



SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT

MANGALORE - 575 003 D.K.

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

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E ditorial

Knowledge comes, but wisdom lingers. It may not be difficult to store up in the mind a vast quantity of facts within a comparatively short time, but the ability to form judgments requires experiential learning. Hence, our collective initiatives have aimed to provide a right platform and atmosphere for the budding talents to bloom to the fullest maturity. The vibrant environment created has enabled the students to excel in developing team work, leadership, analytical and problem solving skills which are very much required in today's world.

UGC sponsored National conference on Green Marketing in India - Emerging Opportunities and Challenges

The College in association with Mars Vapours Carbon Foot Print Pvt. Ltd., Mangaluru, organised a UGC sponsored National conference on the topic 'Green Marketing in India- Emerging Opportunities and Challenges' on 21st August 2015 in the conference hall.

The seminar was inaugurated by Dr. S. Ramananda Shetty, Vice-Chancellor, Nitte University. In his inaugural address, he highlighted the importance of green marketing and spoke about improving, developing and usage of eco-friendly products. The chief guest Mr. Kudialguthu Sachidananda Hegde, Ex. Managing Director, T. Stanes and Company Ltd, Coimbatore spoke about why companies should come up with green products. Mr. Vivekananda K.V, Director, Ener Green Solar, Mangaluru & Alumni of SDM College expressed his views and ideas in this regard and also shared his experience during college days. Dr. Shobha Kamath, Chief Executive, ROOTS EHS Advisory, Vadodara, in her keynote address, spoke about how to create a green strategy that is pitch perfect and is tuned for long-term success and said that the company's strategy and messages need to be convincing. Companies need to make environmental friendly products easily available and affordable and without compromising on performance and at no extra costs for the consumer to help them make informed purchasing decisions, she said. Principal Mrs.

Aruna P. Kamath, in her presidential address, explained the importance of green marketing & developing environmental friendly products. The program concluded with the vote of thanks proposed by Mrs. Shwetha Y. The programme was compeered by Mr. Shravan of I BBM 'C'.

In the technical session, "Opportunities and Threat in Green Marketing", Mr. Praveen Prabhu, Head-Origination, Mars Vapours Carbon Foot Print Pvt. Ltd, Mangaluru, explained the importance and uses of green marketing. He stressed the need, opportunities and also the threat involved in green marketing.

Dr. K. Muralidharan, Head, Division of Social Science Central Plantation Crop Research Institute, ICAR, Kasaragod, in his technical session, "Ethical Issues in going Green" explained the scope of eco-friendly products. He highlighted the sensitive approach that integrates the strategic link between the company, the environment and marketing, rather than being primarily concerned with tactical communications opportunities. The prime emphasis is on developing relationships and satisfying separate stakeholders' needs in an environmentally and socially responsible manner.

Apart from this, there was paper presentation session in which the research scholars, academician & students presented papers on wide range of topics related to the theme of conference. The sessions were chaired by Dr. H. Lakshmikantha, Deputy Environmental officer, pollution Control Board, Mangaluru, Dr. Catherine N. Rao, Head



of M.Com Dept, Agnes College, Mangaluru and Prof. Syrha Goveas, Asst. Professor, University of Bahrain.

The guests for the valedictory function were, Dr. H. Lakshmikantha, Deputy Environmental Officer Pollution Control Board, Mangaluru, Mr. Amith Ramachandra Acharya, Partner (Administration), Chiramith Precision (India), Mangaluru and Mr. Praveen Prabhu Head-Origination, Mars Vapours Carbon Foot Print Pvt Ltd, Mangaluru. Principal, Mrs. Aruna P Kamath in her welcome address spoke about the extent of impact that can be generated from such events as the conference and advised the students to imbibe eco-friendly practices in life. The report of the deliberations of the conference was presented by the convenor of the conference Mrs. Shwetha Y. Dr. H. Lakshmikantha emphasized on the growing importance of two concepts: Soil Banking and emerging India. He said that there will be a day when even soil will be considered as a non-productive commodity. Mr. Amith Ramachandra Acharya talked about qualitative as well as quantitative correlation between pollution effects and the latest technology. He quoted real life examples. Mr. Praveen Prabhu appreciated the laudatory initiative undertaken by the college in hosting such a relevant event. He further added that, commemorative days such as the Environment day, Vana Mahotsav etc. shouldn't be a namesake affair and that the students should volunteer to bring about a change in the way people think. The certificates to paper presenters were distributed by Dr. H. Lakshmikantha and Mr. Praveen Prabhu. The participation certificates for delegates were distributed by Mr. Amith Ramachandra Acharya. The chief guests were introduced by Ms. Kriti Nahata, Mr. Santhosh Shet and Anirudh Prabhu. The programme concluded with the National Anthem.

GENESIS- 2015 -Management Fest

7th August 2015 brought a new ray of opportunities for the budding entrepreneurs of Mangalore in the form of "GENESIS 2015". GENESIS is a university level management fest organised by the college exclusively for the first year students. The theme of the fest was "THE ESPY RUN" - named after a water body in the United States. It was chosen to emphasise on the duty of corporate and industry towards the environment. Students from various colleges in and around Mangalore participated in the fest. The inauguration was held in the college auditorium at 9 am. The chief guest for the day was Mr.

Kumble Narsimha Prabhu, Managing Director and CEO, Manipal ACE Event Management (P) Ltd and the guest of honour was our proud alumnus Mr. Siddharth J. Vasani, Managing partner, Hi-Tech sales corporation, Mangaluru. Ms. Jestine welcomed the gathering which was followed by introduction of the guests Mr. Kumble Narsimha Prabhu and Mr. Siddharth Vasani by Alminaz Sheikh and Heera Alva respectively. After the lighting of the lamp by the guests, the CEO of GENESIS 2015, Ms. Rasmiya S. Sheikh, gave a brief introduction about Genesis and the theme - The Espy Run. The fest gave the students an opportunity to put their managerial abilities to test and get a real glimpse of the corporate world. The events were Best Manager, Marketing, Finance, Human Resources, Public Relations, Quiz, and Journalism (A new event introduced for the very first time in the history of GENESIS). Mr. Kumble Narasimha Prabhu motivated the students to participate more actively in extracurricular activities and educated them on the importance of communication skills in our life. He said that Genesis is important platform for the students to be prepared for the professional world. He mentioned five aspects; commitment, ethics, respect, dedication and good health which can help attaining success. The guest of honour Mr. Siddharth shared his own experience as a member of the Genesis team. He shared with the students how such fest experiences have helped him to shape his personality. Mrs. Aruna P Kamath, Principal shared pearls of wisdom through her presidential remark. Ms. Samantha proposed the vote of thanks. The programme was compeered by Ms. Amra Arabi. The inaugural ceremony concluded with the unveiling of the Overall winner's Trophy by the CEO of Genesis 2015, Ms Rasmiya S Sheik and Ms. Nifa Ali

The programme aimed at creating awareness about corporate ethics, environmental and social concern. The objective was also leading towards reviewing the environmental impact caused by commerce today and realigning them towards healthier practices. The fest also provided several businesses, cross the safety line in pursuit of profits (in competition) exposing humanity and environment to risk of perpetual extinction. It also provided a platform to face lawsuits against them for having neglected the importance of health, safety standards and selling harmful products. Finally it is an attempt to unblind businessmen and awaken the responsibility to adopt safer practices.



The valedictory programme began sharp at 4.30 pm, with the auditorium thumping with racing heartbeats of the participants awaiting the results of the fest. The dignitaries on the dais were the chief guest Mr. Amar N. V, Manager, Syndicate Bank, Yeyyadi Padav Branch, Mangaluru, the guest of honour Mr. Vivekananda K. V., Managing Director, Vishwa Sales Corporation (Alumnus of SDMCBM) our esteemed principal, Mrs. Aruna P. Kamath, the staff coordinators Mrs. Anasuya and Mrs. Shashikakala K.G along with the student coordinators Ms. Nifa ali and Ms. Rasmiya S Sheikh. Following the tradition of the institution, the programme began with the blessings of the almighty through a prayer by Ms. Priyanka and group. Ms. Srilakshmi welcomed the gathering. The chief guest and the guest of honour were introduced to the gathering by Ms. Varsha Pai and Ms. Keerti respectively. Mr. Amar in his inspiring words convinced students to work hard to achieve the epitome of success. He encouraged the students to dream big and have the faith to achieve it. Our proud alumnus Mr. Vivekananda interacted with the students how he could relate to them and reminisced his days in the institute. He stressed the importance of organising such fests in the life of future generation. This was followed by the presidential address by our principal, Mrs. Aruna P Kamath. The participation certificates were distributed to the students. The overall trophy was bagged by St. Aloysius College, B.com and Manipal University were the runners up. Ms. Yashaswini proposed vote of thanks. The programme was compeered by Ms. Simona Fernandes.

Project Model Exhibition

Marketing Association (VENTA) displayed the project models on 7th August 2015 in the auditorium. The objective of this event was to showcase practical application of what students have learnt. Students had to prepare a project plan and build up that project plan to meet the requirements. The project topics were: Metro in Mangaluru, Highway Projects, Resorts, Gardening, Green City, Tech Park etc. The models were judged by Mr. Dishanth Ullal, Manel Srikanth Nayak and Mr. Raif, Alumni, who also appreciated the creativity of the students. Mrs. Rashm T. was the coordintor.

INSPIRE 2015

INSPIRE was an interclass fest organised by the final year BCA students for I and II year students of BCA, in order

to train them for the upcoming fest SYGMA and also to encourage them to participate in IT fests.

