Mrs. Reshmi B.R were the lecturers in charge of this event.

FINANCE ASSOCIATION

● Make My Portfolio

On 16th December 2013 finance association conducted the event "Make My Portfolio". In this event, a case was given to the students and they were asked to do the optimum mixture of capital structure. This competition helped the students to increase their analytical skills. Students enthusiastically took part in the event.

● Audit The Balance sheet

On 13th January 2014, finance association conducted the event "Audit The Balance sheet". A trial balance was given to the students and they were asked to find out the mistake in it and prepare final accounts. The main objective of conducting this event was to increase the analytical skills of the students.

● Paper Presentation

On 18th January 2014, finance association conducted paper presentation competition.



Various topics related to financial management were given to the students. Students were told to select any one topic and do the presentation based on the selected topic.

LITERARY ASSOCIATION

● Poem Writing Competition

On 20th December 2013 poem writing competition was held in all three languages in room 302 at 3 p.m. Participants had to write a poem about a picture shown to them. Students participated in huge numbers and gave good response and were very enthusiastic.

● Story Writing and Slogan Writing

On 6th January 2014 story and slogan writing competition was held in all the three languages in room 302 at 3 p.m. The topics for English story and slogan writing were "Healthy society and AIDS" or "Family Planning" respectively. The topics for Hindi and Kannada slogan writing were "environment" and "women" respectively. Students participated in huge numbers and gave good response and were very enthusiastic.

● Janapada Geethe Competition

On 20th January 2014, Janapada Geethe competition was conducted with the objective of bringing out the talents of the students in folk literature.. The competition was held in Room No 302 at 3 p.m.

● Find The Objects

On 20th January 2014, 'find the objects' competition was conducted in which a large number of students participated. The competition took place at Room No 302 at 3 p.m. Many items were shown to the participants and they had to write down all the objects names in Hindi after observing them for 2 minutes.

H. R. ASSOCIATION

● Character Showdown

Resource Hub – The HRD association conducted competency based "Character Showdown" competition on 16th December 2013 at 3p.m in room no. 204. It was an individual event where participants were given the task of playing the role of famous personalities in the business world, step into their shoes and display the character of the business personality given to them. Judgment was made on the basis of communication, information given

as well as the way they presented the character assigned. Event was judged by Mrs. Shaini and Ms. Sowmya.

● Flip Side

Resource Hub – The HRD association conducted competency based "Flip Side" competition on 18th December 2013 at 3p.m in room no. 204. It was an individual event where participants should approbate and reprobate on the situation / topics given. The activity aimed at increasing the intellectual, interpersonal and personal capacities of the students. The students participated with great interest exhibiting their potential in those areas. Judgement was made on the basis of communication, comprehension, stress management. The event was judged by Mrs. Shwetha and Mrs. Anasuya.

● Allegation

On 13th January 2014 Resource Hub (The HRD Association) conducted the event called 'Allegation' at 3.30 pm in room no. 204. It was an individual event and the participants were treated as employees who were blamed for some issues in the organisation. As employees they had to defend themselves and convince the judges. The event was judged based on the convincing ability of the participants, communication and presentation. This competition gave a practical exposure to the students about the day to day happenings of the business world. Around 15 students actively participated in the event. Ms. Mamatha Pai & Mrs. Anasuya were the judges for the event.

● Just a Minute

On 16th January 2014, the HRD Association conducted an event 'Just A Minute' (JAM) at 4.00 pm in room no 204. It was an individual event and the participants were given a topic. They had to talk about the topic continuously for 1 minute without making any grammar mistakes and without taking any breaks. Event was judged based on communication, grammar and time. Around 12 students actively participated in the event. The event was judged by Mrs. Shaini Naveen.

● Networking

On 20th January 2014, the HRD association conducted an event 'Networking' in room no 204 at 3.30pm. It was a group event. A story was given to the first team member and he/she was allowed to read for one minute and afterwards same story would be narrated to other group members one by one and last team member should narrate the story to the judges based on his understanding. This event was helpful in improving listening skills. It was judged based on accuracy of the story,

presentation and communication among the members. The event was judged by Mrs. Jeevitha.

MARKETING ASSOCIATION

● Logo Designing

Marketing association conducted logo designing competition on 17th December 2013, at room 202. The objective of this competition was to design a logo of classmate books as they do not have a particular logo for their books. Mrs. Manju and Mrs. Shwetha were the lecturers in-charge.

