



SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT

MANGALORE - 575 003 D.K.

NAAC Re-accredited (2010) with 'A' Grade)

Managed by Shri Dharmasthala Manjunatheshwara Educational Society (R), Ujire, D.K.

Website : <http://www.sdm.ac.in> Email : sdmcmb@sdm.ac.in

VOL - 37
ISSUE : JULY 2014

SYNG VISION



Editorial

The starting of the new academic year infused new energy among students and faculty. Beginning was eventful in terms of activities and programmes organised in the ensuing months. The highlights of the quarter were successful organisation of three UGC sponsored national level conferences representing three significant areas like inculcating value based education, development of computer technology and emerging issues in HR. Extension and skill enhancement activities added value to curricular activities.

NATIONAL CONFERENCE ON “CELEBRATION OF 150TH BIRTH ANNIVERSARY OF SWAMI VIVEKANANDA

Mere academic knowledge without deep rooting in moral and spiritual values will only fashion lop-sided personalities who may become rich in material possessions, but will remain poor in self-understanding, peace, and social concern. India's priceless spiritual heritage is now challenged by materialistic values and unethical modern trends reaching the youth via Internet and other mass media. Hence the main aim of this conference is to promote value based education to the modern youth for their character building.

Recognizing the need to understand the same, we at SDM thought of organizing a National Conference on the topic “Celebration of 150th Birth Anniversary of Swami Vivekananda” in association with Ramakrishna Mission, Mangalore so that we can deliberate on various issues relating to this area. This conference was planned accordingly by inviting eminent resource people and Academicians who are expert in this field.

The UGC sponsored National conference on “Celebration Of 150th Birth Anniversary Of Swami Vivekananda” was inaugurated by Swami Nikhileshwaranandaji, Secretary, Ramakrishna Mission, Vadodara on Friday, 11th July 2014 at 9.30 a.m. In his keynote address he highlighted the relevance of Swami Vivekananda's teaching to modern youth. He enlightened the students about the purity of mind and character to achieve long term success. Mr. Venkatesh Baliga, editor, Kodial Khaber, Mangalore & Alumni of SDMCBM, was the guest of honour. He expressed his views and thoughts in this regard. Poojya Swami Jitakamanandaji, Secretary, Ramakrishna Mission, Mangalore was also present in the august occasion as Ramakrishna Mission had collaborated with SDM College, Mangalore for conducting the conference. The

presidential address was given by Principal, Mrs. Aruna P. Kamath, where she said that vision of our institution reflects the teachings of Swami Vivekananda and hoped that the seminar will point out importance of ethical values in education. The convener, Mrs. Shaini Naveen welcomed the gathering and Sanjana Kamath compered the programme.

In the technical session, “Modernisation of education with the ancient Indian culture”, Dr. Padmanabha Marathe, Director, Shree Durga Centre for PG Studies & Research in Sanskrit, Kateel gave his views on educating the youth about improving the intellectual capacity without erasing the ideas which were developed in the past.

Swami Jitakamananda, Secretary, Ramakrishna Mission, Mangalore in third technical session, “Education and Spiritual Development” spoke on how to improve the concentration of young mind.

Apart from this, there were paper presentation sessions on topics related to the theme of conference. The sessions were chaired by Dr. Balika, SDM Law College, Mangalore.

On July 12th 2014 at 9.30 a.m, there was a session by Dr. Gananath Yekkar, Director, PG Centre, Kannada Dept, Govt College, Udupi. He said character building has a significant place in education. This cannot be achieved just by preaching the values day in and day out. Preaching can only breed preachers, cannot build characters. The teachers and the educators as well as the society should themselves try to provide the right models of character for the students.

For the valedictory session, the chief guest was Dr. Mohan Pai, retired professor of medicine, KMC, Mangalore and Mrs. Priti Jeevan, Asst. Professor, MBA Dept., Shrinivas College, Mangalore was the guest of honour. Dr. Mohan Pai stressed the importance of Swami

Vivekananda's teaching in Personality development and elaborated how it influenced his life. Mrs. Priti Jeevan said that owing to competition, consumerism etc. life has really become stressful and aimless for present day youngsters. In this situation the life and teachings of Swami Vivekananda can be of immense benefit and help. Convener of the Conference Mrs. Shaini Naveen presented the brief summary of two days deliberations of the conference. Mrs. Gayathri K welcomed the gathering and Aishwarya compeered the programme.

National Conference on Big Data-Changing the World

The college in association with Corporation Bank, H.O., Information Technology Division, Mangalore, organised one day UGC sponsored National Conference on 'Big Data –Changing The World' on 30th July 2014 in the college conference hall. The objective of the conference was to explore massive parallelism for scalability far beyond traditional RDBMS and thus reducing the turnaround time for information requests to minutes rather than days. Mr. Brijesh B Krishnan, Senior Delivery Manager, Infosys Limited., Mangalore Inaugurated the conference. In his keynote speech he talked about the evolution of the Internet and how Internet has played a key role in the revolution in the field of Big Data. He talked about the various technologies which are part of Big Data such as Map Reduce, Hadoop NOSQL databases etc. He also explained the uses and applications of Big Data. The chief guest, Mr. Divakar Kini, former Vice President, IT Architecture and Control, Emirates National Bank of Dubai, spoke about how Big Data has become useful for business and commerce. Planning and development of effective strategies has become easier for businesses and banks because of Big Data, he said. The guest of honour Mr. Venkatesh N Pandit, Senior QA Engineer, Operative Media, Bangalore & also Alumni of SDMCBM, spoke about how Big Data has revolutionized the uses of Internet and it has made us rethink our approaches to business, education, health and politics. In his presidential address Mr. S. Kumar, Deputy General Manager, Corporation Bank (H.O), Mangalore, said that the students who study computers have immense opportunities in the field of Big Data. The volume and the size of data generated by users of social networks and online services is so large that, it will provide great opportunities to those who want to analyse and make good use of it, he said. Principal welcomed the gathering.

Mrs. Divya Uchil was the convener of the programme. Principal Aruna P. Kamath welcomed and Mrs. Divya Uchil proposed vote of thanks.

In the technical session, "Convergence of Big Data and Data Mining" by Mr. Manjunath T. N., Associate Professor & PG Co-ordinator, Dept of ISE, Acharya Institute of Technology, Bangalore, focused on the nativity of data, characteristics of Big Data, challenges with Big Data, technology to process Big Data, Hadoop Architecture & Characteristics, Hadoop Components and Integrating Structured and unstructured Data. He also enlightened on Tools, Technologies and job opportunities in an industry perspective.

Dr. Manjaiah D.H, Professor & Chairman of BOS, Dept. of Computer Science, Mangalore University, Mangalore, in his technical session, "Current Trends Of Big Data Analysis" spoke about the Importance of Big Data, implementations of Big Data, Challenges in Big Data, and gave some examples of Big Data projects where it was implemented.

Apart from this, there was paper presentation sessions in which the research scholars & academicians presented papers on wide range of topics related to the theme of conference. The sessions were chaired by Prof Santhosh Rebello, Dean & Chairman, AIMIT, St. Aloysius College (Autonomous), Beeri.

At the valedictory function Mr. Raviraj Belma, Senior Project Manager, Infosys Limited, Mangalore, spoke about the applications of Big Data and gave many live example of where they are implemented. Mr. Ashwath Hegde, Software Developer, Primacy Industries Ltd, Mangalore & Alumni of the college spoke on the projects that could be implemented by all the participants so that the technology could be implemented by the gathering.

National Seminar on Emerging Trends and Challenges In Human Resources

One Day UGC Sponsored seminar was organised by the college in association with National Institute of Personnel Management (NIPM), Mangalore Chapter, on the topic "Emerging Trends and Challenges In Human Resources" on 31 July 2014. The program was inaugurated by the renowned resource person in the field of Management and HR Dr. Rajesh K. Nayak, Director, Training College of Banking and Financial Studies, Muscat, Oman. In his inaugural address, he highlighted the importance of human resource and how to develop our skills and abilities. He also spoke about

employee engagement, employee retention strategy and also managing our own talents in a different way. Guest of honour Mr. Anup George Rebello, Asst. Manager, The Catholic Syrian Bank, Chennai & Alumni of SDM College pointed out the current challenges in HR. Mrs. Aruna P. Kamath, in her welcome address, outlined the objectives of the seminar.

The first session was conducted by Mr. P. Suresh, Senior Manager, MCF Ltd, Mangalore. He emphasized on the importance of technology in any organization and integrating technology for HR effectiveness. Second session was conducted by Mr. Dheeraj Shetty, Deputy General Manager, JBF Petrochemicals Ltd, Mangalore. He stressed on recent trends and challenges in HR, how to face the new change and challenges and moving forward to the great success. In the valedictory ceremony, chief guest Mr. John C. Lazar, AGM, South Indian Bank, Mangalore highlighted the value of human resource and how other countries make use of our human resources effectively and efficiently, and guest of honour Ms. Hanica Kunder, Placement Officer, AIMIT, Aloysius, Beeri, Mangalore & Alumni of SDM College pointed out the need to reach great height and achieve higher goals. Mr. Shekhar Pujari, Chairman, NIPM, Mangalore Chapter, presided over the program. Mr. Thrishanth Kumar, convener of the seminar, proposed vote of thanks.

Faculty Development Programme

A Faculty Development Programme was organized by IQAC on 13th June 2014 to train and boost the teaching quality of all the lecturers from different colleges. The objective of faculty development programme was to assist and support faculty in their professional development. The resource person was Prof. Jala Jayaprakash, Assistant Training Manager, Academic Staff College, VIT University, Vellore. He spoke about the education system and said there is a need to rethink. Students should be taught to compete with themselves and co-operate with others. He said, effective teaching is necessary for coping with the competitive world with wide knowledge and the same should be shared with the students in a more creative way. Various activities were conducted by him during the session to think and act more creatively. The objective of the programme was to improve the teaching quality using creative methods to develop more enthusiasm among the students. Prayer service was done by Ms. Priyanka. Mr. Thrishanth Kumar, coordinator of the FDP programme, welcomed the gathering and proposed vote of thanks. The programme was compered by Mrs. Shashiprabha.

