



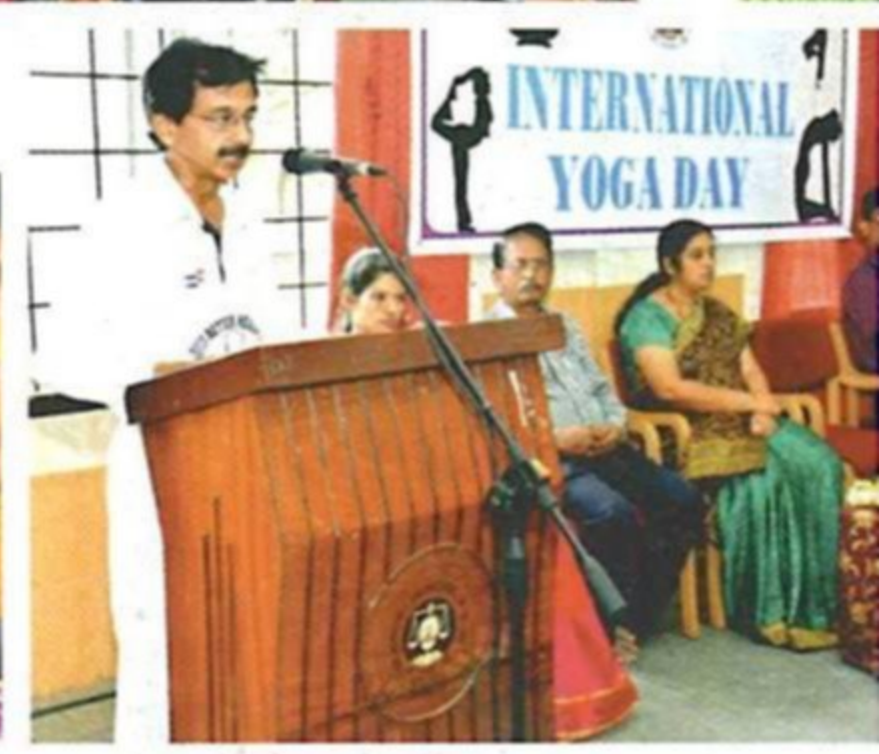
SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT

MANGALORE - 575 003 D.K.

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

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



SYNC VISION

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Editorial

"Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning towards the right wall" - Stephen R. Covey. In keeping with the meaningful quote which is very apt at this juncture, our collective initiatives are aimed at providing a right atmosphere for the budding talents to bloom to fullest prosperity. Under the able leadership of dedicated faculties who have sown the right seeds, student leaders who form the think tank of the college have chalked out meticulous plan which has started yielding fruits even at this nascent phase and gathering momentum as the academic year is progressing. Visit of our reverend president Dr. D. Veerendra Heggade added a divine touch and his interaction with staff and students motivated them to put their best foot forward to relentlessly work towards achieving the institutional vision and mission. As we march ahead with the new vigour, we invite you to share your precious time to have a glimpse at the multi-various activities in store to make this institution more vibrant.

Student Council Inauguration

The Inauguration of the Students' Council for the academic year 2015-16 was held on 9th July 2015 in the college Auditorium. The programme was inaugurated by Mr. Sanjay Kini, Director, Sales Consulting, Oracle California, USA and Mrs Gayathri Kini, Senior Product Manager, Intuit California, USA, also an alumni of the college. Motto and theme of student council were 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 current academic year 2015-16. The students' council members then took the oath under the leadership of staff co-coordinator Mrs. Shwetha Y, which was followed by the singing of the College Anthem by the members lead by Priyanka and group. Another staff coordinator Mrs. Gayathri K. was also present. After the inauguration, the chief guest Mr. Sanjay Kini, in address to the gathering recounted three junctures of his life which could serve as a valuable lesson for all. The guest of honour of the function Mrs. Gayathri Kini too recalled out five lessons from her life which could be truly applicable to all. Both the guests struck an amicable chord with the audience and kept everyone hooked on by their impeccable way of orating their experiences.

Principal Mrs. Aruna P. Kamath delivered the presidential address on the occasion. Mr. Saajan Ahamed, compeered the programme, Ms. Simona Denise Fernandes, Students' Council Coordinator welcomed and Ms. Amra Arabi, Students' Council Coordinator proposed the vote of thanks.

International Yoga Day

International Yoga Day was observed on 21st June 2015 at 7.30 am in the college auditorium. The programme was inaugurated by Yogarathna Sri Gopalakrishna Delampadi. He highlighted the effectiveness of the yoga and also stressed that it helps in improvement of health. Experiments have

proved all over the world that yoga is very beneficial to people of all the age groups. The chief guest Mr. Suresh Shetty, M.Sc. in Yogic Science, said that yoga sharpens the intellect, improves concentration & brings happiness to our life. Mr. Shekar Kadthala demonstrated various yoga Aasanas. Principal, Smt. Aruna P. Kamath, in her presidential address, pointed out the need for yoga to the students to maintain physical and emotional balance. Priyanka & A dithi led the prayer. The inaugural was followed by yoga training to the students. The Coordinators were Mr. Bharath Kumar Jain & Mrs. Deepashree Shenoy. Mrs. Deepashree Shenoy welcomed the gathering. Irvin Glen Soans proposed vote of thanks. Mr. Amar Ameen Arabi compeered the programme.

Orientation Programme for New Entrants

On Saturday, 13th June 2015, a new band of aspiring leaders walked into SDM College of Business Management. These were the first year students attending the 'student orientation' - a programme aimed to introduce freshers to various amenities and activities of the college. The formal programme commenced at 9:30 a.m. The programme began with the blessings of the Almighty invoked by Priyanka. After the prayer, principal Prof. Aruna P Kamath, welcomed and gave a brief introduction about the college. In her address, she highlighted the importance of striking a balance between academics and the plethora of activities offered by the college. She also explained various rules and regulations of the college and emphasized the proactiveness that is expected from the students.

After the welcome address, there was self introduction by the faculties. The staff in-charge of the various associations gave a detailed presentation of the skill enhancement activities. In addition this, fresher's were also told about the fests organized by the college viz. Genesis, Synergy and Sygmaby the respective staff in-charges.

Alumni of the college Ms. Karshini Tyagarajan, Ms. Aishwarya Prabhu and Mr. Raif Zakarya shared their experiences and

memories associated with the college and motivated the students. The programme concluded with a vote of thanks by Mrs. Veena D. Kotian. Mrs. Madhumathi J Raja compeered the programme. The programme was coordinated by Mrs. Shwetha Y and Mrs. Gayathri K.

Progenitor- Orientation by Students

After the formal programme, the Final Year students of the college organised a orientation programme for the first year students.

The programme began with a brief introduction about the events by Simona Fernandes. Following the introduction, freshers were shown short montages of clips showcasing the numerous events and activities that are in store for them. They were also briefed about the various fests organised by the college viz. Genesis - a University level Management Fest for the first year students of various colleges - by Rasmiya S Sheikh and Ayesha Suha; Synergy, a National level Management Fest organised for the Under graduate students which has attracted premier institutions across the country, by Shambunath P and Sanjeeth Rodrigues; Sygma, a State level IT fest organised for the undergraduate students, by Shivaprasad Bhat. An introduction to the Fest Forum was given by Nishal D'souza and Namratha Sharath.

After the briefing session, a 'Mad-Ad' competition was conducted for the first year students with the sole objective of inducing the spirit and essence of the corporate world in them which was co-ordinated by Amra Arabi and Nifa Ali along with the other final year students.

The programme was concluded with vote of thanks by Sanjeeth Xavier Rodrigues.

Visit to SDM College Ujire

The NAAC coordinator, heads of various criteria and departments visited SDM College Ujire on 10th June 2015. The purpose of the visit was to interact with the various NAAC criteria heads according to the scheduled plan. This visit was basically planned to refine the SSR document to be submitted to the NAAC. At the beginning, IQAC coordinator, Dr. A. Jaya Kumar Shetty addressed the team, and this was followed by interaction with all the criteria heads to clear queries with respect to various criteria. The faculties visited the Library and different departments of the college. The department heads shared experiences of their recent NAAC peer team visit and showed the team various records and documents they had maintained. At the end of the visit, principal of the college Dr. B. Yashovarma interacted with the team and gave few suggestions. As the college is undergoing the third cycle of NAAC, the visit was of immense help to the college.

The team consisted of Mr. Muralidhar Rao K. S., Mr. Arun F. Sequeira, Mrs. Shashikala Shetty, Mrs. Smitha, Mrs. Divya Uchil, Mr. Thrishanth Kumar, Mrs. Manju H. and Mrs. Madhumathi J. Raja.

Leadership Training Programme

On 25th June 2015, the Student Council members for the academic year 2015-'16 underwent a half-day training

programme at the Conference hall, to prepare for their effective tenure. The programme formally began at 1:15 pm. The resource person was Prof. Vrasabaraj Jain, a retired Associate Professor and Vice Principal at Venkatramana Swamy College, Bantwal. Ms Priyanka Salian led the prayer with a melodious rendition. Mr Sanjeeth Xavier Rodrigues delivered the welcome address and also introduced Prof. Jain. During the training session, Prof. Jain first challenged the students with a round of brain-teasers, to which they voluntarily answered. He subsequently explained the meaning and importance of an outstanding leader and conducted various activities which helped them to understand that positive attitude played an important role. It was a very interactive session in which students took part with a lot of enthusiasm. The programme was compeered by Ms. Simona Fernandes. Mr. Shambunath proposed the vote of thanks. The Student Council Coordinators Mrs. Gayathri K and Mrs. Shwetha Y. coordinated the programme.

Short Term Course on Entrepreneurship

Commerce department of the college has introduced a short term course for the second year B.Com students with the objective of creating awareness about entrepreneurship. The Course is offered by the College in association with Rajiv Gandhi National Institute of Youth Development and ICTACT, Tamilnadu. The syllabus consists of steps to start small business which are business planning, rules and regulations, financing of projects and business opportunities in small scale sector. As a part of the course, internship training with the project work will is also prescribed. The expected outcome of the course is to provide business orientation for the commerce graduates.

Interaction of Student Council Members with Poojya Dr. D. Veerendra Heggade

On 6th July 2015, on behalf of all the office bearers of the student council, Simona Fernandes, Amra Arabi, Shambhu Nath P, Sanjeeth Rodrigues, and Shivaprasad under the guidance of the Principal, Mrs. Aruna P Kamath and the Staff Coordinator Mrs. Shwetha Y, visited Shri kshethra Dharmasthala to seek the blessings of our reverend President Dr. D. Veerendra Heggade. The plan of action of the student council for the year was presented. President shared his views about the importance of practical knowledge among the students. He said that it is the willingness of a person to take up challenges that makes him a real winner and that the future generation should work that extra mile through hard work to achieve their goals. The group later met Sri Harshendra Kumar, Secretary of S.D.M Educational society, Ujire. He quoted the examples how the management principles applied in Shree Kshetra Dharmasthala has helped in efficient administration. He pointed out the potential barriers that are faced in the management of multidimensional projects and also about the significance of rapid problem solving skills and human resource management. He added that decision making skills and precise analytical skills are prerequisites for any manager to excel and stand out among others. Later, the group sought the blessings of Lord Manjunathaswamy

for a bright and successful year for the entire student community. This visit enabled the students to get an insight into the vision of the management and encouraged them to work towards achieving it.

Career Guidance Programme

The placement Cell and sports association jointly organized a career guidance programme for II BBM students on 2nd July 2015. The resource person were Mr. Shanthan M. S., Vice President of K2 Learning center. He informed students about various career opportunities, stressed the importance of higher education in today's world and gave information about the top most management college in India. The vote of thanks was proposed by Bhavana P. Shenoy

Visit of our president Dr. D. Veerendra Heggade

Visit of our reverent president on 17th July 2015 provided an auspicious beginning for the academic year. His interaction with the staff and students, his keen interest in college activities and appreciation of the creative work by the students only added a divine touch to boost the morale for better performance. The aura of his noble personality will be felt by us throughout the year. While saluting our respected president with a rare insight and infectious dynamism, we continue to be inspired by his pragmatism and pledge to make our best endeavour to make his dream a reality.