● Jingle Writing

Marketing association conducted jingle writing competition on 21st December 2013 in room 202. The objective of this competition was to get a jingle for the upcoming fest of the college Synergy 2014. Mrs. Manju and Mrs. Kavitha Prabhu were the lectures in charge.

● Ad Copy Designing

Marketing association conducted Ad Copy designing competition on 13th January 2014 in room 203. The objective of the event was to develop creativity among the students while designing an Ad. The theme was designing ad copy of a toothpaste.

FINE ARTS

● Flower Arrangement Competition

Fine arts association organized Flower arrangement competition on 4th January 2014 in room 205. The event was judged on the basis of design, neatness and creativity. Judges for this event were Mrs. Anasuya and Mrs. Jeevitha

● Painting Competition

Fine arts association organized Painting competition on 16th January 2014 in room 203. The theme given was "Rural Development". The event was judged on the basis of design, neatness, creativity also were considered. Judges were Mr. Ashwin Mendonca and Mrs. Shwetha Y.

● Dance Competition

Fine arts association conducted Dance competition on 16th December 2013 in the college auditorium. The competition involved both eastern and western group and solo. All students participated with competitive spirit. Mrs. Gayathri, Dr. Harshitha and Mrs. Veena D. Kotian were the judges of this competition.

ECONOMICS DEPARTMENT

● Pick and speak competition

Pick and speak competition was conducted on 16th January 2014 at 3 p.m in room 207. The objective of this competition was to create awareness about current issues in the economy.

● Debate competition

Debate competition was conducted on 20th January 2014 at 3 p.m in room 207. The objective of the competition was to enlighten the students about E-banking & create awareness of its importance & flaws.

STAFF ACHIEVEMENTS

Mrs. Aruna P. Kamath

- Was invited as chief guest for the annual day celebration of English Medium school at Dharmasthala on 7th December 2013.
- Participated and was the co-ordinator of the reception committee in the AIFUCTO 27th Statutory National Conference organised by AMUCT from 30th November to 2nd December 2013 at St. Aloysius College, Mangalore.
- Participated in the National Seminar on "Changing Paradigms of Higher Education : XII Five Year Plan Initiatives" organised by St. Aloysius College in association with AIFUCTO held on 1st Dec. 2013

Mrs. Divya Uchil

- Attended a workshop on BCA Syllabus revision of fourth semester BCA, B.Sc.-Computer Science, BA/ B.Com. Computer Application and BA-Data Processing under the Mangalore University, organized by Mangalore University Computer Teachers Association, Mangalore at Shri Dharmasthala Manjunatheshwara College of Business Management, Mangalore on 13th Dec. 2013.
- Organised Computer skill test for selection of candidates for the post of computer operator/typist for The South Canara District Central Co-operative Bank Ltd., Mangalore on 2nd February 2014.

Mrs. Smitha

- Attended 2 days UGC Sponsored National Seminar on "Parallel Economy and Money Laundering" organised by Canara College, Mangalore on 3rd & 4th January 2014.

Mr. Arun F. Sequiera

- Attended a workshop on BCA Syllabus revision of fourth semester BCA, B.Sc.-Computer



Science, BA/BCom Computer Application and BA-Data Processing under the Mangalore University, organized by Mangalore University Computer Teachers Association, Mangalore at Shri Dharmasthala Manjunatheshwara College of Business Management, Mangalore on 13th December 2013.

- Organised Computer skill test for selection of candidates for the post of computer operator/typist for The South Canara District Central Co-operative Bank Ltd., Mangalore on 2nd February 2014.

Mr. Thrishanth Kumar

- Attended a one day workshop on BBM Syllabus Revision of Fourth Semester BBM under the Mangalore University organized by Forum of Business Management Teachers Association, at Poornapurna College, Udupi, on 14th Dec. 2013.
- Authored a book titled "Human Resource Management" for the IV Semester BBM, which was released on 17th January 2014 in the College Conference hall at 6.00 p.m.

Mrs. Manju

- Attended a two days national conference on "Market, State and Society in Emerging India" on 29th & 30th December 2013 at Justice K. S. Hegde institute of Management, Nitte.
- Attended a National conference organised by Canara First grade college and Kanara chamber of commerce and industry mangalore on " the green umbrella: Green business opportunities" on 23rd & 24th January 2014 and presented a joint paper on " Green business plan in enhancement of environmental quality in terms of sustainable development"

Mrs. Shashikala Shetty

- Attended a workshop on BCA Syllabus revision of fourth semester BCA, B.Sc.-Computer Science , BA/ BCom Computer Application and BA-Data Processing under the Mangalore University, organized by Mangalore University Computer Teachers Association, Mangalore at Shri Dharmasthala Manjunatheshwara College of Business Management, Mangalore on 13th Dec. 2013.