Inauguration of the B.Com Course

B.Com course introduced by the college this year was inaugurated by Mr. Nithin J. Shetty, Chartered Accountant, Mangalore in the college conference hall. In his inaugural address Mr. Nithin J Shetty spoke about various career opportunities available to B.Com students such as CA, CS and ICWAI. B.Com students can take up IT related areas such as Tally, E-Commerce and other financial softwares, he said. He explained how these courses would help the students reach professional levels in the corporate world. He elaborated on the future changes in the tax structure like Direct Tax Code and Goods and Service Tax and the possible changes in the future. He also spoke about the opportunities available to B.Com students in overseas colleges like London School, UK. He said there is a growing importance to commerce students in the present job market and commerce is becoming a trend now a days. Chief guest Mr. Sathish J. Prabhu, chartered accountant, Bangalore, also alumni of the college, shared his memories of the college and said that the college had laid a good foundation for him to be successful in his career. Mrs. Aruna. P. Kamath, Principal of the college, presided over the function. Mr. Abhishek welcomed the guests. Ms. Sunena proposed vote of thanks.

Inauguration of Students' Council

The Inauguration of Students' Council for the year 2014-15 was held on 5th July 2014 in the college Auditorium. The programme was inaugurated by Mr. Ramprasad, Director & Trainer, Calls for Safety & Quality Solutions and the Guest of honour was Mr. B.V. Sadashiva Rao, proprietor, Honeyvale Group, also an alumni of the college. The Student Council was inaugurated by lighting the lamp by the dignitaries. The students' council 2014-15 motto and theme was unveiled by the members of the council with a dance performance by the students. All the association representatives presented a plan of action to be implemented by their association for the year 2014-15. The students' council members then took the oath under the leadership of staff co-ordinator Mr. Thrishanth Kumar, following which was the singing of the College Anthem by the members, lead by Shabari and group. Another staff co-ordinator Mrs. Shwetha Y. was also present. After the inauguration, the chief guest Captain Ramprasad addressed the gathering. In his inaugural address, captain shared his experiences and challenges faced by

him on board and how he came out every time stronger than before. He also emphasized that every student must not only excel in academics, but also possess the necessary soft skills and life skills and know to handle them appropriately. Captain concluded his speech with the following message to the students, “study hard, work hard at a job or at a business but something that you love, but play even harder and enjoy your present”. The guest of honour of the function Mr. B.V. Sadashiv Rao emphasised the need of being enthusiastic and energetic and also to take part in every activity of the college. He also highlighted the fact that it is not one leader who makes the team successful, but the efforts of all members as a team towards the goal makes it successful. Principal Mrs. Aruna P. Kamath delivered the presidential address on the occasion. Ms Manisha Ballal, compered the programme, Ms. Ashiwarya Prabhu welcomed and Mr. Manel Srikanth Nayak, Students’ Council president proposed vote of thanks.

FOBMAT General Body Meeting

The annual general body meeting of FOBMAT, Forum of Business Management Teachers was held on 3rd June in the conference hall. Discussions were held regarding the falling of demand for BBM course and measures to improve it. Mrs. Aruna P. Kamath, principal of the college, gave an open invitation to all the faculty of BBM in various college of Mangalore University to take part in FDP programme organised for teachers to improve the teaching skills. Dr. Devaraj K. was present on the occasion. Office bearers for the current academic year were elected. The discussions were held with regard to activities and programme to be conducted in the current academic year.

Orientation Programme for New Entrants

On 14th June, 2014, an orientation programme was organised for the students of first year. The main objective of the programme was to brief the students about the various amenities and activities of the college. The formal programme commenced as per schedule at 09.30 a.m. The programme began with the blessings of the almighty invoked by Mrs. Jeevitha, faculty SDMCBM. Following the Invocation, the Welcome address, a brief introduction about the college and guideline was given by Principal Prof. Aruna P. Kamath. In her address, she highlighted the importance of academics and the plethora of activities offered by the college. She also mentioned the various rules and

regulations of the college. After the welcome address, the lecturers introduced themselves. The various associations of the college were introduced to the students by the respective lecturers’ incharge of the associations. In addition to the various associations of the college, a brief introduction of the various fests organised by the college viz. Genesis, Synergy and Sygma was given by the respective Lecturers in charge. Following the briefing of the various events of college, the alumni of the college Mr. Shreemukha Sullia, Mr. Rahil Ahamed and Ms. Swathi Rao shared their experiences and memories associated with the college. The programme concluded with Vote of Thanks by Mr. Arun F. Sequeira. The programme was compered by Mrs. Madhumathi J. Raja. Mr. Thrishanth Kumar and Mrs. Shwetha Y. were the coordinators.

Abyudaya – Orientation by Students

The final year students of the college organised an orientation programme for the first year students. The programme began with a brief introduction about the college by Mr. Manel Srikanth Nayak. A short video was presented to the students showcasing the various events and activities that awaited them in the college. The students were briefed about the various facilities provided by the college by Ms. Sanjana K. Kamath. The students were given a brief introduction about the various fests organised by the college viz. Genesis – a University level management fest for the first year students of various colleges, Synergy – a national level management fest organised for the undergraduate Students which has attracted premier institutions across the country and Sygma – a State level IT fest organised for the undergraduate students by Ms. Nihal Rao, Mr. Vignesh Kamath and Ms. Shalini Pai respectively. Ms. Karshini Tyagarajan briefed the students about the various events organised by the college viz. Orientation, Inauguration of Student Council, Independence Day, Inter Class Variety Competition, Teacher’s Day, Traditional Day, Sports Day, College Day and Farewell. After the Briefing session, business quiz and managements games were conducted for the first year students with the sole objective of introducing them to the practical corporate world activities which was coordinated by Ms. Sadhana Gajanan and Mr. Ananda Krishna along with the other final year students. The programme was concluded with Vote of Thanks by Mr. Manel Srikanth Nayak.

Programme on Self Management

Student council organized a seminar on self management by ISKON on 26th June 2014, the chief guest was Mr. Vishnupadha Das. The objective of the session was to help students in mastering the art of self-management. Since the students were from Business management it was essential for them to learn how to manage their resources and time. He then showed students a presentation on how to improve their personality and also explained a few basic health problems faced by average Indians by showing actual facts collected from researches. He gave a few tips on how to adapt to a healthy living. He quoted "Character defines destiny", what he meant is where we end up in life will completely depend on our character and our habits. He added that we need to have control over our thoughts to have more concentration and to avoid unnecessary distractions. The session helped the students in many ways and gave all of them self confidence. Heera Alva proposed the vote of thanks.

Leadership Training Program

Leadership Training Program for students' council members was organised on 28th June 2014. Mr. Nabeel Ahmed was the resource person. Mr. Surfaz Hasim's talked about how to excel in public speaking and remove all our stage fears. Mr. Nabeel Ahmed's session was about how to develop our leadership skills and how to make the people around us great leaders too. The session helped the students' council members in many ways and helped them acquire leadership qualities. College president Shrikanth Nayak compeered the program. The programme was co-ordinated by Mr. Thrishanth Kumar and Mrs Shwetha Y. The prayer service was done by Shalini and Priyanka. Nifa Ali proposed the vote of thanks.

Inauguration of the Literary Association

The activities of the Literary Association were inaugurated on 25th June, 2014 in Conference Hall at 3 pm. The guest of honor was Mr. B. Deepak Joyappa, Journalist, alumni of the college accompanied by the Principal, Mrs. Aruna Kamath. The Chief Guest inaugurated the programme by the lighting of the lamp. Mr. Deepak spoke on the importance of Literary Association and his memories in SDM College and how

this association actually enabled him to shape his future. He said that in a small place there will be more opportunity to hone ones talents. He said that in the field of Journalism one has to be ready to do his duty 24X7 and unless one enjoys what he is doing, he will always feel it as a hectic job. Mrs. Aruna Kamath, Principal addressed the gathering. She said Deepak was a best example to those who convert their hobbies into a profession. The programme was co-ordinated by Mrs. Jeevitha D. Ms. Gulnaaz from II BBM 'A' welcomed the guest. Ms. Divya from III BBM 'B' introduced the guest. Ms. Aishwarya presented the plan of action of the Literary Association for the year 2014-15. Then couple of young blooming poets among students recited the poems in different languages. Sawad recited his poem in Hindi, Rishikesh in English, Swathi and Nithin in Kannada. The prayer service was done by Ms. Priyanka. Mr. Shambhunath P. compeered the programme. Mr. Raif Zackariya proposed vote of thanks.

Career Development Programme

A guest lecture on career development was organised by Commerce department on 27th June 2014. The resource person was Mr. Kiran, chartered accountant, Mangalore. The talk was highly motivating and there was good interaction. 120 students participated in the programme. Mrs. Manju and Mrs. Veena were the coordinators.

Executive Interaction

On 1st July 2014 Commerce department conducted an executive interaction. The resource person was Ms. Akshaya, KYC Analyst, JP Morgan Chase Bank, also alumni of SDM College of Business Management. She shared her experience and challenges faced in the corporate world.

The Inauguration of Finance Association

The inauguration of finance association was held on 3rd July 2014 at 3.00 pm. Mr. Roopesh, a alumni of the college, was the guest. He shared his memories and experiences in the college. Members of the association were very much inspired by his words. The student coordinator Jamsheed welcomed the gatherings and Divisha proposed vote of thanks. Lecturer in charge was Ms. Sowmya Hegde.

Inauguration of Fine Arts Association

The inauguration of Fine Arts Association was held on 7th July 2014 in the college conference hall. The programme was inaugurated by Mrs. Vaniraj Gopal, Former principal of Sandesha College of Fine Arts, Mangalore. She, in her inaugural address, shared her thoughts about fine arts and the very essence of it. She told that dancing or singing defines fine arts, but a connection with divine is of most importance. Prof. Muralidhar Rao, vice principal, presided over the function. Mrs. Renuthakshi, staff co-coordinator spoke about importance of fine arts. Ms. Neha presented plan of activities to be conducted for the year 2014-15. Mr. Vinayak made a presentation on fine arts activities. Mr. Shreyas, alumni of the college, shared his experience and motivated the first year students. Mr. Sanjeeth compeered the programme, Ms. Ashiwarya welcomed and Ms. Karishma proposed vote of thanks.