'INSPIRE' was inaugurated on 7th August 2015 in the conference hall at 10.30 a.m. by Ms. Vrinda Pai, an alumini of the college. Mrs Aruna P. Kamath, principal of the college, presided over the function.

The chief guest Ms. Vrinda Pai stressed on three essential things i.e. to be responsible, self-confidence and to have good communication skills.

Prayer was sung by Ms. Aditi. Mr. Gurudas Shenoy, welcomed the gathering and Ms. Ashwini J.K. introduced the guest and Ms. Muthamma C.A. spoke about the INSPIRE 2015. Mr. Mohammed Haseeb Assadi proposed the vote of thanks.

The events conducted in this fest were:

1. Best Manager: With 2 rounds which included aptitude, mini tasks, CV writing, stress and allegation.
2. Coding and Debugging: With 3 rounds - quiz, coding and swapping.
3. Web-Designing: With 3 rounds in this event. Quiz, Creating website and debugging.
4. IT Advertisement and IT Debate: With 3 rounds - Visual round, debate and product launch
5. IT Quiz: With 2 rounds- Crossword & tagline and quiz presentation.
6. Treasure Hunt: With 3 rounds - Brain teasers, clue hunt and scavenger hunt.
7. Client Connect - With 3 rounds - Brand war, documentary and allegation.

The overall winners were I BCA' A' Team 'AKARSH'. The Staff co-ordinator was Mrs. Reshmi B. R. and student co-ordinators were Muthamma C. A. and Manoj.

Observation of Sthavana Dina

"Sthavana Dina", the commemoration of the Founder's Day was observed on 14th August 2015. The institution was established in the year 1978 and the BBM course was formally inaugurated in the month of August. Hence the students sang the College Anthem which embodies the vision and mission of the college in the interclass singing competition. Singing it together with one voice motivates the students to build up a bond with the



institution and helps them to identify themselves with the institution. The anthem reflects the dreams and aspirations of the student community. It makes an attempt to embody the aim and goals of the institution. The role of the institution in education and empowering the students is beautifully portrayed in the anthem. As Sthavana means praise in Kannada, praising the almighty Manjunatha Swamy whose divine spirit guides the institution through college anthem is the best way to show respect to the alma mater. Reputed artists Mrs. Padmini Nayak, Music teacher, Mr. Sanjeev Ullal, Music teacher and Mr. Gururaj, faculty, judged the competition. The staff coordinators were Mrs. Renuthakshi, Mrs. Jyothi and Mrs. Jeevitha.

Independence Day Celebrations

True independence and freedom can only exist in doing what's right. On 15th August 2015 College celebrated the 69th Independence Day. The chief guest was Captain Deepak Adyanthaya, Ex-serviceman of the Indian Army. Dr. Tharanath, Principal of SDM Law College, Dr. Devaraj K, Director of SDM PG Centre for Management Studies and Research and Mrs. Aruna P Kamath, Principal, SDMCBM were also present. The march past began with the III year followed by the II and I year students. A bouquet of flowers was given by Dr. Tharanath and a memento as a token of our appreciation was given by Dr. Devaraj K to Captain Deepak Adyanthaya. A brief introduction about Captain Deepak Adyanthaya was given by Aishwarya Bhat of III BBM A. This was followed by the hoisting of the National Flag by Captain Deepak Adyanthaya and singing of the National Anthem. Captain Deepak Adyanthaya motivated the students through his effective speech. Priyanka and party sang a few patriotic songs to keep alive the spirit of patriotism in everyone's heart. Sweets were distributed to all the students present on this auspicious day. The welcome speech was given by Ms. Simona Fernandes. The programme was compeered by Mr. Saajan Ahmed. Ms. Amra Amir Arabi proposed the vote of thanks.

First-Aid Training Programme

One of the main objectives of both Red Cross is to enrich the quality of life of the youth by providing them the means to develop themselves into honest, hard working and self sufficient individuals. Taking the first step to fulfill this objective, Youth Red Cross organized this First-Aid training programme to help the students to become more informed

on how to handle dangerous situations. Members from Red Cross, NSS and Rovers & Rangers of different colleges participated in the programme held on 5th August 2015 at 3 p.m. Dr Madhusudan Upadya, Health Secretary of KMC was the resource person. Principal, Mrs. Aruna P. Kamath presided over. Ms Radhika welcomed the gathering. Principal Mrs. Aruna P. Kamath spoke on the importance of Red Cross and how important it is for the students to support this humanitarian cause.

The resource person Dr. Madhusudan Upadya who is an experienced trainer in First Aid, started off with the basics of first aid before moving onto more complicated procedures like handling a stroke patient, snake bite victim, broken bones, etc. He dealt with how to treat patients suffering from burns, continuous bleeding or choking, how to use first aid when one suffers a stroke while waiting for an ambulance and to minimize the seriousness of the injury using daily and easily available items for treatment. Demonstration of first aid treatment was done by using dummy models. At the end, the students were shown a fully equipped first aid kit with all the instruments necessary and were taught how to use it.

Thus the students were acquainted with tackling different sensitive & grave conditions and how to manage emergencies. They came to know what to do and what not to do when they are faced with situations requiring immediate help and treatment for individuals who may be facing various health related emergencies. Students were made to be more self-dependent, self-sufficient and confident with the useful knowledge of First Aid provided by the Red Cross Society. Hands on experience were also given to the students giving opportunity to work on dummy models. Ms. Ramya proposed the vote of thanks. The programme was coordinated by Mr. Prasanna Kumar.

Open House Programme for BCA

An "Open House" programme was organized for III BCA 'A' & 'B' on 5th August 2015, II BCA 'A' & 'B' on 5th August 2015 and I BCA 'A' & 'B' on 10th August 2015 in the class room I between 2.00 pm to 5.00 pm. The objective of this programme was one-to-one interaction with the parents to discuss about the performance of their wards. All the parents of the various sections met the class advisors and the respective subject lecturers and discussed their wards academic performance. Parents were very happy to

see the exhibition of the creative work related to organization reports and appreciated their efforts.

FDP on Statistical Techniques for Data Analysis

Business Management Department had organized Faculty Development programme on "Statistical Techniques for Data Analysis" on 8th September 2015 in the Conference hall. Mrs. Shubharekha, Head of the Statistics Department, St. Agnes College was the resource person. The main objective of the programme was to enlighten the faculty about application of statistical tools for data analysis, in order to reinforce their capacity to design and implement their own research projects. The resource person started the session with an introduction to data analysis techniques, focusing issues of inference and interpretation. She highlighted the variety of approaches and techniques for data collection and data analysis. She spoke about the importance of having initial knowledge of how to formulate hypotheses and articulate research questions connected with the theoretical concerns of field of study.

The topics covered were Types of Variables, Presentation of data, Analysis of data, Measure of Variability, Techniques for Correlation, Regression Analysis and Test of Hypothesis

The resource person explained the concepts with suitable examples. It was very interesting and interactive session. It helped the faculty members to gain knowledge on descriptive statistics to summarize data, understand the concepts of hypothesis testing, identify the appropriate statistical test based on the study objective, understand the importance of sample size calculations, analyze data more quickly and more accurately and thus interpret results reliably and confidently. The programme was coordinated by Mrs. Smitha.

District level Intercollegiate English Elocution Competition

A District level Intercollegiate English Elocution Competition on "Human Development Index (HDI) - What went wrong with India?" was organised in association with Issues and Concerns, a monthly awareness magazine on 29th September 2015 at conference hall. The main objective was to create awareness about need for right policy for human development. Ln. Kavitha Shastri, District Governor, Lions Club International was the chief guest who pointed out the need for human development. Mr.

Arpith, RJ, Radio Mirchi, Mangaluru, also an alumni, was the guest of honour. Prof. Aruna P. Kamath, Principal welcomed the gathering, Mr. J. Shriyan, Editor of Issues & Concerns introduced the guests and briefed about the importance of conducting such competitions on emerging issues. More than 21 students from colleges in South Canara and Udupi District participated in the competition. Dr. G. R. Krishnamurthi, Founder Director, TIME Institute, Mrs. Prathibha Kulai, Corporator of Mangaluru City Corporation and visiting faculty of Industrial houses and Ms. Megha Kamath, Lecturer, Canara PG Centre, Mangaluru were the judges. The programme was co-ordinated by Mr. Thrishanth Kumar.

Prize Distribution programme of District Level Intercollegiate English Elocution Competition

A prize distribution programme of District Level Intercollegiate English Elocution Competition on the "Human Development Index (HDI)-What went wrong with India?" as a part of the 15th Anniversary of Issues and Concerns Magazine was held on 9th October, 2015 at 4.00 pm in the conference hall.

Prof. B. M. Hegde, Former Vice Chancellor of Manipal University presided over the programme. Mr. Ronald A. Fernandes, Press Club Mangaluru released the 15th anniversary Issues and Concerns Magazine. Mr. J Shriyan, the editor of 'Issues and Concerns' gave an overview about the importance of the magazine as well as competition. Prof. Ravishankar, Head of the English Department, Mangalore University and Principal Mrs. Aruna P. Kamath and coordinator of the programme Mr. Thrishanth Kumar were present. Francita Steffi from St. Mary's College, Shirva bagged first place, Deepthi Jyothi D'Cunha from Besant Women's College Mangaluru and Mr. Lionel Kenneth from S.D.M Law College, Mangaluru bagged second and third prizes respectively. Apart from this, five participants bagged consolation prizes too. Programme ended with national anthem sung by Ms. Priyanka. The programme was compeered by Ms. Rasmiya Sheik.