Mr. Thilakraj

- Attended one day workshop on BBM Syllabus Revision of Fourth Semester BBM under the Mangalore University organized by Forum of Business Management Teachers Association, at Poornapurna College, Udupi, on 14th Dec. 2013.

Mrs. Kavitha Prabhu

- Attended one day workshop on BBM Syllabus Revision of Fourth Semester BBM under the Mangalore University organized by Forum of Business Management Teachers Association, at Poornapurna College, Udupi, on 14th Dec. 2013.
- Attended a National conference organised by Canara First grade college and Kanara chamber of commerce and industry mangalore on " the green umbrella: Green business opportunities" on 23rd & 24th Jan. 2014 and presented a joint paper on " Green business plan in enhancement of environmental quality in terms of sustainable development"

Mrs. Shashikala K.G

- Attended a one day workshop on BBM Syllabus Revision of Fourth Semester BBM under the Mangalore University organized by Forum of Business Management Teachers Association, at Poornapurna College, Udupi, on 14th Dec. 2013.
- Prepared a paper on "Private & Public Partnership in Agriculture Market Development" in a one day National Seminar on "Agricultural Marketing : Issues & Challenges" organised by Department of Economics, SDM College, Ujire on 21st January 2014.

Mrs. Deepa D. Hegde

- Attended a workshop on BCA Syllabus revision of fourth semester BCA, B.Sc.-Computer Science , BA/ BCom Computer Application and BA-Data Processing under the Mangalore University, organized by Mangalore University Computer Teachers Association, Mangalore at Shri Dharmasthala Manjunatheshwara College of Business Management, Mangalore on 13th Dec. 2013.
- Attended a one day workshop on BBM Syllabus Revision of Fourth Semester BBM under the Mangalore University organized by Forum of Business Management Teachers Association, at Poornapurna College, Udupi, on 14th Dec. 2013.

Mrs. Sowmya Jyothi

- Attended workshop on BCA Syllabus revision of fourth semester BCA, B.Sc.-Computer Science , BA/ BCom Computer Application and BA-Data Processing under the Mangalore University, organized by Mangalore University Computer Teachers Association, Mangalore at Shri Dharmasthala Manjunatheshwara College of Business Management, Mangalore on 13th Dec. 2013.
- Attended a one day workshop on BBM Syllabus Revision of Fourth Semester BBM under the Mangalore University organized by Forum of Business Management Teachers Association, at Poornapurna College, Udupi, on 14 Dec. 2013.



Mrs. Jyothi

- Attended one day National Seminar on the topic Dr. Bhavani Prasad Mishraji Ke Samagra Sahitya Par Hindi Sangoshti organised by University College of Mangalore on 21st December 2013 at Ravindra Kala Bhavan .
- Attended "CanPlast 2013" a seminar conducted by The Canara Plastic Manufacturers & Traders Association on the 23rd December 2013, at Ocean Pearl, Mangalore.
- Attended 2 days National Seminar on "Hindithar basha bashee pradeshho mein hindi bhasha aur sahitya seekne-sekane sambandi adhunik thaknik" organised by MGM College, Udupi on 10th & 11th January 2014.

Mrs. Shashiprabha

- Attended a workshop on BCA Syllabus revision of fourth semester BCA, B.Sc.-Computer Science , BA/ BCom Computer Application and BA-Data Processing under the Mangalore University, organized by Mangalore University Computer Teachers Association, Mangalore at Shri Dharmasthala Manjunatheshwara College of Business Management, Mangalore on 13th Dec. 2013.

Mrs. Shalini

- Attended one day National Seminar on the topic Dr. Bhavani Prasad Mishraji Ke Samagra Sahitya Par Hindi Sangoshti organised by University College of Mangalore on 21st Dec. 2013 at Ravindra Kala Bhavan.
- Attended 2 days National Seminar on "Hindithar basha bashee pradeshho mein hindi bhasha aur sahitya seekne-sekane sambandi adhunik thaknik" organised by MGM College, Udupi on 10th & 11th January 2014.

Mrs. Supritha

- Attended a one day workshop on "Teacher Competency Development of College Teachers" held on 27th December 2013 at University College, Mangalore.

Mrs. Reshmi B. R.