NSS Orientation

The NSS unit organised orientation for first year students on Friday, 4th July 2014. The main objective of the programme was to enlighten the students about the purpose, objectives, motto and activities of NSS. The program started with a prayer. The NSS programme officers Mrs. Gayathri K and Mr. Deviprasad welcomed the first year students. NSS programme officers explained the idea behind NSS, its objectives and aims. Students were also informed about the motto of NSS, its theme and symbol. A clear idea about the regular activities, special camp activity, rules to follow and about EC-CC marks were given. The NSS clap as well as the disperse clap was taught to the first years by the final years and the camp secretaries. A video clip made by the final years about the activities conducted in the previous year was shown to the first years.

NSS INAUGURATION

NSS units of SDM College of Business Management, Mangalore, inaugurated its activities for the year 2014-15, on Monday 7th July, 2014, in college auditorium. Dr. Subhashini Srivatsa, associate professor and co-ordinator of MBA (IB), Mangalore University College, Mangalore, inaugurated the programme. In her inaugural address she made students understand the real purpose of NSS. She also stated that the experiences of NSS life build our personality. By participating in NSS activities students

get an opportunity to experience the real joy through sharing and giving. The chief guest of the programme was Mr. Pawan, Creative Head of Madhubhan Graphics, Mangalore and alumni of the college. He shared his experience of NSS with the students. He also added that NSS has brought a change in his perception towards life. Principal, Prof. Aruna P. Kamath, presided over the function. She called upon students to have dedication and sincerity in whatever work they do. NSS oath was administered to volunteers by Mrs. Gayathri K, NSS programme officer. Ms. Prajna, compeered the programme, Mr. Farooq welcomed and Mr. Vijeth proposed vote of thanks. Mr. Guruxith and Ms. Aishwarya introduced the guests to the audience. Ms. Deeksha presented the plan of activities to be conducted for the year 2014-15. Mr. Deviprasad, NSS unit officer, Mr. Megharaj and Ms. Preksha, college NSS secretaries were also present.

Commerce Association Orientation.

The Commerce Association had organised an orientation programme on 10th July 2014 to provide an introduction about the association's activities. The resource person was Ms. Swathi S. Rao, alumni of the college. Mrs. Manju staff incharge and the Commerce Association secretaries were present for the programme.

NSS One day camp at Mangalajyothi Integrated School

The two NSS units of college organized one day camp on 13th July, 2014, at Mangalajyothi Integrated School, Vamanjoor. NSS volunteers assembled at the venue at 8.30 a.m. Before commencing the shramadhan volunteers were enlightened about the importance and the need of shramadhan. Through this shramadhan they will be achieving the objective of NSS which is personality development through community service. The students were then divided into groups. Each group was assigned a group leader who had to divide the work among the members and supervise the work assigned to their group. Volunteers started their work at 9.00 a.m. and continued up to 1.00 p.m. Mangalajyothi ITI campus was cleaned for the inauguration of the building to be held shortly. After the lunch break, volunteers assembled back for the evaluation session. They shared their experience of working in the group for a good cause. First year students stated that it was their first camp and working

in the field had made them realize the importance of team work and co-operation. Group wise evaluation helped the volunteers to realize their shortcomings and to avoid them in the future. NSS programme officers Mrs. Gayathri K and Mr. Deviprasad, concluded day's programme by appreciating the work done by the volunteers and offered suggestions for improvements.

Orientation of Marketing Association (VENTA)

The orientation of Marketing Association was held on 7th July 2014. Mr. Neil D'Souza, alumni of the college, was the guest. He spoke about the objectives and activities of the marketing association. He explained the objective of the associations, the motto of the association being "To create awareness among the students about various dimensions of marketing", the various programs, competitions, events and extension activities conducted by the association. He shared with the members his experiences in this association, how the marketing association is helpful for the members even in their future. Mrs. Shwetha Y, staff coordinator, spoke about importance of Marketing Association. Mr. Muhammad Rafeel welcomed the gathering and Mr. Anandakrishnan proposed vote of thanks.

Guest Lecture for the BCA students

A guest lecture was organized for the third year BCA students by Prof. Chandrashekara K, Assistant Professor, Govt. First Grade College for Women, Balmatta, on the topic "Work Life Balance" in the conference hall on 17th July 2014 at 1:00 p.m. Mrs. Sowmya Jyothi was the lecturer-in-charge. The speaker pointed out that work-life balance is a self-defined, self-determined state of well being that a person can reach, or can set as a goal, that allows them to manage effectively multiple responsibilities at work, at home, and in their community; it supports physical, emotional, family, and community health, and does so without grief, stress or negative impact. He suggested that there are actually six components to an average person's life that need to be properly balanced. These components being: self-management, time management, stress management, change management, technology management and leisure management. He concluded by saying that 'sustainability' should be the mantra of all the youngsters in their profession.

Scan Association Inauguration

SCAN Association was inaugurated on 14th July 2014 in the Conference Hall at 3:00P.M. Mr. Shreemukha Sullia, alumni of the college, was the guest. Mrs. Aruna P. Kamath, principal, presided over the function. SCAN student coordinators Abdul Basith welcomed the gathering and Maithri B. S. talked about the SCAN Association and presented the action plan for the year 2014-15 and also introduced the SCAN logo which was designed by Sachin N. Rao. Video of the skill based activities conducted in the last year was then displayed to the students.

The guest of the function Mr. Shreemukha Sullia addressed the students. He motivated the first year students to make use of the opportunities in the college and also to take part in the activities conducted by the different associations. He also said that winning is not important but the experience got through by participating in the events is much important than all. Principal, Mrs. Aruna P Kamath, in her presidential address advised the students to teach other fellow mates basic computer skills to create awareness about the new emerging areas. Namaratha Sharath was the MC for the inaugural function and Maina Das proposed vote of thanks. Staff coordinator was Mrs. Reshmi B.R. and student coordinators were Maithri B S and Abdul Basith.

Guest Lecture on Consumer Protection Act

The guest lecture was organised by the department of Business Law on 17th July 2014 at 3 pm. The objective of the guest lecture was to enhance the knowledge of Consumer Protection Act of 1986 among the students. The resource person for the program was Mr. Manu Sharma, an advocate. He spoke about prime objectives of consumer protection act, and highlighted on protection of rights of consumer. He also focused on consumer forum where consumers can file their complaints regarding the goods purchased, and also told about the misleading advertisements of job offers in news papers. The staff coordinators Mrs. Supritha A and Mrs. Vasudha.R. organised the programme.

Inculcating Moral Values in Life

A guest lecture on the topic "Inculcating Moral Values in Life" was held on 21st July 2014 for I BCA students in the college conference hall. The resource person for the day was Mr. B. Thanoji Rao, Retired

Karnataka Govt. employee. He spoke about moral values to be inculcated by the students. He advised the students to maintain regular time table to be disciplined and have a good behavior. The session was very meaningful and useful to all the students. Mrs. Aruna P. Kamath, principal of the college, Mr. Arun F. Sequeira, Mrs. Sowmya Jyothi, faculties of BCA department were present during the session. The programme was compeered by Ms. Sushmitha Kini. Ms. Nanditha & Ms. Soumya sang the prayer. Ms. Shubhada Bhat welcomed the gathering. Mr. Mohammed Nihal introduced the resource person. Ms. Kavyashree proposed the vote of thanks.

Observation of World Population Day

A student faculty programme was organized by the Economics department as a part of the observation of world population day on 11th July. Shambhunath of II BBM 'B' section presented a paper on the topic of "Investment in Human Capital" for the first year BBM students. Active interaction took place during the session. The lecturer in charge was Mrs Shashikala K.G.

Inauguration of Youth Red Cross

The Youth Red Cross Association was inaugurated on 11th July 2014 at 3 pm in the college conference hall. The guests were Mr. Santosh Peters, an advocate and Mr. Rakshith, alumni of the college. Mr. Santosh Peters spoke on the importance of being self-sufficient and always prepared for any natural dangers. He gave an example of a recent fire in Balmatta and advised the students to learn the precautions for such situations. Mr. Rakshith enlightened the students with his own experience as a Red Cross member and urged them to use this platform to render service. A short video on the work of college Youth Red Cross prepared by the Red Cross members Akash and Rakshith was shown. Mrs. Aruna P Kamath, principal, presided over the function. Mr. Prasanna presented the plan of action for the year. Radhika Shetty compeered the programme. Nishwitha welcomed. Sharan sang prayer. Ms. Deepthi proposed vote of thanks. Staff coordinators were Mr. Prasanna and Mrs. Renuthakshi.

The Inauguration of HR Association

The HR association inauguration was held on 10th July 2014 at 3pm in college conference hall. The guest for the

inaugural was Mr. Vidyaranya, HR manager, Emphasis Company, Mangalore. He spoke on the importance of HR and listed different challenges faced by a HR manager. Lecturer in charge Ms. Preethika and the student coordinators of HR association Ms. Nihal Rao and Ms Evangeline Sharlet organised the programme. Rahul welcomed and vote of thanks was proposed by Safan.

First Aid Training

On 26th July 2014, The Youth Red Cross Association of SDMCBM organized a first aid training session for their volunteers at Wenlock Hospital. The students were able to get practical exposure in performing first aid and were allowed to observe and gain knowledge of the various types of wounds and treatments given to the patients. Dr. Rajarshee spoke about the importance of the work performed by the Indian Red Cross in this country and encouraged the students to continue this work by undertaking such special programs. Red Cross coordinator, Mr. Prasanna thanked the doctor for her cooperation and encouragement.

Awareness About Print Media

A guest lecture was arranged for II BAHRD students on "Print Media" on 17th July 2014. Miss Akshatha, journalist, Deccan Herald, addresses the students. Mrs Shwetha Y. organised the programme.