Interclass Variety Entertainment Competition

Fine arts association organized the most awaited event of the year, interclass variety competition on 15th August 2015. The theme of the competition was "Making India Proud" for the first year students, "Role of Youth in Building a Better India" for the second years and "Strengthening



India to be a Global Leader" for the third year students. The objective of the programme was to instill the spirit of patriotism. All the classes were given 15 minutes for the performance and 3 minutes for stage setting. They presented various skills, mime shows, dance and other variety entertainment programme based on the given themes. Mr. Viddhu Ucchil, Mr. Christopher John D'Souza and Mr. K. V. Raman, theatre artists were the judges. The staff coordinators were Mrs. Renuthakshi and Mrs. Jyothi.

Observation of Sadbhavana Day

In order to mark the importance of communal harmony, 20th August 2015 to 3rd September 2015 is celebrated as communal harmony fortnight. Accordingly, the NSS unit of the college celebrated Sadbhavana Day on 20th August 2015 in the college conference hall. After briefing the students about the need and importance of communal harmony, an oath was administered to the NSS students by the NSS officer. The students pledged that they will work for emotional oneness and harmony of all the people.

NSS -One day camp at Mangalajyothi Integrated School

NSS units of college organized one day camp on 23rd August 2015, at Mangalajyothi Integrated School, Vamanjoor. NSS volunteers assembled at the venue at 8.30 a.m. Before commencing the shramadhan, volunteers were enlightened about the importance and need of shramadhan. They were briefed about how shramadhan will help in achieving the objective of NSS which is personality development through community service. The students were then divided into groups. Each group was assigned a group leader who had to divide the work among the members and supervise the work assigned to their group.

Volunteers started their work at 9.00 a.m. and continued up to 1.00 p.m. Mangalajyothi ITI campus was cleaned. 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 opined that, 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 officers, Mrs. Kavitha Prabhu and Mr.

Deviprasad, and faculty Mrs. Deepa D. Hegde, concluded day's programme by appreciating the work done by the volunteers and offered suggestions for improvements.

PTA Annual General Body Meeting

The PTA annual general meeting was held on 3rd September 2015 at 3:00 pm in the college auditorium. The PTA president Mr. B. Sathish Padival was the chief guest for the programme. The programme commenced by invoking God's blessing by Ms. Priyanka of III BBM 'C'. 242 students of present second and final year BBM, BCA and BA (HRD) were felicitated by giving cash incentives for securing 85% and above in theory subjects and 95% and above in practical or project work. Thirty nine students of BBM, sixty nine students of BCA and five BA (HRD) students who secured distinction in the Mangalore University examinations conducted during the April/May 2015 were felicitated by awarding Silver Medal and Certificates. The distinction holders gave their feedback. Eleven staff members were also felicitated for their achievements during the academic year 2014-15. The election of new office bearers was conducted by the Principal, Mrs. Aruna P. Kamath. Mr. Rajesh Shetty was selected as the President and Mr. Krishnappa M. was selected as joint secretary. Few parents also gave their valuable suggestions and feedback.

The chief guest, in his address, spoke about the role of parents in upbringing of their children. He mentioned a few real instances where cooperation of the teachers and parents can help the students to choose right career options. He concluded by saying that parents must play an active role in the education of their children.

Mrs. Aruna P. Kamath, Principal, welcomed the gathering, Mr. Thrishanth Kumar, treasurer of PTA, proposed vote of thanks. The programme was compeered by Mrs. Jeevitha D. Mr. Arun E. Sequeira, coordinated the programme.

Teacher's Day Celebrations

On 4th September 2015, Teacher's Day was celebrated in the Conference Hall at 12:00 p.m. to honour the teachers of the institution and to pay reverence and gratitude for their selfless efforts in shaping the career of students in the august presence of Dr. Smitha Hegde, Associate Professor, St. Aloysius College (Autonomous), Mangaluru who was the Chief Guest on the occasion, Director, Dr.



Devaraj K, Principal Prof. Aruna P Kamath, Staff Coordinators Mrs. Shwetha Y. and Mrs. Gayathri K. were present on the dais. The day's celebration started with a prayer to God to reflect back the radiance of His worth. The blessings of the Almighty were invoked by Ms. Priyanka and Mr. Rajath. Student coordinator Ms. Simona Fernandes formally welcomed the gathering on this august occasion. The significance of celebrating Teachers' day was rightly put forward by Mr. Shambu Nath P. who illustrated various instances where national legends such as Dr. A.P.J. Abdul Kalam, and Dr. Sarvapalli Radhakrishnan expressed their urge to be called as 'teacher' rather than titles of 'Missle man' or 'President of India'. After enunciating the importance of Teacher's Day, Ms. Agnela Pais introduced the Chief Guest of the program. The Chief guest Dr. Smitha Hegde was honoured by Director, Dr. Devaraj K. and Principal, Prof. Aruna P. Kamath.

Thereafter, Dr. Smitha Hegde kept the audience enthralled with her jovial words. She stated the influence her father has had on her life in making her a true professional in all ways by citing various life examples. She said that teachers in India unlike the West are considered more than mere professionals and underlined the fact that a teacher must feel while teaching than just impart information. Director, Dr. Devaraj K, in his presidential address, emphasised that, like Dr. Smitha Hegde, everyone should aim at reaching great heights avoiding all the obstacles that hinder one's path on the way to success. He also enunciated Dr. S. Radhakrishnan's life history and highlighted his invaluable characteristics viz. his simplicity, his humbleness, his clarity in thinking, his capacity of teaching and his concern towards the society. Following the Presidential address, the teaching and the non-teaching staff of our institution were honoured by chief guest, Dr. Smitha Hegde by presenting mementos as a token of love and appreciation for being the pillars of strength and support of the institution and for being instrumental in moulding the character of students by instilling good values and knowledge. The programme was compeered by Mr. Sanjeeth Rodrigues. The vote of thanks was proposed by Ms. Amra Arabi.

Talk on opportunities for Higher education

On 26th August 2015, the placement cell conducted a talk on "Opportunities for Higher Education" for II BBM. Mr. Ganesh Hebbar, Trainer, TIME Institute, Mangaluru

addressed the gathering and gave in depth information about Higher education, competitive exams and preparation for such exams. He also stressed on MAT, CAT, KAS, IAS and other competitive exams. Ms. Jestine welcomed the gathering. Mr. Thrishanth Kumar coordinated the programme.

Hindi Day Celebration

The Hindi Department had organized Hindi Day Celebration and a guest lecture on the topic "Media and Hindi " on 22nd September 2015 in the conference hall. The chief guest was Mrs. Dr. Nagrathna Rao, University College, Mangaluru. The chief guest, in her address, spoke about the importance of Hindi language. Through education and media Hindi has been gaining popularity throughout India, she said. Mrs. Madhumathi, faculty also addressed the gathering. Hindi shayari's were recited by Savad and Jaspreeth Sing. Ramya briefed about the importance of Hindi day. The programme was compeered by Prabhashree. Mrs. Jyothi introduced the guest. Vote of thanks was proposed by Mrs. Shalini.

Discussion on HRD Themes

IQAC organized a group discussion on the 20 themes identified by HRD for improving higher education. IQAC members enlightened the faculty about 20 themes like Governance Reforms for Quality, Improving the quality of regulation, Integrating Skill Development in Higher Education, Opportunities for Technology Enabled Learning, Bridging Gender and Social Gaps in Higher Education, Linking Higher Education to Society and Sustaining Student Support Systems in Higher Education. Principal, Mrs. Aruna P. Kamath pointed out the need for a proactive role to be played by the faculties whenever a change is contemplated in the education policy of the country. Later, based on the NAAC Criteria the themes were divided among the teacher and each criterion in charge took the lead. After a brain storming session among the members, ideas generated were submitted to IQAC. Further IQAC members compiled the report to be sent to Mangalore University.

This exercise enabled the faculty to know the changes taking place in the field of higher education and enabled them to contribute their ideas towards improvement of higher education in the country.

GUEST LECTURES

How the Young Students Stay Healthy

The English department organized a guest lecture on the topic "How the young students stay healthy" for II B.com on 4th August 2015 at 2.00 pm. The Resource person was Dr. Mahshan K. M., Department of Respiratory Medicine, A. J. Institute of Medical Sciences, Kuntikana. He pointed out that it is very important to cut down sugar, caffeine, soft drinks and junk foods. He also stressed that one must not be addicted to smoking, alcohol or drugs. He gave few tips to the students like stay positive, exercise daily and have food on time. He suggested that spend less time on playing in computers, laptops, cell phones or video games or watching TV but rather exercise, even while watching TV they could sit on the floor, do sit-ups and stretches or use hand weights, stationary bike, treadmill or stair climber. He advised them to have 3 healthy meals a day which should include at least 4 servings of fruits, 5 servings of vegetables and 4 servings of dairy products. Drink plenty of fluids before, during and after any exercise. They should sleep 9 to 10 hours daily. He wished them luck and said that they should always be positive and happy in whatever they do. The guest lecture helped in showing the students the importance of being healthy and it also encouraged them to stay healthy with good habits.

Hindi Ke Pracheen Kavithavomein Kaviyonka Parichay

A guest lecture was organized by Hindi department on 5th August 2015 in conference hall on 'Hindi Ke Pracheen Kavithavomein Kaviyonka Parichay' by Dr. Rajeeva C., Professor HOD, Hindi Department, Alvas College, Moodbidri for I BBM A and C. The objective was to provide an insight about the writer's views and thoughts in their poetry.

In his session, Dr. Rajeeva C. explained about different poets and the main theme of their poetry. He conducted a quiz in which the students actively participated. Hindi lecturers, Mrs. Shalini and Mrs. Jyothi coordinated the programme.