Inter collegiate paper presentation competition

On 10th July 2015, the Economics department organised an intercollegiate paper presentation competition as a part of the observation of 'World Population Day'. Dr. Shivashankar Bhat, H.O.D in Economics, Govindas College, Surathkal was the guest of honour. The presentations were made on the burning issue of today's economy, "Human Resource Development in context of population explosion." India being the country with the second largest population in the world, it is very important for the youth to be aware of the problems caused by over population. The competition gave an opportunity to the students to present their thoughts and come up with creative ideas that could be implemented to develop the human resource in the country. Dr. Shivashankar Bhat, Mr. Thrishanth Kumar and Mrs. Supritha were the judges. The programme was compeered by Ayesha Suha. The welcome address as well as the vote of thanks was done by Rasmiya S. Sheikh.

NSS - One day camp at Anandashrama higher primary School

- NSS unit of the college organized one day camp on 26th July 2015, at Anandashrama higher primary school. NSS volunteers assembled at the venue at 8.30 a.m. Before the commencement the work, volunteers were enlightened about the importance and need of shramadhan. They wer also told about the importance of personality development through community service. The students were then divided into seven 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.

Anandashrama school campus was cleaned and weeds were

removed. 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 overcome them in the future.

NSS programme Officer Mrs. KavithaPrabhu and faculties Mr. Thilakraj and Mr. Thrishanth, concluded day's programme by appreciating the work done by the volunteers and offering suggestions for improvements.

Workshop on Personality Development

A workshop was organized for all the students of BA(HRD) department on 27th July 2015. The objective of this programme was to enlighten the student about the importance of personality development. The resource persons were Vinayak Prabhu and Niscitha sharath, Dream Media, Event Management, Mangalore. The resource persons enlightened students about facing the interview, body language and need of team work. Different management games were organized to teach principles of management. Staff coordinators were Mr. Thrishanth and Mrs. Anasuya

Observation of Kargil Vijay Diwas in association with Yuva Brigade

On 28th July 2015 the Rovers and Rangers unit of the college took the initiative to welcome Ratha Yathra organized by Yuva Brigade on the occasion of celebrating Kargil Vijay Diwas. Kargil Vijay Diwas is celebrated on 26 July every year in honour of the Kargil War's Heroes. In this connection a RathaYathra had begun from Sullia on 26th July, organized by Yuva Brigade, which reached our college premises on 28th July.

Captain Ganesh Karnik in his chief guest address recalled the Kargil war, which was fought for more than 60 days and ended on 26th July in which many brave soldiers sacrificed their life and many were seriously wounded in achieving this victory on 26th July 1999. He said that this day is a reminder of the sacrifices made by the Indian soldiers towards chasing out infiltrators from our sacred motherland. It was on this day when Indian Army with its inexorable courage, indomitable spirit and irrepressible valour inflicted defeat on Pakistan. Principal Aruna P Kamath, Staff coordinator Thilakraj and large number of students offered flowers, saluted the prathikrithi of Amar Jawan Jyoti and showed their respect and paid homage to the brave soldiers for sacrificing their lives for the country.

EDP cell inauguration

The inauguration of EDP cell was held on 14th July 2015 in the college conference hall. The programme was inaugurated by Mr. Sunder S M, Assistant Director, Ministry of MSME, Mangalore. The guests of honor were Mrs. Vineetha Rai, Coordinator, National Service Scheme, Mangalore University and Ms. Sindhura Rai, Proprietor, Cake Addiction, Mangalore and also an alumnus of the college. Mr. Sunder S. M. in his

inaugural address highlighted the importance of entrepreneurship in today's competitive world. He said how being different and taking up entrepreneurship makes one successful and happy. The guest of honor, Mrs. Vineetha Rai, appreciated the institution for giving equal importance to academics as well as co-curricular activities, which help in developing the students and mould them to face today's competitive world. The guest of honor Ms. Sindhura Rai addressed the gathering by sharing her experiences and her passion for baking. She explained how her passion made her follow her dreams and helped her to become successful entrepreneur today. She expressed her gratitude to the college for having made her what she is today. Principal Mrs. Aruna P. Kamath in her presidential address encouraged the students to be innovative and explore their competencies. Ms. Simona Fernandes, Ms. Agneta Pais, and Ms. Ruhinaaz introduced the guests. Ms. Ayesha Suha compeered the programme, Ms. Prithvika Shet welcomed the gathering and Ms. Sowparnika Rai proposed the vote of thanks. Mrs. Supritha and Mr. Deviprasad coordinated the Programme.

INAUGURALS AND ORIENTATIONS OF THE ASSOCIATIONS

In order to familiarise the students with the activity of various associations chalked out to enhance the personality, all the associations organize orientations by inviting alumni and professionals.

Orientation on Professional Courses

Commerce department of the college conducted a orientation programme about professional courses for all the first year students on 22nd and 29th June 2015 in the conference hall. Mr. Girish Kumar, a qualified Company Secretary and career counselor, was the resource person for the programme. The objective of the programme was to familiarize the fresher's about career opportunities. He highlighted the importance of professional courses like CA and CS. He pointed out the systematic procedure of completing the course and the areas covered under these major courses. The session was very interactive and fruitful which will help to students to make better choices in the professional world. The programme was coordinated by Mrs. Manju H.

Inauguration of "Samvradhi" - Consumer Club and Book Release

The Consumer Club "Samvradhi" was inaugurated on 24th June 2015 by Mr. M. J. Salián, President, District Consumer Federation, Mangalore and Mr. Walter Mascarenhas, Member of District Consumer Federation. Principal, Mrs. Aruna P. Kamath and Mr. Deviprasad, Staff co-ordinator of the consumer club were present on the occasion. The inaugural began with prayer by Miss. Priyanka and Mr. Nishal Dsouza welcomed the gathering.

Mr. M. J. Salián, in his inaugural address, stressed on the need for awareness of consumer rights. He also pointed out the significance of consumer education among the students in enhancing their knowledge of consumerism.

The book on consumer education was released by the Principal, Mrs. Aruna P Kamath. In her presidential address, she spoke about the relevance of certificate course on consumer education to the business management students. She acknowledged the role of District Consumer Federation in implementing the course. The vote of thanks was proposed by Mr. Santhosh Shet and the program was compeered by Ms. Simona Fernandes.

Orientation of Marketing Association (VENTA)

The orientation of Marketing Association (VENTA) was held on 26th June 2015. Mr. Prajwal Shet, alumni of the college, was the guest. He spoke about the importance and objectives of the marketing association. He explained the activities of the association. He shared his experiences and recalled how the marketing association was helpful in shaping the skills. Mrs. Aruna P Kamath, principal, spoke about innovative activities that can be taken up by marketing association, Mrs. Kavitha Prabhu, HOD of Marketing Department, was present on the occasion. Mr. Santhosh Shet welcomed the gathering and Miss. Deeksha Nanaiah proposed the vote of thanks. Mrs. Rashmi T. co-ordinated the programme.

Fine Arts Association: Inauguration and Orientation

The inauguration of fine arts association was held on 26th June 2015 in the college conference hall. The program was inaugurated by Miss. Chaintanya Nayak, alumni of the college. After the orientation session, she shared her thoughts about the importance of art. She stated that students must have an appropriate goal in life and cherished her old memories as a student of this college. Principal, Mrs. Aruna P Kamath, pointed out the need to balance both academics and extracurricular activities to have a balanced personality. Fine arts co-ordinators Mrs. Renutakshi and Mrs. Jyothi, were present on the dias. Mr. Saajan, compeered the programme. Ms. Shruthi Poojary presented the plan of action for the academic year 2015 - 16. Ms. Melanie Lobo welcomed the gathering. Mr. Vinayak Acharya introduced the guest of honour and Miss. Bhavna Shetty proposed the vote of thanks.

NSS Orientation

The NSS unit organized orientation for first year students on 2nd July 2015. The main objective of the programme was to enlighten the students about purpose, objectives, motto and activities of NSS. The NSS programme officers Mr. Deviprasad and Mrs. Kavitha Prabhu welcomed the first year's students. NSS programme officers explained the idea behind NSS, its objectives and aims. Students were also enlightened about the motto of NSS, its theme and symbol. A clear idea about the regular activities and special camp activities 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 to motivate them.

Inauguration of Literary Association

The Literary Association was inaugurated on 20th June 2015 by releasing the college magazine "Dynamism Insignia" in conference hall. Mrs. Sujatha P. V., Lecturer in English, Canara PU College, Mangalore was the chief guest. She motivated the students to participate in various literary competitions. She also called upon the students to forego their hesitation and bring out their creative side. Principal, Mrs. Aruna P. Kamath, presided over the inaugural function. Ms. Dhriti Divakarn compeered the programme. Mr. Hrishikesh Shetty introduced the guest and Ms. Aishwarya Dinesh proposed the vote of thanks. The coordinators of this programme were Mrs. Jeevitha and Mrs. Madhumathi J. Raja.

Inauguration of SCAN Association

SCAN Association was inaugurated on 3rd July 2015, in the Conference Hall. Mr. Abdul Basith, alumni SDMCBM, inaugurated the SCAN Association by lighting the lamp. He, in his address to the gathering, illustrated the importance of real life experience in the field of information technology and provided valuable insight to the activities of SCAN association which helped him to develop his skills. He urged the members of the association to actively take part in the various events. Principal Mrs. Aruna P. Kamath, who presided over the function, encouraged the members of the association to make use of the opportunities provided to upgrade their skills. A video of the skill based activities conducted in the last year was then displayed to the students. Namratha Sharath welcomed the gathering, Muthamma C A introduced the chief guest and Manoj presented the proposed action plan for the year 2015-16. Shruthi A. H. Bayari compeered the programme and Prathiksha P. proposed the vote of thanks. Staff Coordinator were Mrs. Reshmi B. R. and Student Coordinators were Muthamma C A and Manoj.

Finance Association : Inauguration and Orientaton

The inauguration of the finance association was held on 7th July 2015 in conference hall at 3.00 pm. Mr. Dhiren Anand, alumni of SDMCBM, addressed the students. The orientation was conducted for the first year students to familiarize them about various skill enhancement activities, extension activities and also about the management fests. He shared a few memories and experiences of his life at SDM. Mrs. Gayathri K. and Ms. Sowmya Hegde co-ordinated the students.

Orientation of Rovers and Rangers

An orientation programme was organised for the new members of association on 7th July 2015. Thilakraj G., faculty incharge, of the association welcomed the students and advised them to make use of all the association activities to develop their personality so that they can excel. He also pointed out the significance and scope of this association. The plan of action for the current academic year was also presented.

Inauguration of Rovers and Rangers

The activities of the Rovers and Rangers association for the academic year 2015-2016 were inaugurated on 10th July. The inaugural function began with prayer by Shamashree of II BA (HRD). Mr. Rakesh Kumar, an alumnus of the college, was the chief guest of the inaugural programme.

Mr. Rakesh Kumar, in his address, pointed out the role of rovers and rangers and encouraged the students to participate in all the activities. He also motivated the students to come up with innovative ideas to ensure personal development through serving the society. Rahul Shetty of III BBM 'C' read out the list of activities for the academic year. Mr. Thilakraj G., Staff coordinator of the association, welcomed the gathering. V. A. Srilakshmi of I B.Com compeered the program and proposed vote of thanks. Mrs. Jyothi, Staff Coordinator of the association, was present on the dais.

Commerce Association: Inauguration and orientation

Commerce association organized inauguration and orientation programme on 10th July. Mr. Gautham Pai, Manager, Syndicate bank, who is also an alumnus of the college, was the inaugurator. He enlightened the students about the role of e-commerce. He also shared about his wonderful journey at SDM College during his student days. He also drew the attention of the students towards the commerce activity happening in the world. He spoke about how activities of commerce association can benefit students to go beyond the curriculum.

As equipping the students with necessary professional skills is one of the goals of the commerce association, the orientation programme was organised to stress the importance of skill based activities required in the commercial world. Mr. Anirudh Prabhupresented the plan of action. Mrs. Manju, dean of commerce association and Mrs. Veena D Korian, staff incharge of the association and the commerce association secretaries were present for the programme.

Inauguration of HR Association

The inauguration of HR association was held on 11th July 2015 in the college conference hall. Mrs. Sulochana Shetty, HR Manager, Ocean Pearl, Mangalore, was the guest of honour. She, in her inaugural address, shared her past experience in hotel industry and the challenges faced by HR managers. Mrs. Aruna P. Kamath, in her presidential address, explained the importance and role of HR in various fields. She also encouraged the students to participate in various events which will help them in personality development. Mr. Nithin P. Devang introduced the guest. Ms. Fathima compeered the programme, Ms. Agneta Pais welcomed and Mr. Gurudas proposed vote of thanks. The programme was coordinated by Mrs. Anasuya.