Creative Thinking

A Value education guest lecture for 2nd BCA students was held on 18th July, 2014 in the conference hall at 3:00 P.M. The resource person was Mr. Subappa K, Asst. Professor and HOD, Dept. of Commerce and Management, Govt. First Grade College, Balmatta. He talked about how to be creative as a student. Ms. Shruthi AH compeered and welcomed. Vote of thanks was given by Mr. Saajan.

Vanamahostava Celebration

NSS units organized vanamahostava programme on 26th July 2014 at Government School, Kapikad. The chief guest of the programme was Mr. Rajaneesh, corporator of Kapikad. The Headmistress of the school Mrs. Nagarathna inaugurated the programme by planting a sapling. About 40 saplings of plants of rose, may flower, jackfruit, amla and cocum were planted by the NSS

volunteers. The saplings were planted in the surroundings of school campus. School children and teachers were also involved in this activity. 55 NSS volunteers took part in the tree plantation drive and took a pledge to save trees. Mrs. Gayathri K, Mr. Deviprasad and Mrs. Renuthakshi were also present at this occasion.

RUSA - Compilation Programme

RUSA - scheme compilation of Mangalore region was done in the BCA lab of our college. The team worked in the college for 10 days. Mr. Arun Sequeira, Shashikala Shetty and LAB assistants provided the necessary support.

Extension Activities

Fest forum

Final year students visited Government First Grade College, Car Street on 26th July 2014. Genesis, the annual fest for first year students, was explained to the first year students of Car Street College. Training for various events such as marketing and finance were given to the students. Students actively participated.

SCAN Association

The SCAN association had organized an extension activity on 26th July 2014. It was conducted in Govt. Higher Primary School, Balmatta, Mangalore from 10.00 am to 12.00 pm. The school students were taught basics of computer. The student volunteers of final year BCA conducted various activities like games, memory test, quiz etc.. The staff coordinator Mrs. Reshmi. B. R. led the team.

Literary Association

Literary association members visited Abhaya Ashram, which is an old age home located in Kodialbail on 26th March 2014. The students were escorted by staff coordinators. All the elderly were very co-operative and participated in the games with full zeal. The visit really instilled love and compassion among the students. Apart from fun and entertainment, the students got an opportunity to learn a lot from the elders there like moral values, cultures and ethics.

Fine Arts Association

The association members conducted an extension activity at Government Higher Primary School, Kapikad, Mangalore on 26th July 2014. The school children were

taught to sing and dance. Games were also conducted for the children. The staff coordinator was Mrs. Renuthakshi. The student coordinators were Monisha and Neha.

Marketing Association

On 26th July 2014, the marketing association of SDMCBM visited Big Bazar accompanied by the coordinators Mrs. Rashmi.T & Mrs. Deepashree. G. The aim was to study "Promotional Strategies developed in the Market". Mr. Ritesh, Department Manager of Fashion Zone briefed the students about Big Bazar. In Mangalore, Big Bazar was started in the year 2006, mainly focused on Food Bazar, Fashion Zone & small electronic appliances. Latest promotional strategies used for marketing different products were demonstrated to the students with live examples.

Latest Promotional Strategies used for Marketing:

This study was helpful in learning about new promotional strategies to increase the sale, clearance of stock, how to overcome during the loss, balancing of customers and employers satisfaction.

HR Association

On 26th July 2014, HR association conducted an extension activity in St. Joseph Prashanth Nivas which was located in Valencia. The secretaries of HR association Nihal & Sharlet along with members of the association, headed by the incharge of HR department Mrs. Anasuya & Ms. Parinitha, had conducted the activity. The head of St. Joseph Prashanth Nivas gave the opportunity to conduct the activity for mentally challenged people. Students mingled with them and taught them a few songs and dance steps. They also entertained them.

Commerce Department

Commerce department of the college conducted an extension activity in Government Women's College, Balmatta on 26th July 2014 and created awareness about financial literacy. The objective was to improve the knowledge of bank transactions and new banking concepts. Active interaction took place and students enthusiastically responded. Quiz competition was also organized. Mrs. Manju and Mrs. Veena staff incharge coordinated the programme.

Skill Enhancing Activities

SCAN Association

Color-Spray (Paint Brush)

Color-Spray (Paint Brush) is an event where the participants had to paint on MS-Paint for the given topic. The event was held on 16th July 2014 in Lab S. The topic given was 'FIFA 2014'. Judging was done on the basis of the participant's creativity, overall presentation and neatness. It was an individual event. This event was judged by Mr. Pawan Kumar and Mr. Abhilash M N.

Snap-Up (Quick Hands)

Snap-up (Quick hands) is an event where the participants were given an article. The one who types it the fastest on Notepad with the least number of mistakes was the winner. The event was held on 18th July 2014 in Lab D & Lab M. It was an individual event.

Marketing Association

Brand Wars

Marketing Association VENTA organised a brand war competition on 16th July 2014 in room no 202 at 3pm. Two members per team, time given were 2 minutes and one minute for shift of topic. The objective of this competition was to enhance the skill of the student and also to know about the different brands existing in the market. Student coordinators were Ananda Krishna and Muhammad Rafeel. Shwetha Y. was the staff coordinator. Judges for the competition were Mrs Kavitha Prabhu and Mr Devi Prasad.

Finance Association

Money Talk

Finance Association FONDOS organised a skill enhancement activity to the students on 16th July 2014 in Room No 203 at 3.00 p.m. The objective of the activity was to create awareness about financial concepts. Finance related topics are given to the students on the spot and were asked to talk on the selected topic for 3 minutes. Mrs. Gayatri and Mrs. Shashikala K.G were the judges. The staff coordinator was Ms. Sowmya Hegde.

Economics Department

Discussion on Union Budget 2014-15

A paper presentation on the topic "Union Budget 2014-2015" was organised by the Economics Department on 12th July 2014. Students from various classes presented

their views on the impact of the budget on different sectors like railways, agriculture, tax, education, banking, rural development etc. Mrs. Sonali Pai was the moderator of the session. This session was conducted with the intention to create awareness about the union budget of 2014-15. Mrs. Shashikala K.G & Mr. Prasanna Kumar T were the staff co-ordinators.

Commerce Association

A Campus Quiz was conducted for the students on 31st July 2014. Students actively participated in the event. It helped them gain knowledge on business as well as about the present trends in business.

Literary Association

Shayari Writing Competition

Literary Association conducted shayari writing competition in Hindi on 10th July in room no. 302. Many participants took part enthusiastically and it enhanced their creativity. Students were made to write and present shayaris. The judges were Mrs.Jyothi and Mrs.Shalini.

Fest Forum

Genesis Training Report

First Training session - 8th July 2014 (Brand War)

Introduction to the GENESIS Fest was given to the first Year students. Brand war event was organized. Demonstration on how to perform was given by final year trainees. 30 Students actively participated in the training programme.

Second Training session - 11th July 2014 (Product Launch)

Product launch event was held. Training on how to launch the product was given. A team of 3 each was made. Creativity and innovation was encouraged. 30 students actively participated in the training programme.

Third Training session - 15th July 2014 (HR Allegations)

This training session had HR Allegation Round .About 25 students were a part of the training.

Fourth Training session - 18th July 2014 (Group discussion and finance round)

In the group discussion event team of 5 was made, a topic was allotted. Students had to talk either for or against the topic. Good speakers were selected. Four rounds were conducted.

In the finance round team of 2 each was made and task was to double the amount of Rs. 100 with feasible business idea. Demonstration for the finance round was given by final year students. First year students actively participated in the training programme.

Fine Arts Association

Collage Competition

Fine arts association organised Collage Competition on 16th July in room no 205 at 3.00 p.m. It began with the release of the topic "Educate Girl Educate India". 2 made a team. All participants took part with great spirit. Competition was judged by the faculties Mrs. Veena Kotian and Mrs. Shwetha Yathin.

Pick and Act

The fine arts association of our college in association with RED FM Mangalore and Tata Nano Twist conducted a pick and act in our college on the 17th of July, 2014. Guests were Mr. Pradeep Mayya, Auto Matrix, Mr. Naveen from TATA motors, Mr. Vineet from TITAN and Mr. Raghav, RED FM Station Head, were the facilitators.

In the pick and act event, each team was given a time limit of 3 minutes to present their act on the stage. Around 15 teams participated in this event showcasing their acting skills on various topics like market, election, accidents, first day at college etc.

The team that out stood them all was a group of students from final year BBM 'C' under the team banner 'Toofani Team'. The programme was beneficial to the students as it not only brought out their hidden talents but also developed teamwork in the right spirit of competition.

Sports Association

Interclass football tournament was held at Nehru Maidan Football pavilion on 9th, 10th and 12th July 2014. There were 10 teams. I BBM A & B were the winners and runners were I BBM C and I B.Com.

The college football A and B teams were selected for Independence Day football tournament which will be organised by D. K. District Football Association in the month of July and August.

Student Activities

- Students from the commerce students participated in "Investor Awareness Programme On Rights And Obligations Of Small Investor" organised by Govt. of India Ministry of Corporate Affairs in association with ICSI Mangalore, on 26th July 2014.
- On 25th June 2014 the students of final year Mr. Dishanth, Mr. Vignesh Kamath and Miss. Sanjana Kamath attended seminar on the theme 'CAPITAL MARKET- THE GROWTH ENGINE' organised by The Institute of Company Secretaries of India at The Karnataka Bank Auditorium, Kodialbail, Mangalore.
- Mr. Vijeth Joswil Pinto attended 7 days university level leadership camp, held at Mangalore University, Konaje, from 9th July, 2014 to 15th July 2014.

STAFF ACTIVITIES:

Mrs. Aruna P. Kamath

- Attended one day workshop on preparation of Institutional Development Proposal (IDP) of Rashtriya Uchchar Shiksha Abhiyan (RUSA) organized by Department of Collegiate Education, Karnataka at Government Arts College, Bangalore on 19th June 2014.
- Invited to be the Chief Guest in UGC sponsored National Conference on "Numerical Methods and Network Analysis" organized by Milagres College, Kallianpur on 17th July 2014.
- Attended the interactive session with Dr. Gopu Kumar, Dy. Secretary, UGC, SWRO, Bangalore on Sunday, 3rd August 2014 at Govinda Dasa College, Surathkal.