- Attended a workshop on BCA Syllabus revision of fourth semester BCA, B.Sc.-Computer Science , BA/ BCom Computer Application and BA-Data Processing under the Mangalore University, organized by Mangalore University Computer Teachers Association, Mangalore at Shri

Dharmasthala Manjunatheshwara College of Business Management, Mangalore on 13th Dec. 2013.

- Attended one day workshop on "Teacher Competency Development of College Teachers" held on 27th December 2013 at University College, Mangalore.

Mrs. Anasuya

- Attended a two days national conference on "Market, State and Society in Emerging India" on 29th & 30th December 2013 at Justice K. S. Hegde institute of Management, Nitte.
- Attended a National conference organised by Canara First Grade college and Kanara chamber of commerce and industry mangalore on " the green umbrella: Green business opportunities" on 23rd & 24th January 2014 and presented a joint paper on "A study of Reclaiming Waste Water Techniques for Apartments And Layouts"

Mrs. Shaini Naveen

- Attended a one day workshop on BBM Syllabus Revision of Fourth Semester BBM under the Mangalore University organized by Forum of Business Management Teachers Association, at Poornapurna College, Udupi, on 14th Dec. 2013.
- Presented a paper on "Programmes and policies for the development of women with special reference to women entrepreneur in India" in a one day UGC sponsored National Seminar on "Social Capital Formation – The Indian experience" organised by Besant Women's College, Mangalore on 17th January 2014.

Mrs. Veena D Kotian

- Presented a joint paper on "Programmes and policies for the development of women with special reference to women entrepreneur in India" in a one day UGC sponsored National Seminar on "Social Capital Formation – The Indian experience" organised by Besant Women's College, Mangalore on 17th Jan. 2014.

Mr. Prasanna Kumar T.

- Participated and was the member of reception 30th November to 2nd December 2013 at St. Aloysius College, Mangalore.
- Participated in the National Seminar on "Changing Paradigms of Higher Education : XII Five Year Plan Initiatives" organised by St. Aloysius College in association with AIFUCTO held on 1st Decemebr 2013.



- Was a Resource Person in the UGC sponsored One day National Seminar on "Effectual Disaster Management in India with special reference to Dakshina Kannada" held on 17th Decemembr 2013 at Besant Evening College, Mangalore.
- Presented a joint paper on "Private & Public Partnership in Agriculture Market Development" in a one day National Seminar on "Agricultural Marketing : Issues & Challenges" organised by Department of Economics, SDM College, Ujire on 21st January 2014.

Ms. Sowmya Hegde

- Attended one day workshop on BBM Syllabus Revision of Fourth Semester BBM under the Mangalore University organized by Forum of Business Management Teachers Association, at Poornapurna College, Udupi, on 14th Dec. 2013.
- Presented a paper on the topic "Corporate Disclosure and capital market : A conceptual framework" in a National Conference on "The Indian Capital Market : Recent Trends" organized by Bhandarkar's College, Kundapur on 16th & 17th Decemembr 2013.

Mrs. Deepa Shenoy

- Attended a one day workshop on "Teacher Competency Development of College Teachers" held on 27th December 2013 at University College, Mangalore.
- Attended 2 days UGC Sponsored National Seminar on "Parallel Economy and Money Laundering" organised by Canara College, Mangalore on 3rd & 4th January 2014.

Mrs. Shwetha Y.

- Attended a one day workshop on "Teacher Competency Development of College Teachers" held on 27th December 2013 at University College, Mangalore.
- Attended a two days national conference on "Market, State and Society in Emerging India" on 29th & 30th December 2013 at Justice K. S. Hegde institute of Management, Nitte.
- Attended a National conference organised by Canara First Grade college and Kanara chamber of commerce and industry, Mangalore on "The Green Umbrella: Green Business Opportunities" on 23rd & 24th January 2014 and presented a paper on "A study of Reclaiming Waste Water Techniques for Apartments and Layouts"

Mr. Shekar Madival

- Attended UGC sponsored National level seminar on "Management Techniques, Effective Administration and Enriched Work Culture" organised by St. Philomena College, Puttur on 24th January 2014.

STUDENT REPRESENTATIONS

Placement Drive

On 23rd January 2014, Northern Trust conducted placement drive for final students of Canara first grade college Mangalore and SDMCBM Mangalore. Peter Fay, Regional Practice Lead, APAC; Mano Mathew, Head, Hedge Fund Services and Sheila Rodrigues, Talent Acquisition Manager gave information about company. 60 students participated. Mr. Thrishanth Kumar, Placement Officer, Ms. Sowmya Jyothi and Ms. Preethika Dharmapal organised the placement drive.