Inauguration of Youth Red Cross

The Youth Red Cross Association was inaugurated on 13th July 2015 in the college conference hall. The guests were Mr. Vivekananda Shenoy, volunteer of Indian Red Cross, Mr.

Rakshith, Ms. Niswitha and Ms. Deepthi, alumni of the college. Mr. Vivekananda Shenoy, spoke on the importance of voluntary service and pointed out some of the mishaps that have recently occurred in Mangalore. Mr. Rakshith enlightened the students about role of Red Cross and urged them to use this platform to render service. A short video on the various activities done by college Youth Red Cross members 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. Meghana welcomed. Sharan sang the prayer. Ms. Deepthi proposed vote of thanks. Mr. Prasanna and Mrs. Renuthakshi co-ordinated the programme.

NSS Inauguration

The activities by NSS for the current academic year were inaugurated on 16th July 2015 in the college auditorium. Mrs. Ravi Prabha, lecturer at Besant Women's College, Mangalore, inaugurated the programme. In her inaugural address, she made the 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. M. N. Pushparaj, Floor Manager, Prakash Retail Outlet (Harsha), Mangalore and also an alumnus. He shared his experience of being a NSS volunteer 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. KavithaPrabhu, NSS programme officer. Ms. Sanjana, compeered the programme, Ms. Meghashree welcomed and Ms. Ranjitha proposed vote of thanks. Ms. Ashwini 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. Abhishek Amin and Ms. Sunaina, college NSS secretaries were also present.

GUEST LECTURES

With the view to go beyond the syllabus and make the students aware of emerging areas in various subjects guest lectures by professionals are organized by departments .

Business law department- Code of Conduct in Managing a Business

A guest lecture was organized on 18th June 2015 for the I BBM A & B students by Mr. V. J. Hisrar Tallani, CMD, Hisrar Events and Celebrations, Mangalore on the topic "Code of conduct in managing a business" in the conference hall at 3.00 pm. He also pointed out that the employer should see that every employee should enjoy the job environment and follow ethics in the business organization, and the employee should be motivated to cultivate positive attitude in him so as to do any job as per the requirement of the organization. Mrs. SuprithaA and Mrs. Vasudha R. coordinated the programme.

Personality development and how to face interviews

Guest lecture on "Personality development and how to face interviews" was conducted for the II BCA 'A' students on 25th June 2015. Mr. Padmanabha Bhat, alumini of SDMCBM currently pursuing his VI Semester MCA at Manipal Institute of Technology, Manipal and who would be shortly joining part of Barclays Technology Center, India (BTCI) as a Business Analyst/ Developer was the resource person. The main objective of the program was to give guidance to the students on the various aspects that they should know when they face the interview, and to develop their personality.

Mr. Padmanabha Bhat began by the quotes of Sun Tzu "If you know the enemy and know yourself, you need not fear the result of a hundred battles. If you know yourself but not the enemy, for every victory gained you will also suffer a defeat. If you know neither the enemy nor yourself, you will succumb in every battle." He gave a few important personality development tips such as first know yourself, bring positivity in yourself and meet new people, Have an opinion, read more often and develop new interest. Be a good listener, be courteous, work on your body language, check you attire, be yourself and the most of all be confident. He explained each one of the tips with examples thus motivating the students. It was an interactive session and students gave in their opinions and cleared their doubts. He gave guidance regarding how to prepare for interview, the things that need to be kept in mind before facing an interview. He told the students that body language should be accurate and they should make a positive impact during the interview. Confidence and preparedness are the only two things that can help you keep cool and succeed at interviews, he said.

The programme made the students more confident. It encouraged and motivated the students to prepare themselves in a better way to face the interview for their future endeavors. The programme was coordinated by Mrs. Divya Uchil.

Glass Technology

A guest lecturer on the topic "Glass Technology" was held on 27th June 2015 for I BCA 'B' students in the class room 308. The resource person was Mr. Dilip Malani, Freelancing Corporate Trainer in Advanced Technologies of Java. He spoke about various glass technologies which were used in the past. He explained about their capabilities, merits and demerits of the devices. He enlightened the students about the present technology, i.e., "Google Glass". A "Google Glass" is the one which has all the features of a modern smartphone. It might be possible to use this technology in the future as research is being done on it. He also showed a video about glass technology and narrated about how this technology could be applied in our mundane activities. He showed two video clips: one of them focused on carrying out the routine of individuals through glass Technologies and the other was how people could make use of glass technology during their vacations, public visits etc. As they say, everything has its own merits and demerits, similarly though the world made of Glass Technology looks enticing, he pointed out some of its limitations. The students were enlightened about the latest

developments in glass technology through this very interesting session. Mr. Arun F. Sequeira coordinated the programme.

Career Guidance

A guest lecture on career guidance was conducted for the III BCA 'A' and III BCA 'B' students on 2nd July 2015. Mr. Prakash Kotian and Mrs. Shynee of Global Computer Institute addressed the students. They spoke about the various short term courses which are available to the students and how it is beneficial and also the job opportunities available after the completion of these courses. He explained about the National skill Development Corporation, its objectives and the various projects available through it. The talk motivated the students to think seriously about their career. The programme was coordinated by Mrs. Divya Uchil.

Professional Courses Guidance by ACCA

On 7th July 2015 the placement cell conducted a talk on professional courses like CA, CSS of ACCA (The Association of Chartered Certified Accountants) by Mrs. Vasumathi Shetty. The objective of this programme was to create awareness about various professional courses.

Yakshagana Sahithyada Vasthumatthu Vinyasa

A guest lecture was organised by the Kannada department on 10th July 2015 on the topic "Yakshagana Sahithyada Vasthumatthu Vinyasa" for first year and second year B.Com and first year B.A.H.R.D students. The resource person was Prof. Baskar Rai Kukkuvalli, lecturer in political science and principal in charge of Gurupura P. U. College, Gurupura. He said that Kannada language has a history of 2000 years and it has flourished because of Yakshagana literature. The Kannada script is like a queen to all the other language scripts. Because of Yakshagana, even the people who are illiterate could fluently recite epic like puranas of Hinduism, he said. In this way he elucidated the framework, qualities and form of yakshagana. The Yakshanaga art has played an important role in the development of Kannada literature, he said. The guest lecture was coordinated by Kannada lecturers Mrs. Jeevitha D. and Mrs. Renuthakshi.

Cloud Computing

On 13th July 2015, a guest lecture was organised for the III BCA 'A' section students. Mrs. Vanja, lecturer at St. Aloysious College, Mangalore, gave a talk on "cloud computing". The students were enlightened about the techniques of cloud computing, the drawbacks of the older methods, the advantages of cloud computing. They were also given an insight about the evolution of cloud computing. The architectural overview of the cloud, the characteristics of the cloud computing the four deployment models and the popular cloud apps were discussed. At the end a small demo was shown on how Google drive and Gmail works and what services it provides. Feedback about the session was taken by the students. Ms. Shruthi A. H. welcomed the gathering. Vote of thanks was proposed by Ms. Ameena Nisaa.

Awareness about Stock Market

The Department of Finance conducted a guest lecture on 14th July 2015 on the topic "Awareness about Stock Market". The objective of this lecture was to enlighten the students about savings and investments. The resource person G. S. Ramachandra, Stock Expert, from Udupi, spread awareness regarding good investments and means of investing money. He also stressed about stock exchange, share index, SENSEX, D-MAT account, online trading and many more. Students were able to get knowledge on some practical aspects of stock market. The session was compeered by Ms. Farana Fios. Ms. Sowmya Hedge coordinated the programme.

Awareness Drive: Mangalore for No Honking

A programme was conducted by NSS units on 'Awareness Drive: Mangalore for No Honking', on 17th July 2015. The resource persons who addressed students on Awareness Drive were Mr. Shawn and Mr. Sudhir from Giving Tree Trust organization. They addressed the students on causes for road accident, importance of usage of helmets .Main objective of this programme was to educate the students about road accidents and about road safety.

Mr. Shawn explained the causes of road accident result of overtaking of vehicles. He also stressed upon the importance of peaceful environment. How harsh honking increases noise pollution and thus has an effect on our environment was conveyed very effectively by showing some videos.

Mr. Sudhir, spoke about a very sensitive issue of road rage, which has become the norm of the day which reflects the violent behaviour of people when on the roads. The factors which lead up to this being, carelessness, recklessness and rising tempers, he said. Statistically, it has been shown that the number of death and injuries due to road accidents has been steadily increased within the past five years. The attitude of drivers plays a major role in road safety. Drivers need to be cautious, and sensitive to all the rules and safety regulations of the road. Safe habits need to be adopted and practised constantly; road rules such as speed limits and no parking zones also need to be strictly adhered to by drivers. He also emphasized on usage of helmets and he said helmets prevent head injury, give weather protection, provides visibility. He then said road safety awareness targeting the road users and more particularly the college students is fundamental for developing a bottom-up approach for inculcating and developing a sense of responsibility about various aspects of road safety.

He asked NSS students to educate people about obeying traffic rules and regulations, pedestrians first, and do not drink and drive. Mrs. Kavitha Prabhu and Mr. Deviprasad organized the programme. Ms. Rasmiya compeered the programme.

Effectiveness of Communication

The English Department organized a guest lecture for the I BCA A students on 22nd July. The Resource person was Deepika Suvarna, HOD of English department, First Grade College for Women, Balmatta, Mangalore. She enlightened

the students about various aspects of communication. She mentioned the barriers for effective interpersonal communications and encouraged them how to overcome them in their daily life. She insisted that it is very important to be a very good and engaged listener, which will help them to connect with other people. She stressed that effective communication is also a two way process and it combines a set of skills including nonverbal communication, engaged listening, managing stress in the moment, the ability to communicate assertively and the capacity to recognize and understand your own emotions and those of the person you are communicating with. The lecture enabled the students to enhance communication skills. It also enabled them to communicate even negative or difficult messages without creating conflict or destroying trust. It also enriched their empathetic assertion towards others. It also helped them to communicate more effectively, improve conversation skills and be more assertive. Mrs. Madhumathi J. Raja co-ordinated the programme.

Investor Education Program (IEP)

Commerce department organized an "Investor Education Program (IEP)" in association with BSE-IPF in conference hall at 9 am on 29th July 2015. Mr. Ashok Kumar, Managing director, LOTUS Knowwealth, promoter of Gurukshetra.com, a key speaker at CNBC's Investors camp, known as 'The IPO Guru' was the resource person.

The programme began with welcome and introduction of the guest by Staff Advisor Mr. Thilakraj G. Mr. Ashok Kumar, in his address, said that investments by households in India have increasingly moved either to risk-free, fixed-return, low-yielding instruments or to non-financial assets. Low knowledge among households of financial concepts and products has a direct impact on utilization by households of the financial markets. He stressed that financial literacy played a significant role in efficient allocation of household savings and the ability of individuals to meet their financial goals. Investors tend to use thumb rules or seek advice from friends and relatives, which are often poor approximations compared to those that follow from a scientific analysis. They will tend to make bad choices, contribute insufficiently, begin saving late, stay away from modern finance, or fall prey to fraud or miss-selling. If they get bad advice, the outcomes will be poor, and they will lose faith in the system.

In the session he covered topics like Capital Market Awareness, Introduction to Mutual Fund & Financial Planning, Trade Guarantee fund, Investors protection fund, E-trading etc. The programme was concluded with the vote of thanks proposed by Mr. Shambunath.

Electronic Banking and Its Relevance

A guest lecture was organized by the commerce department on "Electronic banking and its relevance" for I B.Com by Mr. Prakash, Corporation Bank Manager, on 30th July 2015. He explained about Electronic banking also known as electronic fund transfer (EFT), use of computer and electronic technology in place of cheques and other paper transactions. He pointed

out that EFTs is initiated through devices like cards or codes that let you access your account. He mentioned that many financial institutions use ATM or debit cards and Personal Identification Numbers (PINs) for this purpose.

He also identified the importance of Direct Deposit which helps to authorize specific deposits like pay cheques, Social Security cheques, and other benefits - to the account on a regular basis. He also mentioned about Pay-by-Phone Systems which gives financial institution with instructions to pay certain bills or to transfer funds between accounts. He highlighted about the Personal Computer Banking which helps to handle many banking transactions using personal computer. He concluded his talk by explaining the disclosures in terms of rights and responsibilities for EFTs. The objective of the programme was to create awareness about electronic banking and its uses. The programme was coordinated by Mrs. Manju.H.