Mrs. Divya Uchil

- Attended one day workshop on revised syllabus for undergraduate program of Mangalore University in Computer Science/Computer Application/Data Processing organized by Mangalore University Computer Science Teachers' Association on 25th June 2014 at Srinivas College of Management Studies, Pandeshwar, Mangalore.

Mr. Arun F. Sequeira

- Attended BOS meeting of PGDCA on 30th May 2014 at St. Aloysius College (Autonomous) Beerli, Mangalore.

- Attended one day workshop on preparation of Institutional Development Proposal (IDP) under Rashtriya Uchchar Shiksha Abhiyan (RUSA) organized by Department of Collegiate Education, Karnataka at Government Arts College, Bangalore on 19th June 2014.

- Attended UGC sponsored 2 days National Conference on “Numerical Methods and Network Analysis” organized by Milagres College, Kallianpur on 17th July 2014.

- Attended the interactive session with Dr. Gopu Kumar, Dy. Secretary, UGC, SWRO, Bangalore on Sunday, 3rd August 2014 at Govinda Dasa College, Surathkal.

Mrs. Manju

- Attended V Semester BBM syllabus revision workshop organised by FOBMAT on 28th June 2014 at Bhuvanendra College, Karkal.

- Attended B.Com. syllabus revision workshop on 5th July 2014 at St. Aloysius Evening College, Mangalore.

Mrs. Gayathri K.

- Attended V Semester BBM syllabus revision workshop organised by FOBMAT on 28th June 2014 at Bhuvanendra College, Karkal.

Mr. Thilakraj G.

- Attended V Semester BBM syllabus revision workshop organised by FOBMAT on 28th June 2014 at Bhuvanendra College, Karkal.

- Attended B.Com. syllabus revision workshop on 5th July 2014 at St. Aloysius Evening College, Mangalore.

Mrs. Shashikala Shetty

- Attended one day workshop on revised syllabus for undergraduate program of Mangalore University in Computer Science/Computer Application/Data Processing organized by the Mangalore University Computer Science Teacher’s Association on 25th June 2014 at Srinivas College of Management Studies, Pandeshwar, Mangalore.

Mrs. Shashiprabha

- Attended one day workshop on revised syllabus for undergraduate program of Mangalore University in Computer Science/Computer Application/Data

Processing organized by the Mangalore University Computer Science Teacher’s Association on 25th June 2014 at Srinivas College of Management Studies, Pandeshwar, Mangalore.

- Attended Seminar on “Technology for Business Youth” organised by Kanara Chamber of Commerce & Industry, Mangalore on 23rd July 2014.

Mrs. Veena D. Kotian

- Attended National Conference on ‘Innovations and Best practices in higher education institutions’ held on 28th June 2014 in Srinivas Institute of Management Studies, Pandeshwar Mangalore. And also presented paper on ‘A study on Developing positive work culture to improve desired teaching qualities in higher education’.

- Attended B.Com. syllabus revision workshop on 5th July 2014 at St. Aloysius Evening College, Mangalore.

Mrs. Shaini Naveen

- Attended National Conference on ‘Innovations and Best practices in higher education institutions’ held on 28th June 2014 in Srinivas Institute of Management Studies, Pandeshwar Mangalore. And also presented paper on ‘A study on Developing positive work culture to improve desired teaching qualities in higher education’.

Mrs. Reshmi B. R.

- Attended one day workshop on revised syllabus for undergraduate program of Mangalore University in Computer Science/Computer Application/Data Processing organized by the Mangalore University Computer Science Teachers Association on 25th June 2014 at Srinivas College of Management Studies, Pandeshwar, Mangalore.

Mrs. Shashikala K. G.

- Attended one day UGC sponsored national level seminar on “Emerging issues in Global Economy, Commerce and Management: Challenges and strategies for international competitiveness” on 26th July 2014 at Sri Bhuvanendra college, Karkala organized by Department of commerce and forum of Business Management teachers.

Mr. Ashwin Mendonca

- Attended Workshop on new English syllabus of Mangalore University organized by Association of English Teachers on 16th July 2014 at Canara College, Mangalore.
- Attended one day workshop on Social media held at SDME Society, Ujire on 23rd July 2014.

Mrs. Veena D. Kotian

- Attended B.Com. syllabus revision workshop on 5th July 2014 at St. Aloysius Evening College, Mangalore.

Mrs. Renuthakshi

Delivered a talk on the topic of “Aashada Masada Mahathwa, Achara Vichara Matthu Nabikegalu” at Karntaka State Devadiga Sudharaka Sangha, Mannagudda, Mangalore on 27th July, 2014.

Ms. Preethika Dharmapal

- Attended V Semester BBM syllabus revision workshop organised by FOBMAT on 28th June 2014 at Bhuvanendra College, Karkal.
- Attended National Seminar on “Emerging issues in Global Economy, Commerce, Management : Challenges and strategies for international competitiveness” organized by Sri Bhuvanendra College, Karkala on 26th July 2014.

Mr. Prasanna Kumar T.

- Attended B.Com. syllabus revision workshop on 5th July 2014 at St. Aloysius Evening College, Mangalore.
- Attended Seminar on Union Budget 2014 organised by Kanara Chamber of Commerce & Industry, Mangalore on 16th July 2014.

Mrs. Rashmi T.

- Attended V Semester BBM syllabus revision workshop organised by FOBMAT on 28th June 2014 at Bhuvanendra College, Karkal.

Mrs. Parinitha

- Attended V Semester BBM syllabus revision workshop organised by FOBMAT on 28th June 2014 at Bhuvanendra College, Karkal.

Mr. Deviprasad

- Attended Seminar on “Technology for Business Youth” organised by Kanara Chamber of Commerce & Industry, Mangalore on 23th July 2014.
- Attended Seminar on Union Budget 2014 organised by Kanara Chamber of Commerce & Industry, Mangalore on 16th July 2014.
- Attended Presentation of Union Budget 2014 organised at ICAI Bhawan, Padil, Mangalore on 19th July 2014.

Ms. Sahana

- Attended one day workshop on revised syllabus for undergraduate program of Mangalore University in Computer Science/Computer Application/Data Processing organized by the Mangalore University Computer Science Teachers’ Association on 25th June 2014 at Srinivas College of Management Studies, Pandeshwar, Mangalore.

Ms. Parinitha Salian

- Attended Seminar on “Technology for Business Youth” organised by Kanara Chamber of Commerce & Industry, Mangalore on 23th July 2014.



Students' Council

Name of the Department : Students' Council
Name of the Association : SQAC
Staff Coordinator : Mr. Thrishanth Kumar
: Mrs. Shwetha Y
Student Coordinator : Manel Srikanth Nayak

Student Secretaries of III years :

III BBM 'A' : Pranav P Shenoy, Roopashree
III BBM 'B' : Sharwan, Manisha Ballal
III BBM 'C' : Gautham Prabhu, Sherin Smitha
III BBM 'D' : Karthik Shetty, Veekshitha
III BCA 'A' : Abhishek, Enola Rubina
III BCA 'B' : Varun Nayak, Saisudha
III BA(HRD) : Ram Kishan, Gauthami

Moto / Vision of the Association : **Working Together Works**

Theme given for this year's activities : **Skill Enhancement**

Plan of Action (Month Wise):

June 14 : Orientation for first year students
28 : Leadership training programme for council members
July 5 : Inauguration of Student council 2014-15
11 : Value education class for I st BBM and BAHRD-
Vivekananda conference
26 : Observing Vanamahostava
August 15 : Independence Day celebration
September 5 : Teachers Day Celebration
December 4 : Student faculty programme
19 : Traditional Day
January 10 : Awareness of Self Defence
16 : Observing sports day
26 : Observing Republic day
30 : College Day
February : Farewell Dasvidhanya

Fondos(Finance)

Name of the department : Finance
Name of the association : Fondos
Staff coordinator : Mrs. Sowmya Hegde &
: Ms. Shaini Naveen
Student coordinator : Divisha & Jamsheed

Student secretaries of III years:

III BBM 'A' : Anusha
III BBM 'B' : Abdul aqeel
III BBM 'C' : Madhura
III BCA 'A' : Meghashree
III BCA 'B' : Madhura
III BA(HRD) : Ashwini

Moto/Vision of the association: **To enhance the financial analysis skills of the students**

Theme given for this year's activities: **Evolving effective technique for healthy finance**

Plan of action (month wise):

July 11 Money talk : Pick and speak competition based on Financial involvements, terms etc.
16 An argument : Debate on given topic.
Extension activity
August 4 Bid and win : Written quiz competition.
19 The analyst : Solving the case.
● One minor research for students on financial aspects.
● One Management sponsored project.
September 1 Crossword: with financial definition.
Book review presentation
December 9 Make a portfolio
January 5 Audit the balance sheet.
12 Paper presentation.
February Rule the stock market.

Extension activities:

- Conducting guest lecture related to stock market.
- Extension activities to give financial assistance to SHGs taking help from bank.(July)
- Guest lecture on savings and investment pattern.
- Creating awareness among the employees (selected) about systematic investment plan.