SMS Cooperative Society

Sinchana Multipurpose Souharda co-operative society conducted a seminar at Gokarnanath Mutt, Carstreet, Mangalore on 19th January 2014 in which 10 students of our college participated and were escorted by the staff coordinator Mrs. Deepashree. The resource person, in his address, presented the growth of Souharda Organization in Karnataka over the past 12 years such as the total number of co-operative societies, deposits, working capital no. of members, employees etc. He also stressed on the importance of co-operation and social capital. The seminar indeed proved beneficial to the students as they were enlightened about the facilities they could avail from such societies.

AIR Yuvavani Programme

The students gave a AIR Yuvavani Programme on the theme of 'National Integration' which was broadcasted on 1st Dec. 2013 which gave a good exposure to them.

LEADERSHIP CAMP

Divyashree P, student of II BBM B section participated in the university level selection and leadership camp held at university campus, Mangalagangothri, Konaje from 9th to 15th July 2013.

Students attended a national level workshop on "Role of Youth in Transforming India: Challenges and Responsibilities" organised by School of Social Work Roshni Nilaya, Mangalore on 3rd January 2014.

Ayesha Suha and Nifa Ali attended "CanPlast 2013" a seminar conducted by The Canara Plastic Manufacturers & Traders Association on the 23rd December 2013, at Ocean Pearl, Mangalore.



STUDENTS ACHIEVEMENT

The college secured 7 over all championships, that is 5 championships in management and IT fests and 2 championships in cultural fests. Students also secured 7 runner's up championships. The details of prizes secured are as follows:

The students of our institution took an active part in Agnofest- BRILLO, a National Level Management Fest organised for the undergraduate students by St. Agnes College, Mangalore on 6th and 7th December, 2013. The events were conducted under three streams viz. Science, Arts and Commerce.

The students who participated in Science events secured the **overall championship** and were declared as **Champions of Champions** in the three streams.

Suhail Rehman 3rd BBM D and Neil D'Souza 3rd BBM D won 2nd place in marketing event. Prajwal Shet of 3rd BBM A and Rizwan Ahamed of I BBM D has won first place in quiz. Zaid Sada 3rd BBM D won first place in the gaming event. Roopesh of 3rd BBM D And Maithri B of 2nd BCA A and Aishwarya Prabhu of 2nd BCA A won 2nd place in the event reporting. Suhail Reheman 3rd BBM D won 2nd place in the event JAM. Ahmed Arbaz 3rd BBM D won 2nd place in the event graffiti. The college team won 1st place in Tug of War. Shabari Y Ganiga won 1st place in Graffiti Painting. Shreemukha Sullia won 1st place in documentary movie and 2nd place in TechFiction. Yajnesh Bangera and Abdul Muyeed won 2nd place in Quiz.

The college team took part in Twister 14-IT FEST, a national level fest organised by Meridian College, Ullal on 9th January 2014. The college team won **overall championship**. Rishikesh K.R Shetty, Pawan Kumar and Namitha Shetty won 1st place in Paper Collage. Yajnesh Bangera and Shreemukha Sullia won 2nd place in IT Quiz.

The college team took part in Design Fiesta, a National level Fashion Design and Interior Design fest conducted by Karavali College, Neermaarga, Mangalore. The college team won **overall championship**. The team won in Ice Breaker. Soumya Kamath and Nishmitha M Shriyan won 1st place in Flower Arrangement. Shabari Y Ganiga and Sujay Kamath won 1st place in Face Painting.

The college team took part in Exuberance- 2014, a state level management fest, was organized by Shree Devi College, Mangalore on 21st January 2014. The college team won in several events and are as follows: Shambhunath Pradeep won first place in best manager event. Anand Krishna won first place in Moot Court. Marc Bangera won first place in photography event. Roopesh won third place in Finance event. The college team won the **overall championship** in this state level management fest.

The college team took part in N- Iigma 2014, a State level Management fest conducted by Dr. NSA Memorial First Grade College Nitte, Mangalore. The college won **Overall Championship** title. The team won 1st place in Folk Singing. The team won in Ice Breaker. Namratha Sharath won 1st place in Public Relation Event. Nishmitha M Shriyan and Namratha Sharath won 2nd place in Marketing. Yajnesh Bangera won 2nd place in Mock Press.