Roof Terrace Gardening

A guest lecturer on "Roof Terrace Gardening" was held on 30th July 2015 in the college conference hall for I BCA 'A', 'B' and II BCA 'A'. The resource person was Mr. Blanny D'Souza, who has 20 years of terrace gardening experience.

In the beginning of his session, he inspired the students by showing different videos regarding terrace gardening. He also showed the PPT of his own house terrace garden. He pointed out that modern houses do not have much space to grow vegetables. Vegetables are becoming costly & pesticides sprayed while growing vegetables are harmful. Even if we are ready to pay a hefty price to buy fruits and vegetables we like, they may not be available when we want. He suggested to have a terrace garden on the terrace or balcony of the house or to have a terrace garden in a pot or a plastic grow bag. He enlisted the facilitates required like soil, seeds or plants, water, space and sunlight to make terrace gardens. But most important of all, one should have WILL POWER.

He spoke about his journey of growing native and other fruit plants like mango, cashew, pomegranate, guava, lemon, sweet lime, and oranges and even Australian beans, passion fruit, Thailand mangoes, Israel oranges, Canadian figs, etc. and the income generated out of it. Enthusiastic students have proposed a visit to the roof garden to get a better insight about roof gardening.

INDUSTRY INSTITUTE INTERFACE

With the view to give greater exposure to the students and make them aware of expectation of the industry, departments organize "industry institute interface" by inviting professionals who share their experiences.

Inauguration of YASHA 2015

S.D.M. College of Business Management organized Yasha - 2015 "Interface with Industries and Students" on 3rd July, 2015 at the college conference hall. The programme was inaugurated by Mr. Kumble Narasimha Prabhu, C.E.O & Managing Director of Manipal ACE Event Management CO. (P) Ltd., Mangalore. Mr. Kumble Narasimha Prabhu gave examples of inspiring personalities like Douglas Goodey,

Abraham Lincoln and others, and their motivational true stories of success. He also said that attitude is mainly formed by seven contributing factors: Environment, home, the media, social surroundings, religion, experience and education. He then enlightened the students about the preparation they have to make especially when they enter a profession in the field of finance.

Mr. K. Krishna, Chief Manager of LIC of India, Mangalore briefed on the job opportunities at LIC of India, and the various transactions related to insurance sector. He highlighted topics such as bonuses, maturity values, claims, planning and periods, lapsed policies and maturity benefits.

The Senior manager at the Staff Training College at Karnataka Bank Ltd., Mangalore, Smt. Mangala Bhat, in her address, quoted that "Banking is a business of trust", and explained the preparation required to enter into a career in banking sector. Mr. Vidyaranya, H.R Executive at Emphasis, Mangalore gave the students a clear overview on the software and IT sector, role and responsibility of professional at various level and preparation needed for prospective entrants.

The main objective of this workshop was to mould the students to meet industrial needs making him an asset to the society, and thus becoming a role model to other aspiring individuals. The staff coordinators for the workshop were Mrs. DivyaUchil and Mrs. Smitha M.

Scope for IT Start-ups and its Challenges

EDP cell in association with BCA Department conducted a guest lecture on the topic "Scope of IT Start-ups" for II BCA 'B' students on 16th July 2015. The resource person was Mr. ShreemukhaSullia, the founder CEO of CodeKey Technology Pvt. Ltd. and also an alumnus of the college.

In his talk, he said that there is a great scope for creativity in the IT field. He gave examples of start-up such as Flipkart and other online shopping websites who have gone mainstream. He pointed out the involvement of Information Technology in other fields and said that new creative ideas gets shined in the IT field. He motivated the students to think of various ideas for start-ups. He also mentioned about the opportunities provided for the start-ups. By giving examples of his company he motivated the students. He also spoke about the challenges which he faced when he started his company. He concluded the session by advising all the students to think in a creative manner while facing the challenges of the sector. The talk was helpful for the students to have an idea about the challenges of IT start-ups and how to start their own ventures. The programme was coordinated by Mrs. Deepa D Hegde

Talk on Motivation

A guest lecture on Motivation "The Change" was conducted for II BCA 'A' students on 20th July 2015. Mr. Ashwin Shet, Junior System Administrator, Diya Systems, also an alumni of SDMCBM, addressed the students.

The objective of this lecture was to enlighten the students to prepare themselves to face the challenges of corporate world.

Mr. Ashwin shared his own experience and gave a few illustrations to motivate the student. The programme was coordinated by Mrs. Reshmi B R.

VALUE EDUCATION PROGRAMMES

With the view to inculcate moral values among the students series of value education programmes are conducted by the respective class advisors.

Goal Orientation

On 23rd June 2015, a value education programme for the students of first year BBM 'C' and BA (HRD) was conducted on Introduction to the Human Mind in conference hall.

The objective was to encourage goal-oriented thought process among the students, to create inquisitiveness in them and to seek direction, while teaching them the importance of 'spiritual quotient'. NamaNishchit Das, the speaker with an IIT background displayed an immense sense of composure and humors. He insisted that student should develop a desire to take control of their senses and not just "follow the norms" and the soul is the most important subject of our existence. Our bodies change every day, but the soul remains unchanged, thus giving 'reincarnation' a whole new meaning.. There was active participation and co-operation from the students. They interacted with great enthusiasm.

Need For Positive Attitude

A guest lecture on Value Education was organised for the students of first year BBM (A and B section) on 2nd July 2015 in the conference hall. The resource person Prof. Sarvamangala A, faculty of corporate and industrial relations, Amrutha University, Cochin, pointed out that youth possess their own aspirations but tends to get demotivated and lost in the mid-way. She spoke about the importance of character, prayers and blessings in life. She added that prayer is an ultimate submission to God and that the positive feelings generated in the minds of our parents and teachers towards us is the greatest blessing. She advised the students about the importance of respecting one's own body which is precious as a temple and which in turn paves way for the existence of God within every individual. She concluded by saying 'Holy means Divine'. The Prayer was sung by Ms. Apoorva S Kini. Ms. Deeksha compeered the programme. Ms. Sauparnika B Rai welcomed the guest and Ms. Meghana M. proposed vote of thanks. The programme was coordinated by Mrs. Supritha A. and Mrs. DeepashreeShenoy.

Professional Ethics

A Value education guest lecture on "Professional Ethics" was arranged on 10th July 2015 for II BA (HRD) and III BA (HRD) to encourage ethical behavior among the students. The resource person was Ms. Sushma Soans, Assistant professor, Dr. M. V. Shetty College of Social Work, Kavoor. She pointed out the significance of following ethics in our chosen profession through various illustrations. The lecture was very interactive. Ms. Nifa Ali compeered the programme. Mrs. Anasuya and Ms. Parinita coordinated the programme. Value Systems in Life

On 13th July 2015, a value education programme was organised for I and II B.Com students in the Conference hall. Mr. Muniraj Rejal, Teacher, Jain High School, Moodbidri was the resource person for the session. In his address he stated that a person can inculcate values only if he desires to do so. One should have the ambition to live a value based life. This should be developed right from very young age. One should learn from family members, teachers and from the society do and don'ts. There are three sets of values every one process: personal values, social values and national values. He concluded his talk by quoting Confucius, "Don't do unto others what you don't want others to do unto you". This will be the simplest value that one can have in his life. Mr. Bharath welcomed and introduced the guest to the gathering. Ms. Ayshath proposed vote of thanks. Mrs. Gayathri K. and Mrs. Veena D. Kotian coordinated the programme.

Inculcating Moral values

On 20th July 2015, the Economics department organised a value education programme for the students of II BBM 'A'. Mrs. Asha Ravi, Teacher in art of living was the honorable resource person.

The main objective of the programme was incorporating the moral values among the students. She highlighted the life goals, dos' and don'ts', behaviour and attitudes that students have to keep up in their lives. She emphasized that positive moral values are important because they allow everyone to have an overall feeling of peace and joy. They give meaning and purpose to your life. She pointed out that when we live your life according to moral values that are based on honesty, compassion, courage, modesty, and forgiveness, then we can also form positive bonds with other people. She also showed few clippings/ videos which show cased the hazards of alcohol consumption, smoking, consumption of cold drinks like coca cola, the power of radiations that are created by mobile phones. She also briefed the students as to why it is necessary to have a positive attitude and use only good language and behave with others in a nice manner. She highlighted that it is also important to incorporate the moral value of forgiveness in our life. Forgiveness allows you to move past hurtful or damaging situations. It allows us to abandon feelings of anger or resentment against others or yourself. The programme was helpful for the students and has lit up a sense of responsibility that each should have. Mrs. Shashikala K. G, lecturer incharge, co-ordinated the programme.

FACULTY DEVELOPMENT PROGRAMMES

In order to enrich the faculties and well equip them with the latest knowledge FDP's are conducted by various departments.

Total Quality Management

A Faculty development programme was organized by the IQAC for the faculty on 12th June 2015 on 'Total Quality Management' by Dr. Carmalita Goveas, Principal, Besant Evening College, Mangalore. The objective was to discuss the various ways and means of improving quality in all aspects of education.

The resource person spoke about total people can improve quality with positive attitude. Participants were made to evaluate their needs, and needs of the institution and how they can contribute to achieve the institutional objectives. She further pointed towards importance of total quality management and the various elements of TQM. Several activities were conducted during the session to make the participants think and act more creatively.

Mr. Ashwin Mendonca welcomed the gathering and Ms. Sowmya Hegde proposed vote of thanks. The programme was coordinated by Mrs. Madhumati Raja and Mrs. Shashikala Shetty.

Role of Capital Market in Personal Finance

A Talk on the "Role of capital market in personal finance" was conducted for the benefit of the faculty members on 15th July 2015. The objective of the programme was to provide information on investment in capital market. The resource person was Mr. Vinod Tantri, director of Knowise Learning Academy India Pvt. Ltd., Bangalore. He said that there is a drastic change in spending pattern and saving habits among people. Highlighting the significance of goal based savings, he suggested for alignment of savings with the goal. He also explained the different types of investment alternatives, with suitable examples. Speaking about investment in capital market, he opined that long term investments would fetch high returns and one must always opt for investment in portfolio or mutual funds. It was an interactive session. Mrs. Smitha coordinated the programme.

IT Skills for Communication

A FDP programme on the topic "IT Skills for Communication" was organized by the BCA department for the faculty on 21st July 2015 in the computer LAB. The resource person was Mr. Ashwin Loyal Mendonca, faculty of the college. Faculty members were taught how to post content on the college website and on personal blogs using Word press content management system. Word press is a leading content management system which is widely used for developing websites and for blogging. They were taught about how to create blog posts, upload images and publish them. User accounts were created for all the associations. Information was also provided about how to upload content from different devices. Basic editing and compressing of pictures was as dealt with in the training. The main objective of the programme was to enable all the associations to showcase their activities in the website instantly. The programme was organized by the BCA Department.

IT Skills for Teaching

A FDP programme on the topic "IT Skills for Communication" was organized by the BCA department for the entire faculty on 27th July 2015 in the computer LAB. The resource person was Mr. Ashwin Loyal Mendonca, faculty of the college. Faculty members were taught how to use Google Forms to prepare online questionnaires. Google Forms provides a simple interface for the creation of questionnaires. Various features of online

questionnaire such as adding different types of fields, viewing data in spreadsheets, presentation and processing of data, sharing the forms with respondents through email and chat applications etc. were taught. The session also dealt with using data collected from online questionnaires in research studies. The main objective of the programme was to simplify data collection and compilation process for faculty who do research. The programme was organized by BCA Department.

EXTENSION ACTIVITIES

In order to make the students realize their social responsibility and share their knowledge, wide range of extension activities are implemented by all the department.

Marketing Association

On 25th July 2015, the students of Marketing Association visited Bharath mall to promote the new four wheelers of Volkswagen i.e., "The Volkswagen New Vento". Mr. Dayanand, the Department Manager guided the students on activities related to the promotion of Volkswagen new ventocar and the winners were given gift vouchers by the company. The students learnt about the methods of promotion, about the company and its products, managing the crowd, the interaction skills and also got the practical exposure. The students were escorted by Mrs. Rashmi.T. and Mrs. Deepashree G. Shenoy.

Hindi Department

On 25th July 2015 students of Hindi Department visited Govt. Higher Primary School, Parapadey, Akashabhavana to conduct extension activities. The main aim was to help in developing the creative skills of the school students. Ms. Farhana Firoz, secretary alongwith other members of the association conducted various activities like self-introduction, paper craft, spray painting, singing dancing, various games etc. Mrs. Jyothi and Mrs. Shalini M. escorted the students.