Venta(Marketing)

Name of the Department : Marketing Department
Name of the Association : Marketing Association (Venta)
Staff Coordinator : Mrs.Shwetha Y.
: Mrs. Rashmi T.
: Mrs. Kavitha Prabhu,
: Mrs.Deepashri Shenoy,
Student Coordinator : Ananada Krishnan
: Muhammed Rafeel

Student Secretaries of III years:

III BBM 'A' : Sushmitha S
III BBM 'B' : Sahas Rai
III BBM 'C' : Shrupana Shetty
III BBM 'D' : Megha Pai
III BCA 'A' : Renita Dcunha
III BCA 'B' : Sushmitha S
III BA(HRD) : Thushara

Moto / Vision of the Association:- **Create awareness among the students regarding the marketing and branding of different products.**

Theme given for this year's activities: **Innovative Strategy for Productive Marketing**

Plan of Action (Month Wise):-

July	7	Orientation
July	17	Brand Wars
July	26	Extension Activity
August	5	Flash marketing
August	22	Guest Lecture on Latest marketing Techniques
August	26	Tag Line Competition
August		Book review
September	4	Jingle writing completion
September	19	Student faculty programme on Marketing strategy for future generation on Eco-friendly products
September		Minor project to students
December	5	Caption writing
December	17	Guest lecture on Retail Marketing
January	2	Mad Ad
January	2	Product Launch
January	10	Extension activity
February	3	Logo Designing
February	12	Ad Copy writing
February	20	Student faculty programme on Online Marketing

Extension activities:-

- Visiting Marketing Departments of Various Organisation
- Training new staff in Super Market

Other Activities:-

- Factory Visit
- Preparation of report on their Organisation
- Student Minor research
- Book Review
- Value Education Programme
- Student Mentoring
- Student Faculty Programme
- Group Discussion
- Case Analysis
- Deputing Students to attend programme organized by Professional Organisation

Resource Hub(HR)

III BBM 'C'	: Shrupana Shetty
Name of the department	: Human Resource Department
Name of the association	: Resource Hub
Staff coordinator	: Ms. Preethika Dharmapal
Student coordinator	: Nihal Rao and Evangeline Sharlet
Student secretaries of III years:	
III BBM 'A'	: Apeksha Revankar

III BBM 'B'	: Rashmi R Nayak
III BCA 'A'	: Athmi A Alva
III BCA 'B'	: Deeksha Prabhu
III BA(HRD)	: Melita Ancia Lobo

Moto/Vision of the association: **"Synergizing the human potential for the business and society "**

Theme given for this year's activities: **"Ladder for life "**

Plan of action (month wise):

July	: Inauguration and orientation
	: First Impression
	: Collage making
August	: Paper Presentation
	: Case study
September	: Flip side
	: Networking Competition
December	: Face off
	: Allegation
January	: Stress interview
	: Save your shame
February	: Character show done
	: Radio Tantra

Extension activities:

- Conducting guest lecture related to HR activities
- Extension activities to enhance the leadership qualities
- Guest lecture on HR Practices
- One minor research for students on HR Aspects
- One Management sponsored project.

B. Com. Department

Name of the Department	: B.Com
Name of the Association	: Commerce (Commercio)
Staff Coordinator	: Mrs. Manju H
Student Coordinator	: Mr. Abhishek
	: Mr. Taiseer Ahemad

Student Secretaries of III years:-

III BBM 'A'	: Sarfraz Mohammed
III BBM 'B'	: Sanad Rahman
III BBM 'C'	: Akshitha
III BBM 'D'	: Mohezza Zabeen
III BCA 'A'	: Akash
III BCA 'B'	: Vinaya
III BA(HRD)	: Ramith Alva

Moto / Vision of the Association: **-Equip students to be qualified in competitive employment market by integrating academia with value based advice and professional skills.**

Theme given for this year's activities: **-Integrating to perfection.**

Plan of Action (Month Wise):-

June	26	: Organised guest lecture on professional awareness.
July	8	: Inauguration of the Course
	9	: Followed by a talk on Professional careers
	26	: Orientation for the students
	31	: Extension activity – visit to Govt. College and creating awareness about the need for financial literacy
		: Quiz Competition
August	5	: Debate on current issues
	21	: Colloquium
	25	: Book review presentation
September	3	: Guest lecture on information system audit
	30	: Minor research projects
December	9	: Mock Press
	16	: Collage designing
January	2	: Paper presentation
	14	: Guest lecture on relevance of retail banking services
February	3	: Treasure Hunt
	24	: Meet the CEO
	26	: Executive interaction

Extension activities:-

- Visit to govt college to give training awareness about the need for financial literacy.
- Visit to bank to identify the customer demand on different schemes.

Other Activities:

- Factory visit
- Preparation of report on three organization
- Student research
- Book Review
- Value education programme
- Deputing students to attend programs organized by professional Organisation
- Student Faculty programme
- Group discussions
- Case analysis
- Mentoring process
- Student mentoring

Department of Business Law

Name of the Department	: Business Law
Name of the Association	: Buzzing Wall
Staff Coordinator	: Mrs. Supriha A, : Mrs.Vasudha R.
Student Coordinator	: Dhamini, Deeksha C.H

Student Secretaries of III years :-

III BBM 'A'	: Dhanraj
III BBM 'B'	: Razeem
III BBM 'C'	: Mahaz
III BBM 'D'	: Puneeth Kamath
III BCA 'A'	
III BCA 'B'	: Rabeez
III BA(HRD)	: Abhishek Mehta

Moto / Vision of the Association:- **To enhance the knowledge of legal affairs of business among students.**

Theme given for this year's activities:- Awareness of Laws of Business

Plan of Action (Month Wise):-

July	: Appointing of secretaries, orientation to students regarding plan of action for the year. Planning to conduct the guest lecture on law related topics, and also extension activities.
August	: Planning to allocate the topic on minor research in business law among students and lecturers in charge, and also organising business quiz competition on law related topics among students.
September	: Conducting pick and speak competition on law related topics (current issues on legal aspects in business).
December	: Conducting paper presentation competition on related topics among students.
January	: Conducting Debate competition, and also guest lecture on law related topics among students.
February	: Organising seminars on law related topics.

Extension activities:- visiting consumer courts, government schools etc. for creating consumer awareness among students.

SCAN(Computer Application)

Name of the Department	: BCA
Name of the Association	: SCAN
Staff Coordinator	: Mrs. Reshmi B R
Student Coordinator	: Maithri (III BCA A) : Abdul Basith (III BCA B)

Student Secretaries of III Year:

III BBM 'A'	: Maina Das
III BBM 'B'	: Gopesh
III BBM 'C'	: Venkatesh
III BCA 'A'	: Maithri
III BCA 'B'	: Abdul Basith
III BA(HRD)	: Prithvi Shetty

Moto / Vision: **Learning through enjoyment to be the best in the corporate world.**

Theme Given For This Year's Activities: Evolution of Information Superhighway.

Plan of Action (Month wise):

- July 10 : Inauguration
16 : Color Spray (Paint Brush)
17 : Guest lecture on "Work Life Balance" by Chandrashekara K – Mrs. Sowmya Jyothi
18 : Guest lecture on "Creative personality" by Subappa K – Mrs. Reshmi B R
19 : Snap Up (Quick Hands)
21 : Guest lecture on value education by B. Thanoji Rao – Mr. Arun F Sequeira
26 : Extension Activities for Govt. College
30 : Bestowal (Powerpoint Presentation)
30 : Conference on the topic "BIGDATA CHANGING THE WORLD" by Mrs. Divya Uchil
- August 2 : Camera Eye (Memory Test)
7 : Inspire '14
11 : Guest Lecture – Mrs. Divya Uchil
12 : Guest Lecture – Mrs. Shashiprabha
13 : Tagger
20 : IT-Collage
20 : Guest Lecture – Mrs. Shashikala Shetty
22 : Guest Lecture – Mrs. Sowmya Jyothi
23 : Turn Coat (Toggle-Toggle)
27 : Guess the Part
- September 3 : Hashout (IT-Debate)
- December 6 : Braniac (IT-Quiz)
10 : Movie Maker
12 : Guest Lecture – Mrs. Divya Uchil
17 : Web Designing
20 : Treasure Trove (Treasure Hunt)
20 : Guest Lecture – Mrs. Sowmya Jyothi
- January 3 : Endicipher (Coding & Debugging)
10 : Extension Activities for Govt. College
14 : Guest Lecture – Mrs. Shashikala Shetty
- February 3 : Guest lecture – Mr. Arun F Sequeira
5 : Guest lecture – Mrs. Reshmi B R
19 : Guest Lecture – Mrs. Shashiprabha

EXTENSION ACTIVITIES:

- Extension Activities for Govt. College on 26th July 2014.
- Extension Activities for Govt. College on 10th January 2015
- Student Internet World in the month of November.

OTHER ACTIVITIES CONDUCTED BY THIS ASSOCIATION:

1. End of the academic year, Students have to prepare the calendar cover page and magazine cover page. (This is open to all). Best cover pages will be used for next academic year magazine and calendar book.
2. Inspire 2014 on 7th august 2014.
3. Articles for the notice board.

English Department

- Name of the Department : English Department
Name of the Association : Crown of Wisdom
Staff Coordinator : Mrs. Madhumathi,
: Mr. Ashwin L. Mendonca
Student Coordinator : Ms. Aishwarya, Mohammed Raif
Student Secretaries of III years :-
III BBM 'A' : Shwetha
III BBM 'B' : Divya Fernandes
III BBM 'C' : Chethan
III BBM 'D' : Swathi
III BCA 'A' : Anusha
III BCA 'B' : Shaban
III BA(HRD) : Raif

Moto / Vision of the Association:- To improve and sharpen English language skills. To bring out to hidden talents.