Career Guidance Programme

The placement cell and Commerce Department jointly organized a career guidance programme for I B.com on 10th August 2015. The resource person was Mrs. Vasumathi Shetty from ACCA (The Association of

Chartered Certified Accountants). She informed that ACCA is strongly represented in key accounting organisations and committees such as IFAC. ACCA members hold a variety of senior position ranging across professional services, commerce, industry and financial services. The talk motivated the students to think seriously about their career. The programme was coordinated by Mrs. Preethika and Mr. Thrishanth Kumar.

Awareness about Women Health

A guest lecture was organised on 20th August 2015 by the Women's Cell to create awareness on Women's Health. The resource person was Dr. Kavitha, M.D, DNB, Consultant Radiologist and Oncologist, A. J. Cancer Centre, Mangaluru. She spoke about the diagnostic methods and treatments available for the disease. She stressed the need to avail medical help in the early stages of the disease for the cure to be effective. Mrs. Jyothi coordinated the programme.

Attitude and Personality Development

A value education programme on the topic "Attitude and Personality Development" was organized for the students of III year BBM 'C' Section and I Year BCA 'A' Section on 27th August 2015 at Conference Hall. The resource person was Mr. Manjunath D, Co-Proprietor of Nisarga Publicity, Advertisement and Event Management. The programme was coordinated by Mrs. Rashmi T.

How to have an edge in IT Industry

A guest lecture was organized for the students of III BCA on 2nd September 2015 by Mr. Iqbal Ahmed Muyunudin, Managing Director, Techno Pulse, Mangaluru on the topic "How to have an edge in IT Industry" with the objective of imparting the knowledge about requisites of various IT industries in India. He spoke on the importance of certification in IT Industries and benefits of knowing software languages as per the industry demands. He also explained how to bridge the gap between academics and IT industries. The programme was coordinated by Mrs. Shashikala Shetty.

Internet of Things

A guest lecture on "Internet of Things" was organised on 15th September 2015 for III BCA. Mr. Ruban S., Asst. Professor, Dept. of M.C.A, St. Aloysius Institute of Management and Information Technology, Beeru was the



resource person. The main objective of the programme was to give an insight to the technology that will change our lifestyle in a few years. The Internet of Things (IoT) is a scenario in which objects, animals or people are provided with unique identifiers and the ability to transfer data over a network without requiring human-to-human or human-to-computer interaction. IoT has evolved from the convergence of wireless technologies, micro-electromechanical systems (MEMS) and the Internet. Mr. Ruban S told the students that the first Internet appliance, for example, was a Coke machine at Carnegie Mellon University in the early 1980s. The programmers could connect to the machine over the internet, check the status of the machine and determine whether or not there would be a cold drink awaiting them, should they decide to make the trip down to the machine. Many examples were given to the students and all were excited how the future is going to be. Ms Bhavithashree of III BCA 'A' welcomed the gathering. Mohammed Haseeb Assadi of III BCA 'B' proposed vote of thanks. The programme was coordinated by Mrs. Divya Uchil.

Career Guidance Programme

Career Guidance Programme was organized for III BBM and III BA (HRD) by Placement Cell on 21st September 2015. The resource person was Dr. A Sreedhar Kumar, Regional Manager, ICFAI Group, a representative of IBS Business School. Dr. Sreedhar spoke to the students on the transition from campus life to corporate life that every management student has to go through. He explained the various differences between the two worlds and the ways to adapt to these changes. He used various examples to make the students understand better. He concluded his talk by giving a brief introduction to IBS business school and how institutions like IBS further enhance the skills of students for a better future in the corporate world, which as rightly exemplifies the saying - survival of the fittest. This session enlightened the students and gave them a better idea of the corporate world that they would be entering in a few months ahead. Rasmiya Sheikh of III BBM C welcomed the gathering and compeered the programme. Ms. Dhriti Divakar of III BBM C proposed the vote of thanks. The programme was coordinated by Mr Thrishanth Kumar and Mrs. Preethika.

Health Awareness Programme

A Guest lecture was conducted by Rovers and Rangers unit on 'Health Awareness' on 22nd September 2015. The resource person was Dr. Naveen, A. J. Hospital, Mangaluru. He explained the students about cancer which is a complex group of diseases with many possible causes. In the session students learnt more about the known causes of cancer, including genetic factors; lifestyle factors such as tobacco use, diet, and physical activity; certain types of infections; and environmental exposures to different types of chemicals and radiation. The objective of the programme was educating students about the reasons for cancer and to create awareness why use of tobacco and related items should be avoided which are harmful to the human body. The programme was coordinated by Mr. Thilakraj and Mrs. Jyothi.

INDUSTRY INSTITUTE INTERFACE (YASHA 2015)

Corporate Expectations from Fresh Graduates

A guest lecture on the topic "Corporate Expectations from Fresh Graduates" was held on 6th August 2015 for III BBM 'A' and 'B' and III BA (HRD) students. Mrs. Gayathri Shetty, Asst. Professor, MBA Department, Sahyadri College was the resource person. She has also served in HDFC Bank as Asst. Manager in Wholesale Banking Operations Department. The main objective was to make students aware about the qualities to be possessed to enter the corporate world. She enlightened the students about the work culture in the corporate world. She gave an insight on expected behaviour in an organisation. She pointed out that the good communication skills, domain skill, right attitude contributes for better performance. She also advised to set clear goals for themselves and encouraged them to make their resume richer with additional courses. It was a very informative and interactive session. The programme was coordinated by Mrs. Smitha M and Mrs. Supritha.

Career Guidance in IT sector

As a part of Yasha 2015, which is a programme to encourage entrepreneurship among the students, the BCA department organized guest lecture on 'Career Guidance in IT sector' by the resource person Miss. Seema M., Corporate Technical Trainer at ProBits Technologies Pvt



Ltd., Moodbidri on 12th August 2015 for the I BCA students. The specific objectives of the lecture was to facilitate student's potentials to equip them with functional knowledge, values and attitudes, desirable habits and skills needed by them to cope up with the changes in their environment. To help the students in coming up with personal career goals and also to enlighten them on various career opportunities and to assist them in identifying their strengths. The speaker in her talk spoke about how to choose right career in IT. She also gave guidance on how to prepare for competitive examinations which consist of aptitude knowledge, both reasoning and quantitative knowledge. She gave many important and useful tips on various techniques for improving soft skills, technical objective clearing tips, technical subjective clearing tips and various tips to tackle HR rounds. The programme was coordinated by Mrs. Sowmya Jyothi.

STUDENT FACULTY PROGRAMME

Tax Planning Vs Tax Evasion

On 13th August Finance Association organized Student faculty programme for II BBM on the topic "Tax Planning Vs Tax Evasion" by Shambunath of III BBM B. The objective of this programme was to give awareness to the students about tax planning and unlawful tax evasion.

Traditional and Modern Techniques of Controlling in Management

Commerce Department had organized a student faculty programme for the first year students on the concept of "Traditional and Modern Techniques of Controlling in Management" on 21st August 2015. The lecture was delivered by Ms. Simona Fernandes from final year BBM. The objective of the programme was to encourage the first year student to identify the concepts of MIS, Kaizen, and budgetary control in a simplified version. The programme was coordinated by Mrs. Manju H.

Developing Communication Skills

The English Department organised a student faculty programme for the I BCA 'A' on 26th August 2015 on "Developing Communication Skills" by Rasmiya Sheik of III BBM 'C'. The objective of this programme was to enhance their communicative skills and make them aware of the some common errors committed.

Improving Presentation Skills

The English Department organised a student faculty programme for the I BBM 'C' on 27th August 2015 on "Improving Presentation Skills" by Rasmiya Sheik and Dhirti Divakar of III BBM 'C'. The objective of this programme was to improve their writing skills and highlighting the method of how to make presentation.

Motivation

HR association organized a Student Faculty Programme on "Motivation" for II BA (HRD) on 27th August 2015 by Mr. Vikram and Ms. Ruhinaaz of III BA (HRD). The objective of the programme was to highlight the need for motivation which can enable an individual to attain success. They spoke on, how motivated people come out with new ways of doing things. Students were shown motivational videos to explain how motivated individual can reach his goal and be successful in life. The programme was coordinated by Ms. Parinita.

Learning Values

On 7th September 2015, Language Department organized Student faculty programme on "Learning Values" for I year students by Dhriti Divakar, III BBM C, Sanjeeth Rodrigues III BBM D and Shivprasad V. Bhat, III BCA. The objective of this programme was to inculcate values of life among the students. Mrs. Jeevitha D. and Mrs. Jyothi coordinated the programme.

Theories of Motivation

Commerce department organised a student faculty programme on "Theories of Motivation" for the I B.Com on 22nd September 2015 by Mr. Nishal D'Souza of III BBM 'B'. The objective of the programme was to create awareness on motivational factors. The programme was coordinated by Mrs. Manju.

Digital India

The Economics Department organised a student faculty programme for the I BBM on 25th September 2015 on "Digital India" by Prithvi from II BBM 'A'. Importance on e-governance in transforming India in to a digitally empowered society was discussed. How digital India also aims to simplify the procedure of doing business in the country was pointed out. Active interaction took place during the session. The programme was coordinated by Mrs. Shashikala K.G.

How to face an Interview

HR association organized a Student faculty programme for the I BA (HRD) on 28th September 2015 on the topic "How to face an Interview" by Ms. Dhriti of III BBM C with the objective of preparing them to face the interview with confidence. She explained how the candidates can convert their weakness into strength for their personal growth and also stressed on the importance of communication skill. She conducted few activities to test their communication skill. It was an interactive session. The programme was coordinated by Mrs. Anasuya.