English Department

On 25th July 2015, the members of English department of literary association visited Gandhinagar Government Higher Primary School to conduct extension activities. The main objective of the programme was to interact with the students and conduct activities for them. The members of the association divided themselves into two groups to conduct activities for the high school students and the primary students separately. A game of passing the parcel was played as an ice breaker. Pick and act competition as well as singing competition were conducted to bring out their inner talents. In addition to these games, a spell me contest was conducting for the high school students. Prizes were awarded to the winners as a token of encouragement. The students participated happily and enjoyed the activities thoroughly. It gave them an opportunity to bring out their hidden talents. It also helped in enhancing their knowledge. The activities were designed to build confidence in the students and encourage them to participate more actively. This extension activity encouraged the students to gain confidence and team work.

The lecturer in charge was Mrs. Madhumathi J. Raja and the student coordinator was Ms. Dhriti Divakar.

SCAN Association

The SCAN association had organized an extension activity on 25th July 2015 in Govt. Higher Primary School, Mullakadu, Kavoor, Mangalore from 10.00 am to 12.00 pm. The school students were taught basics of computer and its functionalities. The student volunteers of final year BCA were taught the basic computer operation to school students and also conducted various activities like games, memory test, quiz etc. Winners were given prizes. At the end as an entertainment a movie starring Charlie Chaplin was exhibited. The staff coordinator was Mrs. Reshmi B.R.

HR Association

On 25th July 2015 HR association members visited St. Joseph Prashanth Nivas "A home for aged and orphans", Jeppu, as a part of extension activity. The objective was to encourage students to actively participate in the social service and show love and respect for elderly people. The secretaries of the association Mr. Nithin P. Devang and Ms. Agnela Pais conducted various activities which helped them to mingle with elderly people and entertain them. The students were escorted by Mrs. Anasuya, Mrs. Preethika and Ms. Parinita.

Finance association (FONDOS)

On 25th July 2015, the finance association members visited Veneer & Ply, Baikampady. The main purpose was to provide information about micro investment schemes to the employees of the factory and at the same time to get practical insight regarding the working procedure of the factory. Mr. Pavananjaya N, Proprietor, not only briefed the students about the working of the factory, but also enlightened students about the business strategies. Later, students had interaction with employees and educated them about various micro investment schemes such as post office savings, RD scheme, PMJDY, Atal Pension Yojana etc. Students also briefed them regarding the importance of savings and investment. This visit helped the students to share the knowledge and also gain exposure. The lecturer incharge was Mrs. Gayathri K and Miss. Sowmya Hegde.

Fine Arts Association

The selected students of Fine arts association conducted an extension activity at Attavar Anganawadi, Mangalore on 25th July 2015. The children were taught to sing and dance. Games were also conducted for the children. The students visited the school under the able guidance of Mrs. Renutakshi and Mrs. Jeevitha. The student coordinators were Saajan M. S. and Shruthi Poojary. Through this activity they were able to create team spirit & self-confidence among the children.

Kannada Department

Kannada Department conducted extension activity on 25th July 2015 at Dakshina Kannada Higher Primary School, Attavar, Mangalore for primary students. Students

interacted with the children and conducted various games and taught folk songs and motivated the children. The school children were happy and the school management appreciated the performance of the student volunteers. Staff coordinators Mrs. Jeevitha and Mrs. Renuthakshi were present.

Commerce Association

On 25th July 2015, the Commerce Association conducted an extension activity at D.K.Z.P.H.P.S Mannagudda, Mangalore. Student Coordinator, Preetham S. provided training & information regarding the Modern Banking Concept - E-Banking. Students were shown a PPT presentation on the workings & usage of internet banking. The objective was to provide knowledge on the Modern Banking Concepts/ Transactions that are available using Internet. Around 40 students from class 6th & 7th took active participation & responded enthusiastically. As part of the programme GK Quiz was also organized in order to brush up the latest on goings. Later students were formed in groups of 4 and were told to present a handmade poster using chart on the given topic "Swaccha Bharat". Every group brought in variety of ideas & the best 3 teams were given prizes. Mrs. Smitha and Mrs. Veena Kotian accompanied the students.

Rovers and Rangers

The association members conducted an extension activity at Government Primary and higher primary school, Bolar, Mangaladevi on 25th July 2015. The school children were taught drawing. Many games were conducted for the children. These activities helped them gain confidence. The staff coordinator was Mr. Thilakraj G. The student coordinators were Ms. Lavanya and Mr. Rahul Shetty.

Business Law Department

On 25th July 2015, the students of the Business Law department along with the lecturer in charge Mrs. Supriya and Mrs. Vasudha visited Pompei High School Urwa as a part of extension activity. The objective of extension activity was to create awareness about consumer protection act among the children. The students gave a brief introduction about consumer protection and its need. Skill enhancement activities like pick and speak, quiz and pick and act competition relating to consumer protection were conducted. At the end the winners of these competitions were awarded

Fest Forum

Training at Govt. First Grade Women's College, Balmatta, Mangalore. On 27th July 2015, a batch of second and final year students visited Government First Grade Women's College, Balmatta, Mangalore as a part of the extension activity planned by the Fest Forum Association. The main objective of the activity was to brief the first year students about the university level fest, "GENESIS", organized by SDM College of Business Management. The students were briefed on the various events of the fest such as Best Manager, Marketing, Finance, Human Resources, Public Relations,

Journalism and Quiz. They were motivated to participate and build confidence. A game of Brand Wars, an interesting Marketing event, was conducted for the students. After a demo by the organisers of the activity, the students were given an opportunity to come forward and give their feedback. The activity was focused on bringing out the talents of the students and motivating them to participate in the upcoming fest. The support of the college authorities and the enthusiastic participation of the students enabled the organizers to create an awareness about the need for participations in management fest.

Training at Govt. First Grade College, Gandhi Nagar, Mangalore
On the 27th July 2015, a team of 7 final year students Nishal D'Souza, Santhosh Shet, Sanjeeth Rodrigues, Anirudh Prabhu, Hrishikesh Shetty, Canute and Shambunath P. visited Government First Grade College, Kavour Mangalore to present and enlighten the first year students about Genesis, the business management fest organized by SDM college of business management. The students were given a brief introduction of the fest and all the events were explained to them in detail. After the introduction to management fest they organized few activities to give practical exposure in the field of business management. The students were asked to introduce themselves in an innovative way to improve their creativity. All the students showed lot of interest towards this activity. In the second activity, the students were given a topic on which they had to speak for 30 seconds to improve their communication skills. Ten students were selected and were divided into 5 teams, where each team was asked to launch a product that was assigned to them and all the teams launched their products in an innovative way.

Fema Exhibition-Cum-Interface

On 17th June 2015, III BBM Students had participated in "FEMA Exhibition-cum-Interface" organized by the Foreign Exchange Department of Reserve Bank of India, Bengaluru at the Corporation Bank Head Office in Mangalore.

The conference was conducted with a twin objective viz. to disseminate information on various provisions and implications of the 'Foreign Exchange Management Act', and to create awareness on online fraud.

After the seminar, a question-answer briefing session was held with the RBI officials. The highlight of the day, however, was an exhibition on 'Forex' which was on display.

A Quiz competition for students on 'Foreign Exchange Management Act (FEMA) - 1999' was organized in which students from our college too participated and emerged victorious.

Career Development Programme

On 21st June 2015 BRET Solution Ltd. hosted a seminar on "Banking and Insurance Sector Job Opportunities". Mr. Annanthakrishna, Chairman of Karnataka Bank Ltd., Mr. Ashok Hedge, Representative of BERT solution, Dr. Devaraj K, Director, SDM College addressed the gathering.

Environment Awareness Programme

On 11th July 2015, selected students of Second year and Final year under the able guidance of Mrs. Madhumathi. J. Raja, lecturer, English Department, attended a guest lecture programme on "Environment awareness and role of students in the environment". The event was conducted by the Environment Club of Besant women's college, Mangalore. Mr. Jayaprakash S. Nayak, senior scientific officer, Karnataka State Pollution Control Board was the honorable resource person. The main objective of the lecture was to create awareness among the students about the importance of sustainable development and pollution control. In his lecture, he highlighted the significance of waste management and judicious use of existing resources. He also highlighted various laws and acts pertaining to the violation of environment protection laws. He added that, the suicidal growth prospects of man will only aggravate the harmful effects of environmental hazards such as Global warming. Concluding his speech, he emphasized on the importance of nature conservation at an individual level and also about the importance of efforts against exploitation of natural resources. After his lecture, Mr. Jayaprakash had an interaction with the students, wherein he answered the queries put forth by the latter.

Start-Up Entrepreneurship Summit

The students of EDP Cell attended a Startup Entrepreneur Summit at Canara Bank, Mangalore on the 15th July 2015. The Startup Entrepreneur Summit was conducted in order to educate future, aspiring entrepreneurs about the ways to commence entrepreneurship.

The DGM of Canara Bank, Mr. J. V. Prabhu educated the people about the facilities provided by the Micro Units Development Agency to small entrepreneurs. Mr. Sunder S., the Asst. Director of the Institute of MSME, Mangalore, enlightened the gathering about the schemes and subsidies provided by the government. He spoke about how people lack the willingness and mindset to come up with a viable project and how the risk taking ability of an entrepreneur helps him to reach success. Sri BalyaNaik, the joint director of DAS. He stated that a startup business can be commenced with anything, because entrepreneurship will bring success.

Sri Sathyanarayan Bhat, the Asst. director of DIC presented a power point presentation to create awareness about the schemes provided by the government. He presented the Karnataka Industrial Policy 2014-19 and the classification of subsidies based on various zonal divisions of Dakshina Kannada. He mentioned the various incentives that micro enterprises get for fixed assets. He enlightened the gathering about the different facilities provided by the government for the minority, SC/ST, SC/ST women etc.

Mr. Ravi Kumar N, officer of Canara Bank briefed up about the various facilities provided by Canara Bank to entrepreneurs. M. J. Shetty enlightened the crowd about the local market scenario and industrial development. He also revealed his experiences as an entrepreneur.

This was followed by a question and answer session where the audience interacted with the speaker. The students

attended the summit under the guidance of Mrs. Supritha and Ms. Parinita.

SKILL ENHANCEMENT ACTIVITIES

With the view to enhance the practical knowledge of the students simulation activities are organized by various association in which the students participate with great enthusiasm. College is a hub of activities after the class hours.

SCAN ASSOCIATION

Color Spray

The Scan event color spray was held on 14th July 2015 at Lab D. The topic for the competition was "Industrialization depleting nature". The main objective of the competition was to inspire the students to preserve nature.

Painting convey ideas, express emotion. People use their senses, explore color, explore process and outcomes, and create aesthetically pleasing works. Keeping the theme of nature and the outcome the paintings create, this competition was organized making use of Microsoft Paint.

An overwhelming response from all streams of students was observed in a collective consonance. The students were seen with colours and brushes of M.S. Paint and were merging the colours enthusiastically and animatedly, mesmerizing the judges and organizers who had gathered. Mrs. Supritha A and Mr. Devi Prasad were the judges. The paintings made by the students, depicted the concern of the students towards nature reminding them to save Mother Nature.

Memory Test

SCAN Association organized an event 'Memory Test' on 16th July 2015 in the LAB 'S', LAB 'D' and LAB 'M' under the guidance of Lecturer in-charge Mr. Arun F. Sequeira. The Event was conducted to test the photographic memory, knowledge of the participants and ability to juggle multiple thoughts or memories at one time. 50 slides of different computer hardware components, personalities, IT Companies and their logos were presented to the participants through PPT. After completion of the presentation, the participants were given three minutes to recall and write them. The students exhibited exemplary memory skills and knowledge on the field of IT. Ms. Muthamma C. A. and Mr. Manoj K. of III BCA were the student in-charge.

Quick Hands

SCAN Association organized an event 'Quick Hands' on 27th July 2015 in LAB S and LAB D at 4:00 P.M under the guidance of Mrs. Deepa D. Hegde. The objective of this event was to test the participants speed and efficiency in typing skill. 74 students from different course BCA, BBM, BHRD and BCOM took active participation in the event. The Students were given a paragraph of 200 words to type within a time of 5 minutes, and were judged on the basis of the number of words and accuracy of typing. The participants showcased their typing skills with speed and accuracy of typing. Ms. Muthamma C.A and Mr. Manoj K. of Final Year BCA were the student in-charge.