The students of our institution took an active part in a National Level Management Fest at CMS College, Kannur, organised for the UG and PG students on 17th and 18th December, 2013. The following students won in various events. The college team secured the **runners up** for the fest. Raheel Ahamed Sheikh 3rd BAHRD, Tanusha Das 3rd BBM A, Karshini Tyagraj 2nd BBM B and Nifa Ali 1st BAHRD won first place in the HR event. Preston Pinto 3rd BBM C and Vignesh Kamath 2nd BBM A won second place in the finance event.

The college team took part in Scientica 14-Science Fest, a national level science fest organised by Canara First Grade College on 6th and 7th Jan. 2014. The college team won **overall runners up**. Shreemukha Sullia and Pawan Kumar won 1st place in IT event. Nishmitha M Shriyan and Ajay Mada won 2nd place in Model Exhibition.

The college team took part in Elan 14- Management Fest, a national level fest organised by Meridian College, Ullal on 8th January 2014. The college team won **overall runners up championship**.

The college team took part in Pixel 14- IT Fest, a national level fest organise by Karavali College, Managalore on 10th January 2014. The college team won **overall Runners up championship**. The team won 1st place in Ice Breaker. Sachin Shenoy and Ubaidullah won 1st place in Reporting Event.

The college team took part in Nakshatra 14- Management Fest, organised by Karavali College, Mangalore On 10th January 2014. The college team won **overall Runners up championship**. Shreemukha Sullia won in Best Manager. Kajol M E and Ashith Ail won 2nd place in Finance. Rishikesh Shetty and Pawan Kumar won 2nd place in Human Resource Development.

The college team took part in Esparanza 2014, National level IT and Management fest conducted by Srinivas College Pandeshwar, Mangalore. BCA Department won **Overall Runners up** title. Yajnesh Bangera & Shalini Pai won 1st place in JAM. Shreemukha Sullia, Milaz Attavar, Gautham Pai and Nishmitha M Shriyan won 2nd place in Mad Add.

The students attended Infovision, A National level Software Exhibition conducted by AIMIT Beeri, Mangalore. Shreemukha Sullia, Nishmitha M Shriyan, Shabari Y Ganiga and Namratha Sharath won 2nd place.

The college team took part in Canfest 14'- ANRTA, a National Level Management Fest organised for the



undergraduate students by Canara First Grade College, Mangalore on 6th and 7th January, 2014. The theme of the fest was Agriculture 'ANRTA'. Roopesh of 3rd BBM D and Ayesha Suha of 1st BBM A won 2nd place in Best Managers Event. Abhishek of 2nd BBM C and Akilesh of 1st BBM won 2nd place in quiz.

The students participated in the national level fest ABHIGYAN 2013 organized by SDMIMD on 5 & 6 October 2013: The following students have participated and won in the event mad: Milaz athawar 3rd BBM D, Gautham Pai 3rd BBM D and Deeksha Samartha 3rd BBM B. Rasmhiya S. Sheikh 1st BBM C, Annirudh 1st BBM C, Dhrishti 1st BBM C, Saajan Sanjay 1st BBM D, Amara Arali 1st BBM D, Jaisur and Raful 2nd BBM D and Nikhil N 3rd BBM C won a prize in the street play event.

The students participated in Vidyothana 2014 held on 11th January 2014, organized by Vidhyanikethan Group of Institutions, Kaup and **won overalls**.

The students participated in Yakshagana competition which was held in Alva's College, Moodabidri and won third place.

The students secured **overall championship** in 'Wodolaga', a cultural fest organised by B.D.Shetty College, Mabukala.

The college team participated in Techno Tarang 14, a university level IT fest conducted by Vivekananda Degree College, Puttur. The college team won Overall Runners up. Shreemukha Sullia won 1st place in Best IT Manager. The team of Abdul Muyeed, Nishmitha M Shriyan, Kevin Darylle Moras and Saajan Ahmed won 1st place in Mad Add Show.

The college sports team participated in the Mangalore University Inter-collegiate athletic meet held at Mangala Stadium which organised by Government First Grade College Haleyangadi. The following participants won medals in the respective events: Chaithra D. Suvarna won silver medal in shot-put and Vikyath V. S. II BBM won bronze medal in the discus throw. 9 students were selected to represent Mangalore University in the All India Inter University and South Zone Inter University athletic meets and tournaments.



BCA Syllabus Workshop



Finance Association Programmes



Release of Book



NSS Camp



Synergy 2014



Trekking Camp



1 2 3 Go - Sports Day



Cultural Programme in College Day Function



Overall Championship Trophy - Synergy



Overall Championship Trophy - Sygma

SPORTS DAY



EXTENSION ACTIVITIES



College Day Celebrations