Theme given for this year's activities:- Voice Yourself

Plan of Action (Month Wise):-

- July 17 : Essay competition
31 : Wrong person in a wrong situation
- August 20 : Elocution competition
28 : Tom, dick and Harry
28 : Pictionary Competition
- September 2 : Pick and speak competition
5 : Quiz competition
- December 10 : Debate competition
17 : Story Writing Competition
- January 2 : Slogan Writing Competition
4 : Poem writing competition
19 : Spell Me Competition
- February 3 : Guest lecture
9 : Book review

Extension activities:-

- 26-07-2014 : Visit to old age home
10-01-2015 : Visit to Saanidhya – School for Physically challenged

Kannada Department

- Name of the Department : Kannada Department
Name of the Association : Vikasana
Staff Coordinator : Mrs. Jeevitha.D,
: Mrs. Renuthakshi
Student Coordinator : Ms. Aishwarya,
: Ms. Fathima Gulnaz
Student Secretaries of III years:-
III BBM 'A' : Shwetha
III BBM 'B' : Divya Fernandes

III BBM 'C'	: Chethan
III BBM 'D'	: Swathi
III BCA 'A'	: Anusha
III BCA 'B'	: Shaban
III BA(HRD)	: Raif

Moto / Vision of the Association:- **To improve Kannada language skills, giving opportunities to hidden talents**

Theme given for this year's activities:- **Language presentation media**

Plan of Action (Month Wise):-

July	17	: Essay competition
	31	: Cross words
August	20	: Elocution competition
	28	: Guest Lecture
September	2	: Pick and speak competition
	5	: Quiz competition
	8	: Light music competition
December	10	: Debate competition
	17	: Guest lecture / Story Writing
January	4	: Poem writing competition
February	4	: Guest lecture
	9	: Book review

Extension activities:-

26-07-2014 Visit to old age home
10-01-2015 Visit to Saanidhya – Physically challenged school

Sphuran (Hindi)

Name of the Department	: Hindi
Name of the Association	: Sphuran
Staff Coordinator	: Mrs. Jyothi & Mrs. Shalini
Student Coordinator	: Ms. Aishwarya, Mr. Savad

Student Secretaries of III years:-

III BBM 'A'	: Shwetha
III BBM 'B'	: Divya Fernandes
III BBM 'C'	: Chethan
III BBM 'D'	: Swathi
III BCA 'A'	: Anusha
III BCA 'B'	: Shaban
III BA(HRD)	: Raif

Moto / Vision of the Association:- **To improve and sharpen Hindi language skills. To bring out to hidden talents.**

Theme given for this year's activities:- **Pen is mightier than sword**

Plan of Action (Month Wise):-

July	10	: Shayari competition
	17	: Essay writing
	31	: Cross Words
August	20	: Elocution competition

28 : Hindi Guest lecture
: Pictionary Competition

September	2	: Pick and speak competition
	17	: Hindi day celebration & Guest Lecture
December	4	: Finding the objectives
	17	: Story Writing Competition
January	2	: Slogan Writing Competition
	4	: Poem writing competition
February	3	: Guest lecture
	9	: Book review

Extension activities:-

26-07-2014 Visit to old age home
10-01-2015 Visit to Sanidhya – Physically challenged school

Kala Vaibhav(Fine Arts)

Name of the Department	: Fine Arts
Name of the Association	: Kala Vaibhav
Staff Coordinator	: Mrs. Renuthakshi
	: Mrs. Anasuya
Student Coordinator	: Monisha Alva and Neha P

Student Secretaries of III years:-

III BBM 'A'	: Keerthi
III BBM 'B'	: Shreejith
III BBM 'C'	: Avinash
III BBM 'D'	: Snigdha Raj
III BCA 'A'	: Ashiwarya Prabhu
III BCA 'B'	: Karishma Shetty
III BA(HRD)	: Sanjana

Moto / Vision of the Association - **Encouraging Creativity**

Theme given for this year's activities:- **Discover , Develop and Deploy**

Plan of Action (Month Wise):-

July	: Orientation
	: Collage
August	: College Anthem competition
	: Variety competition
September	: Nail Art
	: Mehendi
	: Painting
December	: Singing
	: Rangoli
January	: Flower Arrangement
	: Dancing
February	: Mime

Extension activities:- Students visit nearby schools, old age homes to conduct activities and programmes.

Sports And Athletics

Name of the Department : Physical Education
Name of the Association : Sports & Athletic Association
Staff Coordinator : Mr. Bharath Kumar Jain
Student Coordinator : Vikyath V. S., III BBM 'A'

Student Secretaries of III years:

III BBM 'A' : Ashika D
III BBM 'B' : Pawan Raj
III BBM 'C' : Mohammed Imran
III BBM 'D' : U. M. Safwan
III BCA 'A' : Chaitra D. Suvarna
III BCA 'B' : Akshay Shetty
III BA(HRD) : Rohit Kenneth Pereira

Moto / Vision of the Association:- **Together – We Are Strong**

Theme given for this year's activities:- **Healthy Participation**

Plan of Action (Month Wise):-

July : Sports Association Activities Inauguration
: Inter Class Chess & Selection of College Team
: Participation in Inter Collegiate Competition
August : Selection of Swimming Team
: Inter Class Bad Minton & College Team Selection
: Participation in Inter Collegiate Competitions
September : Inter Class T.T. Tournament & College
Team Selection
& : Inter Class Kabbadi Tournament & College
October : Team Selection
: Participation in Inter Collegiate Competitions
: 15 Days Yoga Certificate Course for Credit
Based Students
December : Inter Class Volley Ball Tournament & College
Team Selection (Men)
: Inter Class Cricket Tournament & College
Team Selection
: Participation in Inter Collegiate Competitions
: Annual Tournaments for College Day
January : Annual Athletic Meet
: Participation in Inter Collegiate Competitions
: Inter Class Throw Ball Tournament & College
Team Selection
February : Inter Class Tournaments
: Inter Collegiate Competition – Participation
: 15 Days Yoga Certificate Course for Credit
Based Students

Extension activities:- For the Primary School Students –
Giving coaching for Games.

- In Association in Kasturba Medical College our college students participating in “World Heart Day Marathon Run.”
- Hosting the Inter Collegiate Cricket Tournament in the Month of December & January.

NSS

Name of the Association : NSS
Staff Coordinator : Mrs. Gaythri K Mr. Deviprasad
Student Coordinator : Megharaj , Preksha, Farook &
: Deeksha.

Student Secretaries of III years :-

III BBM 'A' : Rakesh
III BBM 'B' : Havin
III BBM 'C' : Kaushik
III BBM 'D' : Shenan
III BCA 'A' : Ashika
III BCA 'B' : Shreeparna S
III BA(HRD) : Nabhijeeth

Moto / Vision of the Association:- **Not Me But You**

Theme given for this year's activities:- **Healthy Youth For
Healthy Nation**

Plan of Action (Month Wise):-

July : Orientation for 1st year students
: Inauguration
: One day camp
: Guest lecture on environment issues.
: Vanamahotsava
August : Campus cleaning
: One day camp
: Sadbhavana Day celebration
: Students minor research on Effects of NSS on
personality building
September : Jail visit
: Orphanage visit & educational program.
December : Annual special camp
: AIDS awareness day program
: Guest lecture on Drug Abuse
January : Street play on youth empowerment
: Youth empowerment- awareness program.
: Campus cleaning
February : Blood donation and blood grouping
: woman empowerment
: guest lecture on road safety

Extension activities:- Karate training for self-defence.

RED CROSS

Name of the Association : N
Name Of The Association: Red Cross
Staff Coordinator : Mr. Prasanna Kumar .T
: Mrs. Renuthakshi
Student Coordinator : Nishwitha B III BBM 'C'
: Deepthi III BCA 'A'

Student Secretaries of III Years:

III BBM 'A' : Rakshitha
III BBM 'B' : Shiek Safan
III BBM 'C' : Kavya H M
III BBM 'D' : Sara
III BCA 'A' : Pooja
III BCA 'B' : Ashwini
III BAHRD : Keerthi

Moto/vision of the association : **To promote the humanitarian values in the minds of students while encouraging respect to other human beings and willingness to work together and thereby solution to problem**

Moto : **Social Problem And Corporate Relation**

Plan of Action For The Year :

- Inauguration
- First Aid Training Programme
- One Day Camp
- Blood Donation Camp
- Rally On Health Awareness Programme
- Medical Camp
- Street Plays
- Visiting Anathashrama And Vriddhashram
- Valedictory Programme

Talent Hunt(Fest Forum)

Name of the Association : Fest Forum (Talent Hunt)
Staff Coordinator : Mrs. Kavitha Prabhu
: Mrs. Sowmya Jyothi
Student Coordinator : Adarsh Shetty
: Shalini Pai

Student Secretaries of III years:-

III BBM 'A' : Dheer Suraj
III BBM 'B' : Sadhana Gajanan
III BBM 'C' : Adarsh Shetty
III BBM 'D' : Puneeth Kamath
III BCA 'A' : Nishmitha M.
III BCA 'B' : Neha Nayak
III BA(HRD) : Harshitha

Moto / Vision of the Association:- **To Bring Out The Colours Within You**

Theme given for this year's activities:- **'YOU'NITY(equal opportunity to all)**

Plan of Action (Month Wise):-

July : Giving training for first year student for genesis and Inspire
: Sending students to take part in fest
August : Conducting Genesis and Inspire

: Sending students to take part in fest
September : Sending students to take part in Fest
December : Preparing for Synergy and Sygma
January : Conducting Synergy
February : Sending students to take part in festivals

Extension activities:-

- Planned to have Training programme at Carstreet Government College for Genesis fest.
- Planned to conduct extension activity in Government College

ROVERS AND RANGERS

Name of the Association : Rovers and Rangers
Staff Coordinator : Mr. Thilakraj G. and Mrs. Jyothi
Student Coordinator : Rakesh and Karthik

Student Secretaries of III years :-

III BBM 'A' : Keerthan Shetty
III BBM 'B' : Vishal
III BBM 'C' : Sujan J
III BCA 'A' : Swoumya boja Shetty
III BCA 'B' : Harsharaja Shetty

Moto / Vision of the Association: - **Service to Humanity**

Theme given for this year's activities: - **Healthy Society**

Plan of Action (Month Wise):-

July : Orientation
: Finalizing Uniform to the students
: Guest Lecture on Social Service
: Extension Activity
August : Inauguration
: Leadership Camp
: Tulu Elocution Competition
: One Day Camp at Someshwer on 25-08-2014
: Drawing Competition at Mangaladevi on 29-08-2014
September : First Aid Training Camp
: Public Medical Camp
: Slogan Writing Competition
: Guest Lecture
December : Blood grouping and Donation camp at Neharu Nagara
: Beach Cleaning Camp
: Tulu Singing Competition
January : Trucking camp
: Street play
: Inter Collegiate Street play competition
February : Blood grouping and Donation camp at college:
: Guest Lectures
: Street Play

Extension activities:-

Placement Cell

Name of the Association : Placement Cell
Staff Coordinator : Mr. Thrishanth Kumar
: Mrs. Sowmya Jyothi
: Miss. Preethika Dharmapal
: Mr. Prasanna Kumar T.