Guess the Part

SCAN Association organized an event 'Guess the Part' on 30th July 2015 in LAB S at 4:00 P.M under the guidance of Mrs. Sashikala Shetty. The objective of this event was to test the participants knowledge about the various components used in computers. The participants were given a series of 25 images of computer hardware components and attempted to guess them. The Event was judged on the basis of accuracy recognition of the part. Many students actively participated in the event. The participants showed immense knowledge about computer hardware. Ms. Muthamma C. A and Mr. Manoj K. of III BCA were the student's in-charge.

Finance Association

Money Talk

Finance Association FONDOS organized a skill enhancement activity for the students on 14th July 2015 in Room No. 203 at 3.00 p.m. The objective of the activity was to create awareness about financial concepts. Finance related topics were given to the students on the spot and were asked to talk on the topic for four minutes. This activity improved communication skill and knowledge of finance among the participants. Large number of students participated in this activity Mr. Thilakraj and Mr. Gururaj were the judges. The staff coordinator was Ms. SowmyaHegde.

Commerce Association

Collage Competition

On July 15th Commerce Association organized skill based interclass competition 'Collage' in Room No 203. The topic for the collage was "E-Commerce - Its Boon and Bane". This competition helped the students to exhibit their creative and analytical skills. It was judged by Mrs. Gayathri and Mrs. Anasuya. The outcome of the competition was it enhanced student's innovative ideas on the theme.

Economics department

Debate competition

Economics department conducted Debate competition on 20th July 2015. The objective of this was to enlighten the students about Foreign Direct Investment- Advantages and Disadvantages.

Resource Hub' - The H.R D association

First Impression Competition

'Resource Hub' - The H.R D association had conducted skill based training programme curriculum vitae writing competition on 12th July 2015 at 3pm in room No. 204. It is an individual event where the participant had to give a hand-written CV to create a best impression. Criteria for judgment were based on presentation and sensibility.

A curriculum vita is of very much importance in the corporate world. As H.R association aims at enhancing the intellectual,

interpersonal and personal capacities of the students, C.V. writing competition was conducted to enhance one such quality in all the students taking active part in it. This led to the improvement in the level of their performance.

Networking

'Resource Hub' - The H.R. D association had conducted based activity on 30th July 2015. The activity had series of the story narration after listening to it from the previous narrator. This event helps the students to improve their listening and comprehension skill in a team. Large number of students actively participated in the competition. It was judged based on accuracy of the story, presentation and communication among the members.

Marketing Association (VENTA)

Brand Wars

Marketing Association (VENTA) organized a brand war competition on 2nd July 2015 in room No. 203 at 3pm. The objective of this competition was to enhance the skill of the student and also to know about the different brands in the global market. Student coordinators were Deeksha P.N. and Santhosh Shet. The event took place under the guidance of staff co-ordinator Mrs. Rashmi.T. Judges for the competition were Mr. Gururaj and Mrs. DeepashreeG.Shenoy.

Flash Marketing

Marketing Association (VENTA) organized a Flash Marketing competition on 14th July 2015 in room No. 203 at 3pm. The objective of this competition is to provide an opportunity for the students to enhance their promotional skills and other techniques to market the product by using different strategies. Student coordinators were Deeksha P. N. and Santhosh Shet. The event took place under the guidance of staff co-ordinator Mrs. Rashmi T. Judges for the competition were Mr. Thilakraj and Mrs. Kavitha Prabhu.

Rovers and Rangers

Collage competition

Rovers and Rangers association organized collage competition on the topic "Drug free India" on 29th July in room No. 201 at 3.00pm. Large number of students took part actively with great spirit. The topic was chosen as to make students aware of the effects of drugs and the importance to have a drug free India. The competition was judged by Mrs. Kavitha Prabhu and Mrs. ShashikalaK G.

Fine Arts Association

Wealth out of waste

Fine arts association organized a creative modeling competition on 10th July 2015 at 3.00 p.m. The theme for the event was "Wealth out of waste". Large number of participants took part with great spirit. The competition was judged by Mrs. Renutakshi, Mrs. Veena Kotian and Mrs. Anasuya. This competition helped the students to bring out their creativity and innovative ideas.

Business Law Department

Pick and speak

Pick and speak competition was conducted on 30th July 2015 at 3.00p.m at Room No. 206. This was conducted to examine the knowledge of current issues related to business law. The competition was judged by Mrs. Deepashree Shenoy and Mrs. Rashmi T.

Fest Forum

Fest Forum IT training

A training programme was organized for I BCA 'A' and 'B' students on 22nd and 23rd June, 2015 by Fest Forum Association at 4 pm in their respective class rooms. The objective was to enlighten the students about the various IT Fest events, improve the communication and technical skills, recognize the aspiring talents and to help the first year students to take part in IT Fests with confidence and positive attitude.

The fest forum team conducted the sessions for soft skill and technical events separately. A brief introduction of the session was given by Ms. Namratha S. of III BCA 'B' and Mr. Shivaprasad Bhat of II BCA 'B'. Other team members briefed about various events such as Coding, Web Designing, IT Quiz, IT Bulletin, IT Debate, Just A Minute, Allegation, Group Discussion, Treasure Hunt and Stress Interview. Students actively participated in some of the events conducted. This training made the students know about variety of activities that will be held in the fests and increased their confidence and competency level.

At the end of the training session, feedback about the session was taken and names of the students who are interested in participating actively in the upcoming fests were also taken.

Fest Forum Management Training

Fest forum of the college conducted a training programme for the benefit of first year students in their respective classes on 23rd June for I BBM A& B, on 24th June for I BBM C and on 25th June for I B.Com and I BA (HRD) students. The training programme was organized and conducted by the final year students of the college. The objective of the programmes was to provide student with skills, knowledge, experience, guidance and support to enable them participate in the management fests. It empowered the students to identify the practical application of managerial strategies. The outcome of the training was to create awareness for all the fresher's about various dimensions of management. Mrs. Manju and Mr. Arun F. Sequeria were the staff coordinators.

Literary Association

Essay competition

The Literary association organized essay competition which was held on 29th June 2015. The competition was conducted in three different languages - English, Kannada and Hindi.

The topic were chosen to highlight the current issues which needed urgent attention. The outcome of this skill based activity was creating awareness about the need for the change and getting them involved into it. It also enriched their

writing skills and showcased their thoughts and views which were very thought provoking.

Essay competition based on picture

The literary association organized essay competition based on picture which was held on 14th July 2015. Pictures were shown to the students based on which they had to write an essay. The objective of this skill enhancement activity was to encourage critical thinking and make them think about the situation given from their own point of view. The lecturer in charge was Mrs. Madhumathi J. Raja and student coordinators were Dhirti and Aiswarya. Large number of students participated.

Shayari Competition

The Hindi Department conducted Shayari competition on 14th July 2015. Large number of students participated in the event enthusiastically. Mrs. Madhumathi J. Raja was the judge. Mrs. Jyothi and Mrs. Shalini coordinated the event. It helped to showcase the poetic skills of the students.

Poem writing competition

Kannada association conducted poem writing and pictorial competition on 14th July 2015. This activity was conducted to enhance the creativity and writing skills of the students and motivate them to develop their capability. Many students took part actively and enthusiastically. The lecturer in charge were Mrs. Jeevitha and Mrs. Renutakshi.

Elocution Competition

On 30th July 2015, the literary association conducted elocution competition in English. The topic was "No Honking in Mangalore city". The topic was chosen to make the students aware about the importance of road discipline by bringing to their attention the specific issue of loud honking of vehicles. The main objective of the competition was to encourage the students to speak out on important issues in their surroundings and create awareness among their fellowmates to solve the problem.



Staff Participation in Activities outside the College

Muralidhar Rao

- Visited SDM College Ujire on 10th June 2015 to observe and learn about NAAC preparation.

Smitha

- Visited SDM College Ujire on 10th June 2015 to observe and learn about NAAC preparation.
- Participated in a one day Workshop on Revised B. Com curriculum held at Vijayacollege, Mulky on 11th July 2015 as a delegate organized by Mangalore University Commerce Teachers Association (MUCTA) and Vijaya college, Mulky.

DivyaUchil

- Visited SDM College Ujire on 10th June 2015 to observe and learn about NAAC preparation.

Arun F. Sequeira

- Visited SDM College Ujire on 10th June 2015 to observe and learn about NAAC preparation.

Manju

- Visited SDM College Ujire on 10th June 2015 to observe and learn about NAAC preparation.

Mr.Thilakraj G.

- Participated in a one day Workshop on Revised B. Com curriculum held at Vijaya college, Mulky on 11th July 2015 as a delegate organized by Mangalore university Commerce Teachers Association (MUCTA) and Vijaya college, Mulky.

Shashikala Shetty

- Visited SDM College Ujire on 10th June 2015 to observe and learn about NAAC preparation.

Thrishanth Kumar

- Visited SDM College Ujire on 10th June 2015 to observe and learn about NAAC preparation.
- Was judged the Intercollegiate Paper presentation event "Human resource Development in the context of Population Explosion" held at SDM CBM, Managaluru on 10th July, 2015.

MadhumathiJ.Raja

- Visited SDM College Ujire on 10th June 2015 to observe and learn about NAAC preparation.

Mrs. Veena D. Kotian

- Participated in a one day Workshop on Revised B. Com curriculum held at Vijaya college, Mulky on 11th July 2015 as a delegate organized by Mangalore university Commerce Teachers Association (MUCTA) and Vijaya college, Mulky.

Mrs. Jyothi

- Participated as a resource person in the revised Hindi syllabus workshop for UG students under Mangalore University, organised by AMUCTA at Mangalore University College, Hampankatta, on 11 July 2015

Mrs. Shalini

- Participated as a resource person in the revised Hindi syllabus workshop for UG students under Mangalore University, organised by AMUCTA at Mangalore University College, Hampankatta, on 11th July 2015

Prasanna Kumar T

- Published an article on the topic, "Inclusive Urban Development in India : Issues & Concerns" in Journal of Research, Extension and Development - A Peer Reviewed Journal. Vol.3, No.8, April 2015, ISSN:2319-1899, P.No. 37-40

Deviprasad

- Attended 5 days National level 'Entrepreneurial Development Programme' organized by Rajeev Gandhi National Institute of Youth Development, GOI and 'ICTACT' held at RoshniNilaya, Mangalore from 9th to 13th June 2015.
- Attended as Camp Officer in University level leadership and selection camp for NSS Students held at Mangalore University, Mangalagangothri from 21-07-2015 to 27-07-2015.

Students Achievement

- Students won 1st prize in the competition "You Turn - Be the change you want to see" (Change Mangalore Project) in National Level Fest "CRESTIVAL 2015 - Leader's Conclave" organized by St. Agnes College, Mangalore on 25th July 2015. They also secured Overall Trophy by winning following prizes:
 - Painting - I prize
 - Banner Making - II prize
 - Online Photography - I prize



STUDENT COUNCIL

PLAN OF ACTION FOR THE YEAR 2015 - 2016

Name of the Association : SQAC (Students Council)
Staff Coordinator : Mrs. Shwetha Y
: Mrs. Gayathri K
Members : All Class Advisors
Student Coordinator : Ms. Simona Denise Fernandes
: Ms. Amra Arabi

Student Secretaries

III BBM 'A' Winston Coutinho, Melissa Rasquinha
III BBM 'B' Kevin Loyd, Rhea Pretham
III BBM 'C' Sheryas, Nayanika BK
III BBM 'D' Danush SB, Devika
III BCA 'A' Aiyappa, Shruthi AH
III BCA 'B' Abdul Muqisith, Ashwini J K
III BA(HRD) Arjum P, Nidhi Suhana

Moto / Vision of the Association :

Working Together Works

Theme given for this year's activities :

Being Proactive with Positive Attitude

Plan of Action (Month Wise) :-
(Skill enhancement program / any other)

June

09/06/2015 Students preparation for Orientation
13/06/2015 Orientation for first year students
23/06/2015 to
24/06/2015 Rehearsal of Student Council Inauguration
25/06/2015 Leadership Training Programme for Council Students

July

03/07/2015 to
08/07/2015 Rehearsal of Student Council Inauguration
09/07/2015 Inauguration of Student Council 2015-16
26/06/2015 Observing Vanamahostava

August

15/08/2015 Independence Day
18/08/2015 Value education for various classes

September

05/09/2015 Teachers Day Celebration
12/09/2015 Traditional Day

December

04/12/2015 Student Faculty Programme
15/12/2015 Intercollegiate Paper Presentation