EXTENSION ACTIVITIES

Taruni Samavesha

Students participated in the one day women empowerment programme organized by Rashtra Sevika Samithi (RSS).

Laksha Vraksha

NSS students attended Laksha Vraksha Programme organized by Govt. of Karnataka at Loyola Hall, St. Aloysius College Mangaluru on 10th August 2015.

Visit to an Exhibition

Students visited an exhibition at Besant Women's College on 11th August 2015 on the topics E-Commerce, Investment Management, and Stock Market concepts. The objective of the programme was to encourage the targeted group to identify the innovative practices which can be adopted in different fields of their studies. The students were guided by staff incharge, Mrs. Manju H.

Life and Achievements of Dr. A. P. J. Abdul Kalam.

Collage competition was conducted on the topic "Life and Achievements of Dr. A.P.J Abdul Kalam" on 12th August 2015 at NITK English Medium School, Surathkal by BCA Department. Mr. Gurudas III BCA 'A' showed the video about Dr. A.P.J. Abdul Kalam. Mrs. Shashikala Shetty coordinated the competition.

SDIT Innovative Starts up 2015- 16

Final year BCA students visited an exhibition "SDIT Innovative Starts up 2015- 16" on 21st August 2015 organised by Shri Devi College. Mrs. Shashikala Shetty and Mrs. Shashiprabha coordinated the visit.

Visit to Annual Management Exhibition at Sri Devi College

On 21st August 2015, the final year BBM and BA (HRD) students visited the Annual Management Exhibition with the theme "Innovative Start-Ups" organized by Shee Devi Institute of Technology. The Students were escorted by Mrs. Shashikala K. G and Mrs. Vasudha.

Factory Visit

Our students visited different factories to get industrial exposure. Final year students visited Campco Chocolates Ltd., Puttur on 8th & 22nd August 2015. Second year students visited to Karnataka Milk Federation (KMF) Kulshekar on 25th & 31st August 2015. First year students visited Canara Workshop on 22nd & 25th August 2015.

All India Radio - Yuva Vani

The English Department presented a programme in the 'Yuva Vani', at All India Radio, Mangalore on the theme 'Energy Conservation' which is the international need of the hour. The programme was broadcasted on Sunday 29th August at 6:15 pm.

Visit to Electrical power project

On 29th August 2015 team of enthusiastic students of Economics Association visited Bhoruka Electrical power projects at Koyyur, Belthangadi Taluk as a part of extension activity under the guidance of staff in charge Mr. Prasanna Kumar. Bhoruka sells power to customers directly, located anywhere in the State of Karnataka. The power is transmitted with the help of the existing transmission lines belonging to the KPTCL (Karnataka Power Transmission Corporation Ltd.) through Wheeling & Banking Arrangement. The main objective of this visit was to gain insight into the functions of Electrical Power Plant.

Women Cell

As a part of the activities of the Women Cell, the students of the college attended a rally on 16th September 2015 project ANGEL. The objective of the rally was to create awareness about safety among children, parents and teachers. A large number of students took part in the rally.

A visit to Chirantha Charitable Trust

The students of the Rovers and Rangers association accompanied by staff coordinator Thilakraj visited Chirantha Charitable Trust, home for geriatric health care,



located at Idya, Surathkal on 1st August 2015. The people living in the homes shared their life experiences with the students. They also shared vital lessons of life with the students who listened intently. The visit to the homes was a rewarding and heartwarming experience for both the students and the inmates of the home.

Drawing competition

The college Rovers and Rangers association organised drawing competition at Mangaladevi Temple, Mangaluru premises on 17th September 2015 for the students of local area and winners were honoured with attractive prizes. The event helped children to seek order as a means to define their world and understand things in context and it also allowed children to creatively explore new ideas.

Mime Show on Organ Donation

NSS units of the college in association with AJ Hospital, Mangalore organized a mime show at the City Centre Mall on 20th September 2015 on the theme Organ Donation, called "Jeevan Veleena". This programme brought awareness among the crowd that had gathered in large numbers about the purpose of donating organs, to human beings in need.

Street play

On 26th September 2015 a street play was organized at Ballal Bagh Circle by NSS Students. This campaign brought awareness among people to maintain safety standards while driving/riding on roads, and also bring awareness about organ donation.

Street play on Swachha Bharath

A street play on "Swachha Bharath" was organised by the Rovers and Rangers unit at Someshwar on 4th October 2015. This programme brought awareness among the crowd about the importance of cleanliness. Large group of gathering appreciated the presentation made by students.

Medical Camp

Rovers and Rangers unit of the college in association with doctors from KMC Hospital, Attavar, organised a medical camp on 5th October 2015 at Someshwer temple, with the objective to facilitate access to health care in rural areas, both general and specialised (eye, children, skin, Ortho, ENT) to the general public. More than 262 Patients were registered. Patients with mild disorders were distributed free medicines during the camp and those with

serious disorders were referred to the nearest primary healthcare centre. Follow up of the patients will be done through the health volunteers. Spectacles were distributed to 83 patients.

SKILL ENHANCEMENT ACTIVITIES

Commerce Department

Book review

The department organised a book review on the book "Wings of Fire" written by Dr. A.P.J. Abdul Kalam on 3rd August 2015 for I B. Com and was done by Ms. Rashmi Rai. The objective was to motivate the students. It is an autobiography which is well composed and revolves around the life of Dr. Kalam, a renowned scientist, as he shares his experience and the minute details of his life. The book has put together the delicate facts of his personal life. His family background, the pain and suffering he went through and recollected himself is commendable. He was an influential personality impacted very deeply and gave a glimpse of how the power of positive thinking can help achieve all over. The book also comprises of a balance of details of technological and political challenges faced to prosper in aeronautical and space programme. The programme was coordinated by Mrs. Manju H.

Book review

The department organized a book review on "Managing through People" written by 'Dale' on 3rd August 2015 for the first year students. The objective of the programme was to develop a creative idea on managerial concepts in the minds of the students. The book review was delivered by Ms. Shabah from first year B.Com. The book helps the readers to learn that managerial duties are similar even where functional responsibilities differ. It helped to identify the setting up of objective, plan for short, intermediate and long term activities, organize the departments, direct, co-ordinate and control the efforts. The programme was co-ordinated by Mrs. Manju H.

Campus Quiz

On 18th August 2015 the association conducted a Campus Quiz in room no 203 at 3.30 pm. The Competition was related to topics on current issues, GK & modern developments in commerce. Many teams from First year, Second & Third Year actively participated. It was a very informative session. The programme was co-ordinated by Mrs. Veena D. Kotian.

Pick and Talk

On 27th August 2015, the association conducted a Pick and Talk competition in room no 203 at 3.30 pm. The topics given were related to modern business world & commerce. Many students actively participated and each participant was given 3 minutes of time to present their topic. The event was judged on the basis of presentation, communication and contents. Mr. Gururaj & Mrs. Deepashree Shenoy were the judges. The programme was co-ordinated by Mrs. Veena D. Kotian.

Mock Press

A skill based competition Mock Press was organized on 28th September 2015 in room no. 202. The objective of the programme was to evaluate person's ability to communicate and face the allegation. It was a platform for critical discussion. It was an individual competition where the names of CEO were given to participants. They had to enact like the CEO and face the questions from press. Participants were judged on the basis of the presentation, communication and their convincing ability. Event was judged by Mr. Gururaj.

NSS

Campus Cleaning

NSS units of the college organized a campus cleaning on 3rd August, 2015. Volunteers were asked to assemble in the college basement at 3.00 p.m. Students were then divided into groups and assigned places around campus to clean it. College entrance, parking place, college ground and basement path was cleaned by the students. Around 50 students participated in this event. Mrs. Kavitha Prabhu and Mr Deviprasad, NSS programme officers organized the programme.

SCAN Association

IT collage

IT-Collage event was organized on 11th August 2015 in Lab D. at 3:00 p.m. It was an individual event where the participants were given a topic on the spot and the related data and images were taken from the Internet. Using the downloaded information the participants were supposed to prepare a collage using MS-Paint. The objective of this event is to test the creativity of the students. Time allotted was 15 minutes. The topic was 'Dr. A.P.J Abdul Kalam's India Vision 2020'. Judging was done on the basis of the

participant's creativity, overall presentation, relevance and neatness. Many participants took part in this event. The event was judged by Mr. Arun F Sequeira. The programme was co-ordinated by Mrs. Sowmya Jyothi.

Toggle Toggle

The association organized an event 'Toggle Toggle' on 20th August 2015 in Room 207 at 4:00 p.m. The objective of this event was to test the participant's communicative skills and their ability to cope under pressure. Large number of students from BCA, BBM, BA (HRD) and B.com participated in the event. The participants were given topics with dual meanings and 1 minute preparation to speak; the participant would then switch topics on hearing the word "toggle" given by the judges. The Event was judged on the basis of the participants on the spot thinking and speaking capacity. Ms. Muthamma C.A and Mr. Manoj K of Final Year BCA were the student's in-charge. Mrs. Sowmya Jyothi and Ms. Parinita Salian were the judges for the event. The programme was co-ordinated by Mrs. Shashiprabha.

Economics Department

Paper presentation competition

Economics department conducted Paper presentation competition on 26th August 2015 at 3 p. m. in room no.207. It was an individual event on the topic "E-services in the banking sector problems and challenges". The major objective was to inculcate research culture amongst students and to provide a great platform for their intellectual stimulation and to develop competencies of students. It was conducted with an intention to explain the changing banking scenario, to analyze the impact of liberalization, privatization & globalization and to study the challenges and opportunities of national and commercial banks in changing banking scenario. In addition to this, an attempt is made to understand the significance of banks in India. It also helped the students to identify opportunities and challenges faced by banks in E-Banking services and to understand the reasons for adopting or not adopting E-Banking services.