Moto/Vision of the Association:- To enhance the employability of the students by imparting the necessary skills to meet the highly challenging and ever changing expectations of the corporate sector thereby reducing the gap between Industry and Academia, and to provide a right platform for the students to be a part of renowned organizations by utilizing the imparted skills.

Theme given for this year's activities:- Competency Profitability

Plan of Action (Month Wise):-

July : Guest lecture was conducted by the TIME Institute on 3rd July 2014 on the topic 'Preparing for CMAT and MAT EXAM' for all the final year students.
: Talk was conducted on 17th July 2014 on the topic 'IBPS Exam' for all the final year students.
: Guest Lecture was organized for the Final year BCA students on 17th July 2014 on the topic 'Work Life Balance'.
August : Planned to have discussion and talk on 'Career Opportunity and Higher studies' by TIME Institute for the second year students.
September : Planned to organize guest lecture on Personality Development for the Final year students.
December :
January : Planned to conduct guest lecture on 'How to face interview'
: Placement Drive Activities
February : Placement Drive Activities

Extension Activities:

- Guest Lectures: - To provide a feel of Industry and Job market, placement cell coordinates with departments to invite various eminent persons from Industry to deliver lectures for the benefit of the students.
- Off-campus interviews will be notified to the students
- Placements
- Personality Development
- Career Counselling
- Guest lectures on how to face interview

Economics Department

Name of the Department : Economics
Staff Coordinator : Mrs. Shashikala K.G.
: Mr. Prasanna Kumar T.

Theme given for this year's activities:- Current Economic Issues of India

Plan of Action (Month Wise):-

July 11 : 15th Seminar on rapid growth of population and its impact on HRD in India
12 : Paper presentation competition ,Topic: Union budget 2014-15
14 : Planned to depute students for programme conducted by professional organisation.
: Student faculty programme
August 23 : Planned to conduct Industrial visit
25 : Book review presentation by the students
27 : Guest lecture on present politics and Indian economic condition
September 4 : Planned to conduct Economic Quiz
19 : Guest lecture on consumer protection
: Student Minor research
December 8 : Debate Competition
17 : Economics Pick and speak competition
January 13 : Guest Lecture on RBI Policies and its impact
15 : Consumer awareness programme on Eco friendly Product
February 9 : Guest lecture on economic ethics

Extension activities:-

- Organizing an extension activity about SHG
- Conducting extension activity in Carstreet Government college.



MANGALORE UNIVERSITY APRIL 2014 EXAMINATION
DISTINCTION STUDENTS OF THE COLLEGE
III Year BCA

Sl.No.	Name of the Students	Marks
1	NANDINI ROHIDAS SHRIYAN	4578 /5000
2	NAEEMA MOHAMMED	4448 /5000
3	NAMRATHA	4405 /5000
4	DARYLLE KEVIN MORAS	4385 /5000
5	ANIL ROSHAN H P	4368 /5000
6	SHREEMUKHA S	4303 /5000
7	DEEKSHA	4295 /5000
8	VIMALA	4193 /5000
9	N SACHIN	4187 /5000
10	BOLLACHETTIRA VIJAYA BOJAMMA	4176 /5000
11	SACHIN SHENOY K	4118 /5000
12	RAMYA	4095 /5000
13	ASHITH V AIL	4068 /5000
14	SHETTY SHRUTHI ANAND	4060 /5000
15	DEVI SHRI RAKSHA	4048 /5000
16	SHRUTHI J K	4028 /5000
17	SAHANA	4028 /5000
18	SASHMITHA	3983 /5000
19	KESHAVA	3978 /5000
20	ABDUL ANSAR A M	3976 /5000
21	ANKITH A HEGDE	3962 /5000
22	A G ARJUN	3933 /5000
23	PAVAN KUMAR	3921 /5000
24	SANJANA S SHETTY	3908 /5000
25	SHIFALI D K	3886 /5000
26	K R RISHIKESH SHETTY	3884 /5000
27	KAUSHAL P H	3880 /5000
28	SOUDAMINI	3856 /5000
29	ANISHA R SHETTY	3848 /5000
30	MOHAMMED MUZAMIL K	3836 /5000
31	SHRUTHI R BALIGA B	3834 /5000
32	B GAYATRI	3796 /5000
33	NAMITA P SHETTY	3796 /5000
34	LIKITHA V SHETTY	3794 /5000
35	DEEPAK	3787 /5000
36	DEEPA K S	3765 /5000
37	BHAVYA	3750 /5000
38	RAKSHITHA	3709 /5000
39	NISHITHA R SHETTY	3706 /5000
40	DINESHA K	3682 /5000
41	SOWMYASHREE	3665 /5000
42	ABDUL MUYEED ABDUL MANNAN	3647 /5000
43	MEGHANA	3640 /5000
44	SUHANA S P	3635 /5000
45	RAKSHITHA	3629 /5000
46	BHAGYASHREE	3615 /5000
47	SHRIYA R BURDE	3612 /5000
48	AKHILA NATEKAR D	3607 /5000
49	ABHILASH M N	3587 /5000
50	VAISHNAVI NAYAK	3583 /5000
51	PAVITHRA C H	3508 /5000
52	POOJA	3500 /5000

MANGALORE UNIVERSITY APRIL 2014 EXAMINATION
DISTINCTION STUDENTS OF THE COLLEGE
III Year BBM (Provisional)

Sl.No.	Name of the Students	Marks
1	SINDURA H	4428 /5000
2	SHREYA D SUVARNA	4372 /5000
3	SOUMYA	4310 /5000
4	RAHMATH SAVERA	4261 /5000
5	ASMA K	4256 /5000
6	SWATHI S RAO B	4256 /5000
7	PRAJWAL P SHET	4227 /5000
8	SWATHI S KAMATH	4206 /5000
9	KIRTHANA NAYAK SUJIR	4197 /5000
10	RAMYA R PAI	4160 /5000
11	ROOPESH	4154 /5000
12	ANUSHA RAO	4144 /5000
13	SRUSHTI MURALIDHARA	4141 /5000
14	CHAITHRA KINI N	4139 /5000
15	REENU REBECCA JOHN	4111 /5000
16	KARTHIK KAMATH	4098 /5000
17	A T DEEPALI RAI	4096 /5000
18	GENEVIEVE GERALDIN NORA DIAS	4030 /5000
19	DEEPA RAO	4024 /5000
20	TANUSHADAS	3994 /5000
21	KRUTHIKA S L	3959 /5000
22	DALE LENISSA CLAUDIA D'SOUZA	3936 /5000
23	DEEKSHA ROSALIE SAMARTHA	3923 /5000
24	PRATHIKSHA BHAT M	3922 /5000
25	P MAHESH SHENOY	3899 /5000
26	NICOLA DERMIDA MASCARENHAS	3888 /5000
27	DHEERAJ KUMAR SHETTY	3876 /5000
28	VAISHNAVI V N POOJARY	3876 /5000
29	NANCY M SAVSANI	3871 /5000
30	SWATHI	3860 /5000
31	SWATHI	3854 /5000
32	SWAPNA N S	3797 /5000
33	AJAY PRABHU K	3795 /5000
34	SURAKSHA K	3789 /5000
35	VIDYASHREE	3789 /5000
36	RASHMI	3788 /5000
37	MOHAMMED ALFAS HASSAN P A	3782 /5000
38	PALLAVI PRABHU K	3771 /5000
39	NISHANTH MALLYA U	3760 /5000
40	RAHUL D KUMAR	3759 /5000

41	SHREYAS	3742 /5000
42	PRIYANKA	3737 /5000
43	NAIDILE H N	3714 /5000
44	SONAM S SHETTY	3657 /5000
45	RACHANA KRISHNAN	3656 /5000
46	SREERAJ K NAIR	3656 /5000
47	ADARSH DEVAN	3650 /5000
48	RAMITHA PLYAM AMARNATH	3648 /5000
49	SUMAN B	3647 /5000
50	THIRUMALESH A G	3644 /5000
51	DIVYA ACHAR	3642 /5000
52	MOHD ZAID SADA	3637 /5000
53	ARANHA JEEVAN FLOID FRANCIS	3625 /5000
54	MEGHA J RAO	3620 /5000
55	VINUTHA K B	3611 /5000
56	PAVANCHAND C	3608 /5000
57	SANJEETH RAI	3608 /5000
58	DEEPAK NAYAK K	3599 /5000
59	ANUSHA ABRAHAM	3586 /5000
60	ANBIYA BANU	3585 /5000
61	NISHA	3561 /5000
62	NISHMITHA U SHETTY	3540 /5000
63	MANJUSHREE	3539 /5000
64	NIREEKSHA R	3521 /5000
65	ARVIND DEVAN	3512 /5000
66	SAMIH MOHAMMED ALI	3500 /5000
67	MOHAMMED ANAS	3500 /5000
68	PRAJWAL M	3500 /5000
69	PRIYANKA P K	3500 /5000
70	ZAINULABIDIN MAAZ	3500 /5000
71	NAVYA RAJU PODUWAL	3500 /5000



**MANGALORE UNIVERSITY APRIL 2014 EXAMINATION
DISTINCTION STUDENTS OF THE COLLEGE**

III Year BA(HRD) (Provisional)

Sl.No.	Name of the Students	Marks
1	SANA KAUSAR	3863 /5000
2	GAUTAM R	3844 /5000
3	RAMEEZA	3823 /5000
4	SHILPA	3791 /5000
5	VRINDA V NAIR	3693 /5000
6	MISHAL SOANS	3616 /5000
7	RAHIL AHAMED SHAIKH	3571 /5000
8	BINDIYA SHETTY	3502 /5000





Chief Editor : Mrs. Aruna P. Kamath

Editors: Mr. Ashwin L. Mendonca, Mrs. Shashiprabha, Ms. Parineetha