January

15/01/2016 Annual Sports Day
26/01/2016 Observation of Republic Day
29/01/2016 Prize distribution Ceremony
29/01/2016 College Day

February

02/02/2016 Student Faculty Programme

NSS

Name of the Association : NSS
Staff Coordinator : Mrs. Kavitha Prabhu
: Mr. Deviprasad

Members

Student Coordinator : Abhishek Amin
: Sunena
: Keerthan
: Shreya

Student Secretaries : III BBM 'A' Deviprasad
III BBM 'B' Preksha
III BBM 'C' Megaraj
III BBM 'D' Dhanalaxmi
III BCA 'A' Prajna

Moto / Vision of the Association :

"NOT ME BUT YOU"

Theme given for this year's activities :

" Healthy Youth Healthy Nation"

Plan of Action (Month Wise) :-
(Skill enhancement program / any other)

July

02/07/2015 : Orientation for 1st year
10/07/2015 : Inauguration
17/07/2015 : One day Camp
25/07/2015 : Vanamahotsava
30/07/2015 : Guest Lecture

August

03/08/2015 : Campus cleaning
08/08/2015 : One day camp
24/08/2015 : Sadbhavana Day Celebration

September

07/09/2015 : Jail Visit
18/09/2015 : Visit to Orphanage and educational
programme

December

09/12/2015 : AIDS Awareness Programme
30/12/2015 : Guest lecture on Drug abuse

January

13/01/2016 : Blood Donation
20/01/2016 : Youth Empowerment Awareness Programme
21/01/2016 : Campus cleaning

February

09/02/2016 : Street play
20/02/2016 : Women empowerment programme
24/02/2016 : Road safety

March

25/03/2016 : Valedictory

RESOURCE HUB

Name of the Association : Resource hub
Staff Coordinator : Mrs. Anasuya
Members : Mr. Thrishanth Kumar
: Mrs. Preethika D
: Ms. Parinita
Student Coordinator : Ms. Agnela and Mr. Nithin Kumar
Student Secretaries : III BBM 'A' Aishwarya Bhat
: III BBM 'B' Mohammed Safwan
: III BBM 'C' Manisha C R
: III BBM 'D' Fathimath Ashfeena
: III BCA 'A' Gurudas H Shenoy

Moto / Vision of the Association :
To be innovative rather than imitative

Theme given for this year's activities :
Unlocking human potential

Plan of Action (Month Wise) :-
(Skill enhancement program / any other)

July
10/07/2015 : Inauguration & Orientation
15/07/2015 : First Impression
August
04/08/2015 : Face Off
25/08/2015 : Radio Tantra
September
02/09/2015 : Flip Side
24/09/2015 : Save your shame
December
15/12/2015 : JAM
18/12/2015 : Paper Presentation

Extension activities :-
" Visit to School and colleges
" Visit to old age home

FONDOS (FINANCE)

Name of the Association : FONDOS (FINANCE)
Staff Coordinator : Ms. Sowmya Hegde
Members : Mr. Deviprasad
: Mr. Gururaj k
Student Coordinator :
Student Secretaries : III BBM 'A' Ankita Shetty
: III BBM 'B' Mehul Shak
: III BBM 'C' Samiha Naik B
: III BBM 'D' Suhas
: III BCA 'A' Ashish G Prabhu
: III BCA 'B' Mohhamed Hasseb Assadi

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

Theme given for this year's activities :
The way to Create, Save and Invest

Plan of Action (Month Wise) :-
(Skill enhancement program / any other)

July
10/07/2015 : Inauguration and orientation
14/07/2015 : Money Talk
30/07/2015 : Financial crossword and treasure hunt
August
24/08/2015 : Paper presentation - ongoing financial issues
September
02/09/2015 : Bid and Win - Written quiz competition
December
10/12/2015 : An argument - debate on a given topic
15/12/2015 : Make my portfolio
January
11/01/2016 : Collage - Finance collage
Extension activities : Factory visit
"Visit to Divya Jyothi Social Service Centre, Vamanjoor

COMERICO

Name of the Association : Comerico
Staff Coordinator : Mrs Veena D Kotian
Members : Mrs Manju
: Mr. Tilak Raj
Student Coordinator : Preetham S
: Anirudh Prabhu
Student Secretaries : III BBM 'A' Shivani
: III BBM 'B' Vinay
: III BBM 'C' Suhain Ahmed
: III BBM 'D' Jeshmi Pk
: III BCA 'A' Pavan Rao

Moto / Vision of the Association :
To inculcate financial Independence among the students

Theme given for this year's activities :
E-Commerce - Step into Net

Plan of Action (Month Wise) :-
(Skill enhancement program / any other)

July
10/07/2015 : Inauguration & Orientation
14/07/2015 : Collage Competition
August
11/08/2015 : Campus Quiz
25/08/2015 : Campus Quiz Take your talk
September
02/09/2015 : Mock Press
December
18/12/2015 : Debate on Current issues
21/12/2015 : Paper presentation
January
11/01/2016 : Meet the CEO
Extension activities : Visit to School and colleges

LITERARY ASSOCIATION

Name of the Association	: Literary Association
Staff Coordinator	: Mrs. Madhumathi. J. Raja
Members	: Mr. Ashwin Mendonca : Mrs. Jeevitha D : Mrs. Renuthakshi : Mrs. Joythi : Mrs. Shalini
Student Coordinator	: Drithi Divakar : Aishwarya D.
Student Secretaries	: III BBM 'A' Vaishnavi : III BBM 'B' Monish Bhat : III BBM 'C' Zinmia Anisha L. : III BBM 'D' Shakeel : III BCA 'A' Mashuda M. Y.

Moto / Vision of the Association :

"To sharpen the linguistic skill and to bring out the hidden talents/creativity of the student"

Theme given for this year's activities:

" Sparkle your way through words "

Plan of Action (Month Wise) :-

(Skill enhancement program / any other)

July

10/07/2015	: Debate Competition
13/07/2015	: Essay Competition
30/07/2015	: Pictionary Competition

August

03/08/2015	: Wrong people in a wrong situation
20/08/2015	: Elocution competition
24/08/2015	: World puzzle

September

02/09/2015	: Pick and Speak competition
18/09/2015	: Literary Quiz
24/09/2015	: Story Narration

December

07/12/2016	: Story - Writing competition
09/12/2016	: Monologue [Enact the personality]
15/12/2016	: Poem - Recitation

January

12/01/2016	: Slogan - Writing Competition
13/01/2016	: Spell me competition
18/01/2016	: Spell me competition Poem - Writing Competition

February

04/02/2016	: Guest Lecture
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Extension activities	: Planned to visit an Orphanage. : Planned to visit Govt. school.
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FEST FORUM

Name of the Association	: FEST FORUM
Staff Coordinator	: Mrs. Manju H : Mr. Arun F. Sequeira
Members	: -
Student Coordinator	: Mr. Nishal D'souza - III BBM 'B' : Ms. Namratha Sharath - III BCA 'B'
Student Secretaries	: III BBM 'A' Ms. Vishaka Mogral : III BBM 'B' Mr. Akshay Dharwadkar : III BBM 'C' Ms. Daicy David : III BBM 'D' Mr. Pravil Thanmay : III BCA 'A' Mr. Arjun Kumar : III BCA 'A' Mr. Vinaya Shet

Moto / Vision of the Association :

To provide a platform for every student to be prepared for the corporate world

Theme given for this year's activities :

Enrichment of Competency

Plan of Action (Month Wise):	(Skill enhancement program/any other)
June 22-06-2015 to 25-06-2015	: Management and IT fest training for first year students after the class hours
July 13-07-2015 to 16-07-2015	: Genesis and Inspire fest training for first year students after class hours
25-07-2015	: Extension Activity
August	
07-08-2015	: Organizing Genesis and Inspire
September	
12-09-2015	: Extension Activity
December	: Sending students to various fests : Preparation for Synergy and Sygma fests
January	: Organizing Synergy and Sygma fests : Sending students to various fests
February	: Sending students to various fests
March	: Sending students to various fests
Extension activities	:
27-07-2015	: Giving Genesis training to first year students of three different degree colleges
12-09-2015	: Organizing skill based activity to school/PUC students



PLACEMENT CELL

Name of the Association : Placement Cell
Staff Coordinator : Mr. Thrishanth kumar
Members : Mrs. Preethika Dharmapal
: Mrs. Sowmya Jyothi
: Mr. Prasanna Kumar
Student Coordinator :
Student Secretaries : III BBM 'A'
: III BBM 'B'
: III BBM 'C'
: III BBM 'D'
: III BCA 'A'

Moto / Vision of the Association :

Equipping the students with related and conceptualized professional skills and guiding them towards a bright future and career.

Theme given for this year's activities :

SHAPE YOUR CAREER

Plan of Action (Month Wise) (Skill enhancement program/any other)

July

02/07/2015 : Guest lecture on "Higher education in abroad and its benefits"

12/07/2015 : Talk on "Preparation for banking Exam"

August

05/08/2015 : Personality development programme

September

02/09/2015 : Workshop on preparation of resume and facing interview

December

12/12/2015 : Training on "soft skill"

January : Campus interview

February : Campus interview

March : Campus interview

SCAN ASSOCIATION

Name of the Association : SCAN Association
Staff Coordinator : Mrs. Reshmi B. R.
Members : Mrs. Divya Uchil
: Mr. Arun F Sequeira
: Mrs. Shashikala Shetty
: Mrs. Deepa D. Hegde
: Mrs. Sowmya Jyothi
: Mrs. Shashiprabha
Student Coordinator : Muthamma (III BCA 'A')
: Manoj Kumar (III BCA 'B')
Student Secretaries : III BBM 'A' Suman Shetty
: III BBM 'B' Kirandath D Prabhu
: III BBM 'C' Vijesh Rao
: III BBM 'D' Gideon
: III BCA 'A' Muthamma
: III BCA 'B' Manoj Kumar
: III BA(HRD) Lionel D'Souza

Moto / Vision of the Association :

Learning through enjoyment to be the best in the corporate world.

Theme given for this year's activities:

INTIMACY OF BUSINESS AND TECHNOLOGY

Plan of Action (Month Wise), (Skill enhancement program/any other)

July

15-07-2015 : Inauguration

16-07-2015 : Color Spray (Paint Brush)

30-07-2015 : Snap-Up (Quick Hands)

August

04-08-2015 : Bestowal (Power Point Presentation)

10-08-2015 : IT Collage

12-08-2015 : Toggle - Toggle

18-08-2015 : Guess the part

September

01-09-2015 : IT Debate

December

08-12-2015 : IT Quiz

11-12-2015 : Web Designing

19-12-2015 : Treasure Hunt

January

04-01-2016 : Coding & Debugging

12-01-2016 : Gaming

Extension activities :-

"Computer literacy programmes for the Government / Aided schools."

ROVERS AND RANGERS

Name of the Association : Rovers and Rangers
Staff Coordinator : Mrs. Thilakraj G.
: Mrs. Jyothi
Student Coordinator : Lavanya
: Rahul Shetty
Student Secretaries : III BBM 'A' Lavanya
: III BBM 'B' Yogyath rai
: III BBM 'C' Rahul Shetty
: III BBM 'D' Kenith
: III BCA 'A' Amrith Shetty
: III BCA 'B' M Pooja

Moto / Vision of the Association : Service

Theme given for this year's activities : Healthy Society

Plan of Action (Month Wise) (Skill enhancement program/any other)

July

10/07/2015 : Orientation

13/07/2015 : Inauguration

16/07/2015 : Tree Plantation

August

03/08/2015 : Leadership Camp

22/08/2015 : Tulu Elocution Competition

September	: Medical camp
	: Guest lecture
December	: First Aid training Program
	: Collage
January	: Beach Cleaning
	: Guest Lecture
February	: Trekking
	: Debate on social issues
March	: Sports day at local school
	: Visit old age home

MARKETING

Name of the Association	: Marketing (VENTA)
Staff Coordinator	: Mrs. Rashmi T.
Members	: Mrs. Shwetha Y.
	: Mrs. Deepashree G. Shenoy
Student Coordinator	: Deekha P. N. (III Year BBM 'A')
	: Santhosh Kumar S. Shet (III Year BBM 'B')
Student Secretaries	: III BBM 'A' Shibani Rai
	: III BBM 'B' Dravid Rao
	: III BBM 'C' Daicy David
	: III BBM 'D' Akhil.C.Mohan
	: III BCA 'A' Arjun Shet
	: III BCA 'B' Saajan Ameer Ahmed
	: III BA(HRD) Rahul Ram

Moto / Vision of the Association :

To create an awareness among the students about the various dimensions of Marketing.