Book Review

The book review on "Chanakya Management" by Ashok R. Garde was conducted for the benefit of I BBM on 22nd September 2015. The review was done by Ms. Chrismitha



D'Costa. The objective of the review was to develop critical reading skills by identifying the author's perspective. It helped to analyse evaluate and judge the contents of the book. Chanakyas Arthashastra deals with the different aspects of managing a kingdom, including management of men. The principles contained on Chanakya's work have the unique distinction of being used successfully in practice to achieve good results on a sustainable basis. There exists enough evidence to show that these systems even when meticulously and earnestly adopted in India, rarely take roots or produce the desired results. This book on the management philosophy and practice of Chanakya is the author's earnest attempt to help Indian readership to become familiar with the great work of the First Total Management Guru of the world. The staff coordinator was Mrs. Shashikala K.G.

Literary Association

English Department

Wrong People at Wrong Situation

The Literary association conducted a competition "Wrong people at wrong situation". The student coordinators were Ms. Aiswarya and Ms. Dhirti. The staff coordinator was Mrs. Madhumathi J. Raja.

Debate Competition

The association conducted debate competition in English on the topic "No Honking in Mangaluru city" on 24th August 2015. The main objective was to make students aware about the importance of fighting the problem of excessive honking of vehicles in the city. A large number of students participated with great enthusiasm. It also gave them an opportunity to speak out their ideas and views and bring out their creativity.

Elocution competition

The association conducted an elocution competition in all the three languages on 24th & 29th August 2015. The competition gave the students an opportunity to speak their views on the various topics given to them. In English, the topic chosen was 'A tribute to Dr. A.P.J. Abdul Kalam' and gave the students an opportunity to speak about his impact on the youth.

In Kannada the topic was ?????? ????? ??????????. The objective was to give the students an opportunity to bring out their public speaking skills.

Word Puzzle

The association conducted a word puzzle competition in English on 24th & 29th August 2015. The puzzle was based on the topic "Social problems in India". The competition acted as a good brain storming exercise for the students and gave them an opportunity to put their skills to test.

Book Review

The department conducted the Book review which provides a descriptive, critical and evaluative account of the book. Mr. Rahulram reviewed the book "The Encyclopedia of Psychoactive Drugs " by Michael. E. Trulson. The presentation was done for the benefit of other students on 29th August 2015. The objective of the review was to develop reading skills by identifying the author's perspective. It helps to analyze, evaluate and judge the contents of the book. The student opined that the book is very interesting and it can make you change your perception about LSD and psychedelics and understand it better. The book is useful as it speaks about the use and misuse of the drug and how to help someone who is addicted to psychedelics. The outcome of the review was to make students aware in a simple manner about the use and disadvantage of the drugs.

Literary Quiz

On 18th September 2015, the association conducted 'Literary Quiz' in English. The students participated in teams of two. The objective of the quiz was to test the students' knowledge of English literature. The students participated with utmost interest and enthusiasm. The competition gave the students an opportunity to brush up their knowledge of English Literature and reminisce all the great works of literature. It also helped them know their literature better and reconnect with the famous stories and famous authors.

Pick and speak

On 18th September 2015, the association conducted 'Pick and speak' competition in English and Hindi. The participants were given topics on the spot. The objective of the competition was to bring out the spontaneity in the students and also test their presence of mind. A number of students participated in competition with great enthusiasm. The competition not only gave the students a platform to portray their public speaking skills and

creativity. It also gave the students a confidence boost and helped them overcome stage fear.

Story Narration

On 25th September 2015, the department conducted 'Story Narration' competition. The theme chosen for the competition was 'Humour'. The objective of the competition was to give the students a platform to come up with innovative stories and showcase their talent of storytelling. The competition gave the students an opportunity to showcase their creativity and bring out their humorous side. It helped in boosting the students' confidence and acted as an excellent stress buster.

Hindi Department

Elocution competition

The department organized elocution competition on 26th August 2015. The objective of the competition was to improve the communication skills. The topic given was Bharathiya samskruthi.

Naming the objects in Hindi

The department organized "Naming the Objects in Hindi" competition on 30th August 2015. Large number of students participated in the competition. Competition helped the students to improve their Hindi vocabulary.

Pick and speak competition

Pick and speak competition was organized on 18th September 2015 to improve the language skill. A good number of students participated.

H.R.D. Association - Resource Hub

Face off

'Resource Hub' - The H.R.D association conducted a 'Face off' competition on 4th August 2015 at 3 p.m. in room no 204. Topics were given on the spot. HRD related topics were given for the debate. The objective was to develop competencies of students and bring professionalism. It was conducted with an intention to give practical exposure to face challenges in business and industry. The students participated with great interest exhibiting their potential in those areas. The event was judged by Mrs. Vasudha and Mrs. Supriya based on the participant's communication and convincing skills.

Radio Tantra

The association conducted "Radio Tantra" competition on 26th August 2015 at 3 p.m. in room no 204. The participants were considered as radio jockeys and they were supposed to advertise an imaginative product which would be realistic but very pleasing to the market and convince the radio listeners that the product he is advertising stands apart from all the products of the same field in the market. The event was judged on the basis of participant's communication and the presentation skill. This event was judged by Mrs. Preethika Devadiga.

Flip Side

Competency based "Flip Side" competition was organized on 21st September 2015. It was an individual event where participants should appraise and reprobate on the situation / topics given. The activity aimed at enhancing the intellectual, interpersonal and personal capacities of the students. The event was judge on the basis of communication, comprehension, and stress management. The event was judged by Ms. Parinita.

Finance Association

Financial Crossword and Treasure Hunt

On 18th August 2015 the association conducted "Financial Crossword and Treasure hunt". The main objective of this activity is to increase thinking capacity of the students. Participants used their skills in solving the crossword and this was followed by treasure hunt. Many students actively participated in this competition. The event was coordinated by Ms. Sowmya Hegde.

Bid and Win

On 22nd August 2015 a competency based quiz was conducted to the students with the objective to develop competencies of students to meet the challenges of business, industry and service sector. The various questions from banking sector, insurance sector, corporate sector, stock exchange etc., were asked in the written quiz competition. After that students were asked to bid for the right answer they had written. The programme was coordinated by Ms. Sowmya Hegde.

Paper Presentation

On 24th August 2015 the association conducted paper presentation competition on the topic "Branchless Banking for Financial Inclusion". The main objective of conducting this activity is to increase the presentation skill of the



students and also acquaint the students about the alternatives of financial inclusion. This activity helped students to improve their communication skill and knowledge about financial inclusion. Many students actively participated. Mr. Prishanth Kumar and Mrs. Shweta Y were the judges. Ms. Sowmya Hegde coordinated the event.

Marketing Association (VENTA)

Tagline Competition

The association organized a Tagline competition on 10th August 2015. The objective of this competition is to provide an opportunity for the students to enhance their creativity, innovation skills and other techniques to make a Tagline for the given topic or product. Student coordinators were Deeksha P.N. and Santhosh Shet. The programme was coordinated by Mrs. Rashmi T.

Single Writing

Single writing competition was conducted on 25th August 2015. The objective of this competition is to enhance creativity, innovative skills and other techniques to write a single and promote the product. Student coordinators were Deeksha P.N and Santhosh Shet. The programme was coordinated by Mrs. Rashmi T.

Caption writing

The association organized Caption writing competition on 21st September 2015. The objective of this competition is to enhance the creativity skills in writing caption and promote the product. Student coordinators were Deeksha P.N and Santhosh Shet. The programme was coordinated by Mrs. Rashmi.T.

Business Law Department

Debate competition

The department conducted Debate competition on 21st September 2015 in Room number 206 at 3pm. This activity was conducted to enhance their knowledge and develop their communication skills. The topics for this competition were related to the current business issues and problems. There was a formal argument among the students and also a conclusion to the given topic. This helped the students to know the major problems of the current business position of our country and ways to solve them. The students learnt how to deliver their thoughts in the form of a speech. The judges for this competition were Mrs. Rashmi and Mr. Deviprasad.

Case analysis

A skill based Case analysis competition was conducted on 21st September 2015 in room no. 206 at 3.30pm. The objective of this competition was to test the analytical and decision making power of the students. A case related to Business law was given to the students. They were given 5 minutes to analyze the case and 3 minutes to write down their observation. This competition helped the students to learn and improve their vocabulary and decision making skills. The judge for this competition was Mrs. Deepashree Shenoy.

Fine Arts Association

Singing competition

The association conducted singing competition on 22nd September 2015 at 3pm in room no. 205. Students from various classes participated with competitive spirit. The competition was judged by Mr. Gururaj Bhat.

Traditional Day

On 23rd Sept. 2015, traditional day was celebrated in the college. All the students wore traditional clothing. The purpose of the day was to inculcate tradition in our day to day life.

Red Cross

Cooking without fire

The association conducted "cooking without fire" competition on 27th August 2015. Large number of teams participated in this competition. This competition was judged by Mrs. Ramya and Mrs. Dhevika. Mr. Prasanna Kumar and Mrs. Renuthakshi coordinated the competition.

Rovers and Rangers

Elocution competition

The association conducted an elocution competition in Tulu language on 24th August 2015. The competition gave the students an opportunity to speak their views. The topic chosen was "Tulunaddu Samskrithi". The objective of the event was to give opportunity to bring out their public speaking skills and to build confidence.

Teachers Day Best Message Contest

On the occasion of Teachers Day on 5th September 2015, IBS Business School with the SDMCBM organized a "Teachers Day Best Message Contest" for the students to express their love and gratitude for their beloved teachers. The students had to pen down their message for the teachers on the banner provided by IBS Business School. The banners were displayed for two days at college premises. 3 best messages were awarded to the Students.



Staff Participation in Activities outside the College

Mrs. Aruna P. Kamath

- Attended two days National Summit on "Quality in Education" organized by CII at Bangalore on 22nd & 23rd September. 2015.

Mr. Muralidhara Rao K.S.

- Awarded Doctorate degree by Mangalore University for his thesis on "An Evaluation of Bancassurance and Bancmarketing from an Indian Perspective with Special Reference to Coastal Karnataka".

Mr. Bharath Kumar Jain

- Escorted the Kabaddi Team to the Mangalore University for Intercollegiate Kabaddi Tournament on 5th & 6th October 2015 held at Sacred Heart College, Madanthyar.
- Participated in the officials meeting held at Alva's College, Moodbidri on 3rd October 2015 in connection with All India Inter-University Cross Country (Men -Women) Championship 2015 -2016.
- Participated as Technical Official in the All India Inter - University Cross Country (Men -Women) Championship 2015 -2016 held at Alva's college, Moodbidri on 10th & 11th October 2015.

Mrs. Smitha M.

- Participated in "Teachers' Got Talent 2015-2016" organized by St. Agnes College, Mangaluru on 29th & 30th August 2015.

Mrs. Jeevitha

- Participated in "Teachers' Got Talent 2015-2016" organized by St. Agnes College, Mangaluru on 29th & 30th August 2015

Mr. Arun F. Sequeira

- Attended BOS Meeting in Computer Science in SDM College (Autonomous), Ujire on 4th September 2015.
- Participated as an institution representative for a meeting with Prof. K. M. Kaveriappa, Former Vice Chancellor of Mangalore University to get guidance for the preparation of the report on Private University status on 26th October 2015 at SDME Society, Ujire

Mr. Ashwin L. Mendonca

- Attended a workshop on digitalization organized by Mangalore University on 21st Sept. 2015.

Mr. Thrishanth Kumar

- On 1st August, 2015 participated as a Resource person to give talk on "Dr. A.P.J. Abdul Kalam- His Life achievement and Contribution- Milestone" for students of Government Primary School, Bolara, Mangaluru.
- Attended National conference on "Green Marketing: Recent Issues and Challenges", organized by SDM College of Business Management and presented paper on the topic "A study on Consumer Behaviour on purchasing green products in Mangalore City" on 21st August 2015.
- Participated "Teachers Got Talent-2015" competition organised by St. Agnes College, Mangaluru on 29th & 30th August, 2015 and won second prize in Veg Carving and Skit competitions.
- Attended two days national seminar on "E-waste Management- Challenges and Opportunities" organised by Canara College, Mangaluru and presented paper on "E- Waste as a social Dilemma- Issues of social and environmental justice and the role of residents in Mangaluru City" held on 3rd & 4th Sept, 2015
- Participated as an institution representative for a meeting with Prof. K. M. Kaveriappa, Former Vice Chancellor of Mangalore University to get guidance for the preparation of the report on Private University status on 26th October 2015 at SDME Society, Ujire

Mrs. Manju H

- Participated and presented a joint paper on "Customer Perception towards E-Banking Services with special reference to Public and Private Sector Banks in Mangaluru" in the national level UGC Sponsored seminar organized by SVS College Bantwal on 14th August 2015.

Mrs. Gayathri

- Participated in "Teachers' Got Talent 2015-2016" organized by St. Agnes College, Mangaluru on 29th & 30th August 2015 won second prize in Skit Competition.
- Participated and presented a paper on "A study of Issues on workplace challenges and policies for women in IT sector" in the UGC sponsored National seminar on "Issues and Challenges in Global Workplace" organized by Besant Women's College on 29th October 2015.



Thilakraj G

Participated and presented a joint paper on "Customer Perception towards E-Banking Services with special reference to Public and Private Sector Banks in Mangaluru" in the National Level UGC Sponsored seminar organized by SVS College Bantwal on 14th August 2015.

Attended one day training programme for Rovers and Rangers Coordinators held on 3rd September 2015 at University College, Mangaluru.

Attended UGC sponsored one-day National Level Seminar on "Preparing 21st Century citizens through integration of Work based learning in higher education" organized by Besant Evening College, Mangaluru on 19th September 2015 and presented a joint paper on "A study on Work based learning modules".

Participated "Teachers Got Talent-2015" competition organised by St. Agnes College, Mangaluru on 29th & 30th August, 2015 and won second prize in Veg Carving and Skit Competitions.

rs. Madhumathi J Raja

Attended a talk on 'Integrating Life Skills, Culture and Values in our Education System' by Swami Sarvasthananda, Head, Sri Ramakrishna Ashrama, Rajkot on 8th Sept. 2015 at Manel Srinivas Nayak Memorial Besant Institute of P.G Management Studies Bondel, Mangaluru.

Participated in "Teachers' Got Talent 2015-2016" organized by St. Agnes College, Mangaluru on 29th & 30th August 2015.

rs. Kavitha Prabhu

Attended NSS Co-ordinator's meeting held at University College, Mangaluru on 4th Sept. 2015.

Participated in "Teachers' Got Talent 2015-2016" organized by St. Agnes College, Mangaluru on 29th & 30th August 2015

rs. Shashikala K. G.

Attended a talk on 'Integrating Life Skills, Culture and Values in our Education System' by Swami Sarvasthananda, Head, Sri Ramakrishna Ashrama, Rajkot on 8th Sept. 2015 at Manel Srinivas Nayak Memorial Besant Institute of P.G Management Studies Bondel, Mangaluru.

rs. Renuthakshi

Participated in "Teachers' Got Talent 2015-2016" organized by St. Agnes College, Mangaluru on 29th & 30th August 2015

Mrs. Jyothi

- Attended one day training programme for Rovers and Rangers Co-ordinators held on 3rd September 2015 at University College, Mangaluru.
- Attended one day workshop for Women Cell coordinators at University College, Mangaluru on 24th Sept. 2015.
- Participated in "Teachers' Got Talent 2015-2016" organized by St. Agnes College, Mangaluru on 29th & 30th August 2015

Mrs. Supreetha A

- Attended National Conference on "Green Marketing: Recent Issues and Challenges", organized by SDM College of Business Management and presented paper on the topic "A general study on Green Marketing in different sector" on 21st August 2015.
- Participated in "Teachers' Got Talent 2015-2016" organized by St. Agnes College, Mangaluru on 29th & 30th August 2015

Mrs. Shalini

- Participated in "Teachers' Got Talent 2015-2016" organized by St. Agnes College, Mangaluru on 29th & 30th August 2015

Mrs. Anasuya

- Attended UGC sponsored one-day National Level Seminar on "Preparing 21st Century citizens through integration of Work based learning in higher education" organized by Besant Evening College, Mangaluru on 19th September 2015 and presented a joint paper on "A study on Work based Learning Modules".
- Participated in "Teachers' Got Talent 2015-2016" organized by St. Agnes College, Mangaluru on 29th & 30th August 2015 won second prize in Skit Competition.

Mrs. Deepashree G.Shenoy

- Attended a National Seminar in Besant Women's College on 29th October 2015 on the topic "Issues and Challenges in Global Workplace".

Mrs. Shweth Y

- Attended a National Seminar in Besant Women's College on 29th October 2015 on the topic "Issues and Challenges in Global Workplace".

Mrs. Vasudha

- Participated in "Teachers' Got Talent 2015-2016" organized by St. Agnes College, Mangaluru on 29th & 30th August 2015

Mrs. Veena D. Kotian

- Participated in "Teachers' Got Talent 2015-16" organized by St. Agnes College, Mangaluru on 29th & 30th August 2015 won II prize in Skit Competitions.
- Attended a National Seminar in Besant Women's College on 29th October 2015 on the topic "Issues and Challenges in Global Workplace".

Mrs. Preethika D.

- Attended UGC sponsored one-day National Level Seminar on "Preparing 21st Century citizens through integration of Work based learning in higher education" organized by Besant Evening College, Mangaluru on 19th September 2015 and presented a joint paper on "Work based learning programmes offered in different institutions".

Ms. Sowmya Hegde

- Attended National conference on "Green Marketing: Recent Issues and Challenges", organized by SDM college of Business Management and presented paper on the topic "A study on Consumer Behaviour on purchasing green products in Mangaluru City" on 21st August 2015.
- Participated in "Teachers' Got Talent 2015-2016" organized by St. Agnes College, Mangaluru on 29th & 30th August 2015 won Second prize in Skit Competition.
- Attended two days national seminar on "E-Waste Management-Challenges and Opportunities" organised by Canara College, Mangaluru and presented paper on "E-Waste as a Social Dilemma- Issues of social and environmental justice and the role of residents in Mangaluru City" held on 3rd & 4th September, 2015

Mr. Deviprasad

- Attended National Conference on "Green Marketing: Recent Issues and Challenges", organized by SDM college of Business Management and presented paper on the topic "Green Marketing in Service Sector" on 21th August 2015.
- Participated in "Teachers' Got Talent 2015-2016" organized by St. Agnes College, Mangaluru on 29th & 30th August 2015 won second prize in Skit Competition.

Ms. Parinita Salian

- Attended UGC sponsored one-day National Level Seminar on "Preparing 21st Century citizens through integration of work based learning in higher education" organized by Besant Evening College, Mangaluru on 19th September 2015 and presented a joint paper on "Work based learning programmes offered in different institutions".
- Participated and presented a paper on "A study of Issues on workplace challenges and policies for women in IT sector" in the UGC sponsored National seminar on Issues and Challenges in Global Workplace organized by Besant Women's College on 29th October 2015.