Theme given for this year's activities :

Emphasizing on Global Marketing

Plan of Action (Month Wise): (Skill enhancement program/any other)

June 25/06/2015	: Orientation
July	
02/07/2015	: Brand Wars
14/07/2015	: Flash Marketing
August	
04/08/2015	: Tagline Competition
25/08/2015	: Jingle writing Competition
September	
02/09/2015	: Caption Writing
December	
04/12/2015	: Product Launch
10/12/2015	: Mad Ad
17/12/2015	: Ad Copy Writing
January	
12/01/2016	: Logo Designing
Extension activities	: Visit to an ad agency.
	: Visit to marketing departments of Malls.

BUSINESS LAW DEPARTMENT

Name of the Association	: Business law department
Staff Coordinator	: Mrs. Supriha A.
Members	: Mrs. Vasudha R.
Student Coordinator	: Pruthvi
	: Fathima
Student Secretaries	: III BBM 'A' Pruthvi
	: III BBM 'B' Fathima
	: III BBM 'C'
	: III BBM 'D'
	: III BCA 'A'
	: III BCA 'B'
	: III BA(HRD)

Moto / Vision of the Association :

To enhance the knowledge of legal affairs of business among the students.

Theme given for this year's activities:

To observe a code of conduct or set of rules in managing a business or a company

Plan of Action (Month Wise) : (Skill enhancement program/any other)

18/06/2015	: Guest lecture
30/07/2015	: Pick and speak competition on current business issues, : Extension activity - visiting government school
25/07/2015	: Student's minor project-topic selection and literature review
August	
25/08/2015	: Debate competition : Student's minor project - questionnaire and data collection

September

24/09/2015 : Case analysis competition

December

23/12/2015 : Business quiz

: Students minor project analysis and interpretation
: Book review by students

January

18/01/2016 : Extension activity-visiting govt .schools

: Students minor project -preparation of report

February 2/02/2016 : Guest lecture

March

1/03/2016: Students minor project -submission of final report

Extension activities :- Visiting government schools and conducting business law quiz and other activities.

KALA VAIBHAV

Name of the Association	: Kala Vaibhav
Staff Coordinator	: Mrs. Renuthakshi
Members	: Mrs. Jyothi
Student Coordinator	: Saajan M.S
	: Shruthi Poojary
Student Secretaries	: III BBM 'A' Devi Prasad M
	: III BBM 'B' Dhanush J
	: III BBM 'C' Rani Swathi
	: III BBM 'D' Bhavna Shetty
	: III BCA 'A' Nissa M
	: III BCA 'B' Melani Lobho
	: III BA(HRD) Vinayak Acharya

Moto / Vision of the Association :

"Art is much less important than life, but what a poor life without it."

Theme given for this year's activities:-

Talent, Skills and Capability needs to become global

Plan of Action (Month Wise):(Skill enhancement program/any other)

- July
 - 08/07/2015 : Wealth out of waste
 - 25/07/2015 : Extension Activity
- August
 - 14/08/2015 : College Anthem Singing Competition
 - 15/08/2015 : Inter class Variety Entertainment Competition on social related issues
- September
 - 04/09/2015 : Singing Competition
 - 18/09/2015 : Painting Competition(with theme)
- December
 - 04/12/2015 : Nail Art Competition
 - 09/12/2015 : Mehendi Competition
- January
 - 09/01/2016 : Extension Activity
 - 13/01/2016 : Flower Arrangement Competition
 - 14/01/2016 : Flower Arrangement CompetitionDance Competition
- February
 - 05/02/2016 : Pick&Act Competition
 - 12/02/2016 : Best Documentary Competition
- Extension activities : Planned to visit Govt Primary School

RED CROSS

- Name of the Association : Red Cross
- Staff Coordinator : Mr. Prasannakumara .T
- Member : Mrs. Renuthakshi
- Member : Shymala Hedge
- Member : Sumana
- Member : Nayana
- Member : Rashimi Prabha
- Member : Sneha
- Student Coordinator : Radika shetty
- Student Coordinator : Akash
- Student Secretaries : III BBM 'A' Shamitha Shetty
- Student Secretaries : III BBM 'B' Ankit Das
- Student Secretaries : III BBM 'C' Akash
- Student Secretaries : III BBM 'D' Veena
- Student Secretaries : III BCA 'A' Radhika Shetty
- Student Secretaries : III BCA 'B' Radika Shetty
- Student Secretaries : III BA(HRD) Sameena

Moto / Vision of the Association :

"To promote the humanitarian values, which encourage respect for other human beings and willingness and to work together and thereby solution to problems."

Theme given for this year's activities:

HEALTH AND SAFTY

Plan of Action (Month Wise) : (Skill enhancement program/any other)

July

15/07/2015 : Inauguration of Youth Red Cross

25/07/2015 : First Aid Training

August

23/08/2015 : ONE DAY CAMP(visit to ashram at Assaigoli)

25/08/2015 : Cooking competition

September

12/09/2015 : Disaster management training program

December

13, 14, 15 /12/2015 : Sports meet and health camp

January

13/01/2016 : Blood denotation camp

February : Street play

March : Visit to tribal area

SPORTS ASSOCIATION

Name of the Association : Sports Association

Staff Coordinator : Bharath Kumar Jain

Members

Student Coordinator : Irvin Glen Soans, III BBM 'A'

: Vikram P S, III BBM 'B'

Student Secretaries : III BBM 'A' Mohammad Arshad

: III BBM 'B' Subhijith K S

: III BBM 'C' Sachin Raj Rai

: III BBM 'D' Samarth Rai

Moto / Vision of the Association :

To enhance physical, Mental and Spiritual Development of the Student.

Theme given for this year's activities:"SPORTS CRAFT"

Plan of Action (Month Wise) : (Skill enhancement program/any other)

June 29/06/2015 & 30/06/2015 : Interclass Football Tournaments, Participation in Monsoon Chess Competition, Inauguration of Sports Association, Inter Class Chess Competition & Selection Trails for College Team. Extension activity in Primary School.

July 01/07/2015 : Interclass Football Tournaments, Participation in Monsoon Chess Competition, Inauguration of Sports Association, Inter Class Chess Competition & Selection Trails for College Team. Extension activities in Primary School.

August : Inter Class Table Tennis Tournament & Selection Trails for College Team, Participation in Inter Collegiate Competition, Inter Collegiate Badminton Tournament.

September : Inter Class Kabaddi Tournament & Selection Trails for College Team. Participation in Inter Collegiate Football Tournament. Participation in Inter Collegiate Table Tennis Tournament.

December : Inter Class Volley Ball for Men & women. Participation in Inter Collegiate Athletic Meet. Participation in Inter Collegiate Volley Ball Tournament.

January : Inter Class Throw Ball Tournament, Inter Class Cricket. Participation in Inter Collegiate Cricket Tournament. Annual Athletic Meet. Extension Activities.

February : Participation in Inter Collegiate Weight Lifting Competition. Yoga Camp for the Students.

March : Medical Examination. Participation in Inter Collegiate Competitions.

**MANGALORE UNIVERSITY APRIL 2015 EXAMINATION
DISTINCTION STUDENTS OF THE COLLEGE III Year BCA**

Sl.No.	Name of the Students	Mark	Sl.No.	Name of the Students	Mark
1	AISHWARYA PRABHU G	4469	32	ASHIKA M SHETTY	3891
2	KAVYA J	4412	33	MADHURA J SHETTY	3874
3	MEGHASHREE	4395	34	SAUMYA BHOJA SHETTY	3873
4	AKSHATHA	4393	35	NIKHIL I	3857
5	B SHALINI PAI	4336	36	AKASH NARAYANA A	3853
6	SHREEPARNA S	4324	37	CHRISTEENA J	3842
7	NADEERA	4312	38	NEHA NAYAK K	3817
8	NISHMITHA M SHRIYAN	4303	39	ANUSHA S SUVARNA	3812
9	MAITHRI B S	4249	40	POOJARY SHRUTI VISHWANATH	3803
10	DEEKSHA PRABHU	4232	41	GREESHMA S	3793
11	ATHMI A ALVA	4218	42	SAMEEKSHA B	3789
12	SUSHMITHA S PAI	4216	43	THEJAKSHI	3785
13	ENOLA RUBINA DSOUZA	4184	44	NITHINRAJ SHETTY	3782
14	ABDUL BASITH	4163	45	HARSHITHA B	3780
15	VARSHA SHENOY K	4132	46	SACHITHA PAI	3777
16	DEEKSHITHA	4121	47	KOTIAN POOJA BALAKRISHNA	3761
17	SAHANASHREE	4115	48	NAGARATHNA	3754
18	ANUSHA	4092	49	CHAITRA SHENOY	3748
19	SOUJANYA P	4051	50	SAMANVITA B L	3744
20	KARISHMA K	4047	51	PRITHVIRAJ BALIGA B	3709
21	BAIJITH M	4043	52	NIKHILA YUVARAJ	3667
22	MANIKANTAN	4032	53	AVITRESH B	3649
23	RENITA D CUNHA	4029	54	DEEPTHI	3643
24	SWATHI R SHETTY	4002	55	SUPRIYA	3628
25	SHABARI Y GANIGA	3999	56	KUSHMITHA	3615
26	VARUN NAYAK	3995	57	AFRA PARVEEN	3602
27	SAISUDHA D K	3988	58	SANDHYA	3582
28	SUSHMA	3983	59	SONALI	3577
29	SHAHBAN	3928	60	DARSHAN S	3523
30	THRISHMA SUVARNA	3913	61	R ADARSH	3508
31	SRINANDI S D	3897	62	DEEKSHA SHETTY	3500



MANGALORE UNIVERSITY APRIL 2015 EXAMINATION
DISTINCTION STUDENTS OF THE COLLEGE - III Year BBM (Provisional)

Sl.No.	Name of the Students	Mark	Sl.No.	Name of the Students	Mark
1	SANJANA K KAMATH	4501	21	PRATHVI S KODI	3742
2	VIGNESH KAMATH	4458	22	HARSHITHA V	3711
3	MANEL SRIKANTH NAYAK	4445	23	HARISHA G	3702
4	EVANGELINE SHARLET KARKADA	4281	24	POOJA	3689
5	KARSHINI TYAGARAJAN	4212	25	MAHALAXMI BHANDARKAR P	3684
6	DISHANTH M ULLAL	4198	26	RAM CHANDAK	3634
7	ABHILASHA U UCHIL	4174	27	APEKSHA GANESH REVANKAR	3633
8	SUSHMITHA DEVADIGA	4121	28	SWATHI RAMACHANDRA HEGDE	3624
9	SANGEETHA	4102	29	GAJALAXMI RAMESH	3618
10	ROSHNI MARGRET D SOUZA	4075	30	SHAJIDA K	3608
11	AISHWARIYA LAXSHMI	4043	31	DEEKSHA K	3584
12	DIVYASHREE P	3936	32	BHUVANESH	3580
13	ANANDA KRISHNAN S NAMBIAR	3873	33	NEHA P	3566
14	SELVA KUMAR S	3856	34	SHRADDHA J M	3557
15	GAUTHAM PRABHU N	3827	35	SHRUPANA P SHETTY	3509
16	MOHEZZA ZABEEN	3827	36	SHRUTHI V B	3506
17	VEEKSHITA	3822	37	MEGHA PAI K	3503
18	NIKUNJ VALLABHDAS BHALANI	3818	38	DIVYA SARITHA FERNANDES	3500
19	ANUSHA SATISH MESTA	3805	39	AKSHATHA SHENOY	3500
20	AMITHA PINTO	3758			

MANGALORE UNIVERSITY APRIL 2015 EXAMINATION
DISTINCTION STUDENTS OF THE COLLEGE - III Year BA(HRD) (Provisional)

Sl.No.	Name of the Students	Mark	Sl.No.	Name of the Students	Mark
1	DHAMINI	4026	4	HARSHITA D SHAH	3614
2	MANASVI H N	3730	5	GAUTHAMI S	3541
3	DEEKSHA C H	3656			



Chief Editor : Mrs. Aruna P. Kamath



Editors: Mr. Ashwin Mendonca, Mrs. Shashiprabha, Ms. Parinita Salian,
Mrs. Reshmi B. R., Mrs. Madhumathi J. Raja

Extention Activities



Guest Lectures