Mr. Gururaj G

- Participated in "Teachers' Got Talent 2015-2016" organized by St. Agnes College, Mangaluru on 29th & 30th August 2015 won second prize in Skit Competition.
- Participated in the 4th International Workshop and Conference on "Emerging Trends in Finance and Accounting" organised by SDMIMD, Mysore from 20th to 23rd August 2015.

Mrs. Ramya Jinesh

- Attended a workshop on digitalization organized by Mangalore University on 21st Sept. 2015.

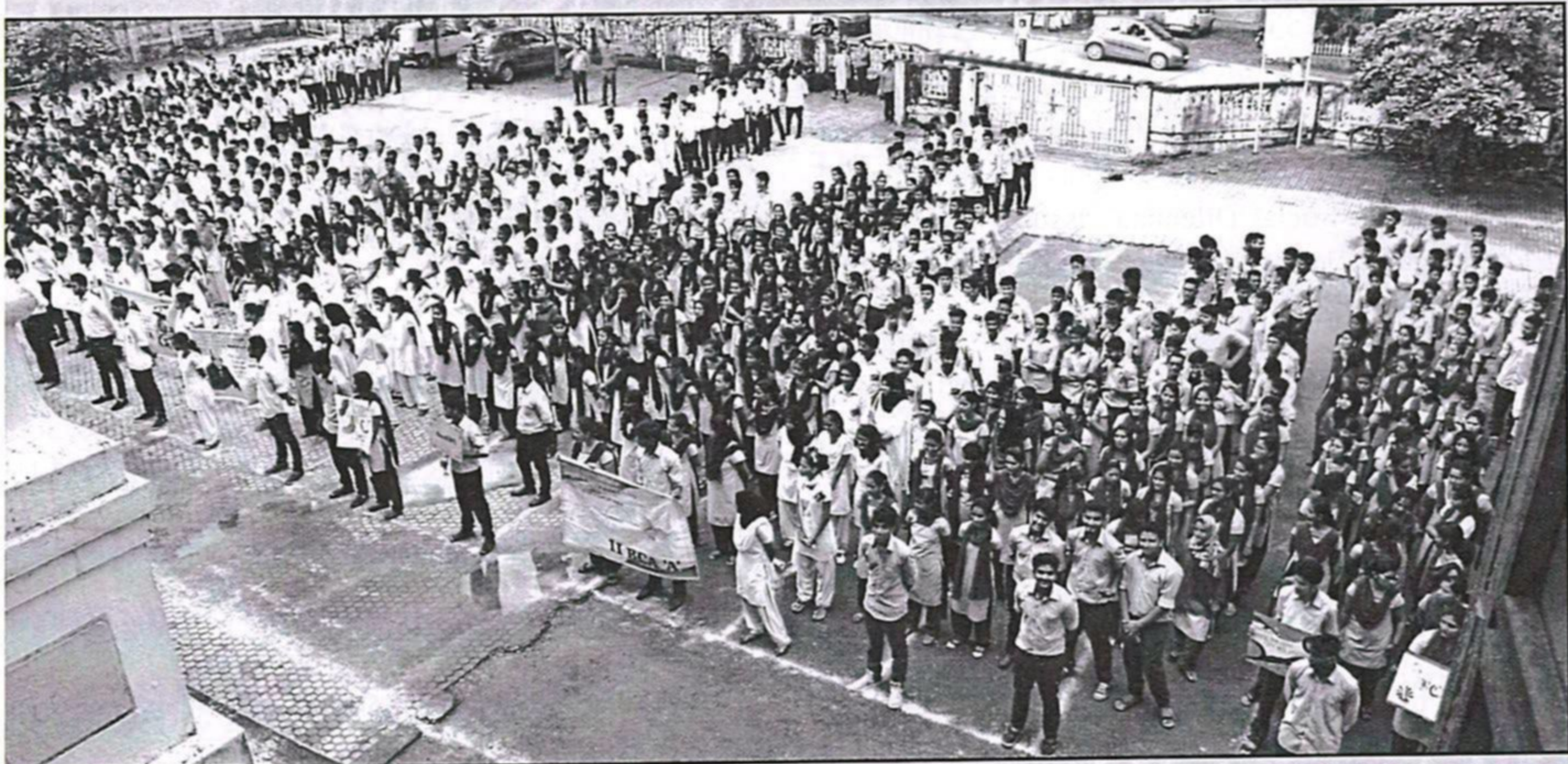
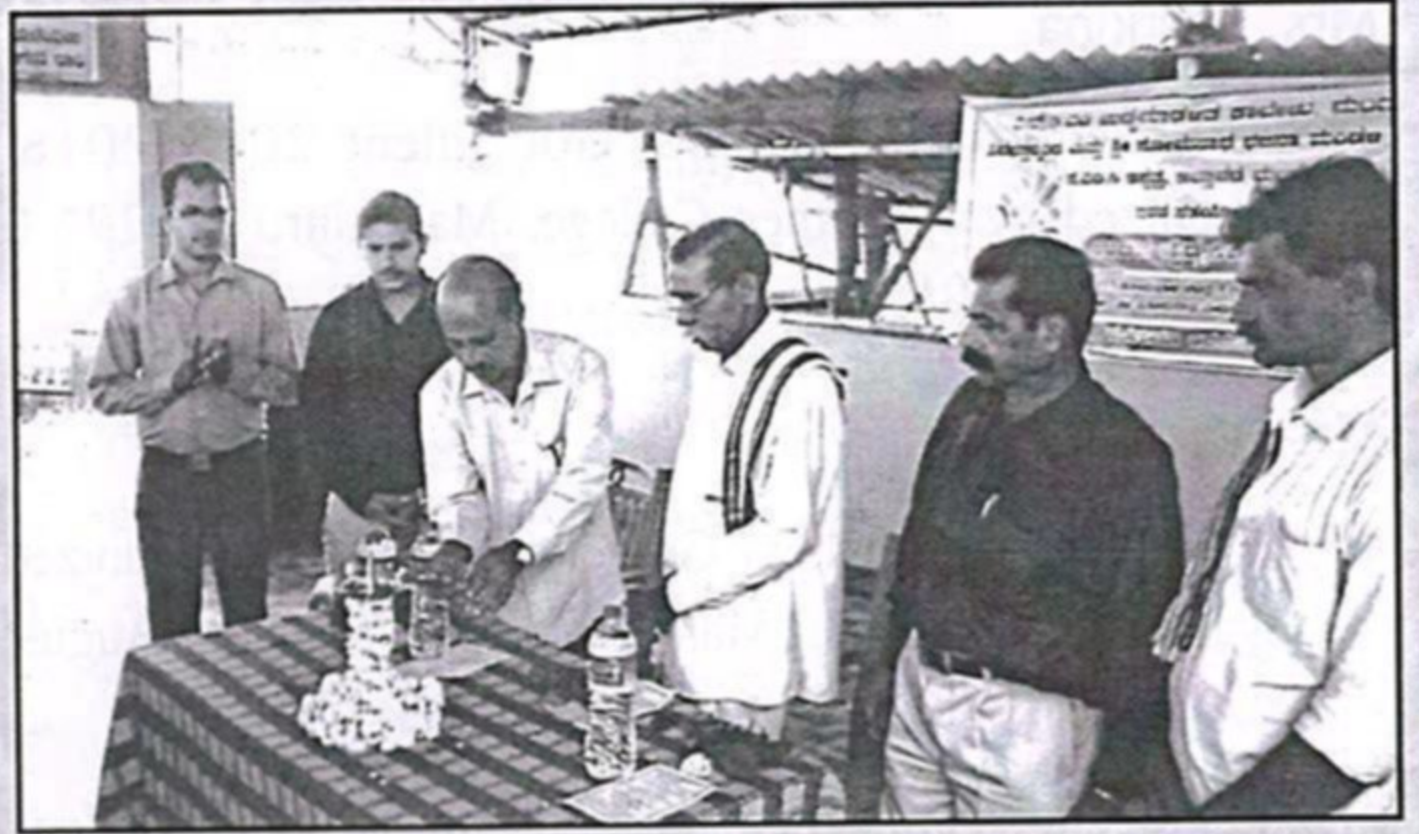
STUDENT ACHIEVEMENT

- The college team won Overall Championship at 'ABHIGYAAN 2015', National Level Management Fest conducted by SDMIMD Mysore on 30th September & 1st October 2015. Students won first place in street play and Human Resource and second place in Marketing.
- Students of the college won Overall Championship in the Fest 'FACULA 2015' organized by St. Philomenas College Puttur on 22nd August 2015. Students won first place in the Quiz.
- Students of the college participated in the Fest 'EXPRESSIONS 2015', an intercollegiate literary and cultural fest, organized by Roshni Nilaya, School of Social Work, on 12th September 2015. First place in Tiara Making and Diya Painting and second place in 40 seconds to fame was secured by the students.
- Students of the college participated in the Fest organized by Economics Department of St. Aloysius College, Mangaluru on 12th August 2015. Students also won a prize in one of the events.



Students participated in 'BIZWAVES 2015' conducted by NITK Surathkal on 8th and 9th October 2015. Students also won prizes in many events.

Students participated in Mangalore University Fest organized by Sridevi College, Mangaluru; Poornaprajna College, Udupi; Canara College, Mangaluru; Sri Ramakrishna College, Mangaluru, Vivekananda College, Puttur and won II place in Collage, Spot Photography, Quiz, Western Solo, Mime Show, III place in Spot Painting, Rangoli, Light Vocal solo and Western Group Singing.







Editor : Mrs. Aruna P. Kamath

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