



# SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT

MANGALURU - 575 003, D.K.

NAAC RE-ACCREDITED (2010) with 'A' Grade

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## SYNC VISION

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# Editorial

*A wide range of activities and programmes organized with enthusiasm by the students and staff in this quarter brought out creativity and talents and helped in fostering learning with greater involvement. Some of the notable events were Genesis 2016, Inspire 2016 and other skill enhancement and extension activities have enabled the students to bolster the academics with co-curricular activities so as to promote their balanced growth. The extensive reports and elaborate write-ups in this issue are a testament to the focus given by the college to the all round development of the students.*

## **Genesis 2016 - Management Fest**

23<sup>rd</sup> August, 2016 brought a new ray of opportunities for the budding entrepreneurs of Mangalore in the form of GENESIS 2016, which is a university level management fest, organized by the college exclusively for the first year students. The theme of the fest was "The Corporate Circus", as with the ups and downs of the market swings that take place; business is pretty much like a circus that leaves people stunned. Students of the various Colleges in and around Mangaluru participated in the fest. It was inaugurated in college auditorium at 9.00 a.m. by the chief guest Mr. Sanjeeva T. Karkera, Advisory (LA, R&R, Admin. HR), Mangalore SEZ Ltd., Mangaluru and Mr. Narendra Nayak, Associate Partner Jyoti Cycle Company, Mangaluru was the guest of honour. Ms. Sandra welcomed the gathering which was followed by introduction of the guest Mr. Sanjeeva T. Karkera and Mr. Narendra Nayak by Ms. Prabhashri and Ms. Meghana respectively. After the lighting of the lamp by the guests, the CEO of Genesis Mr. Hrishikesh R K gave a brief introduction about Genesis and the theme - The Corporate Circus.

The fest gave the students an opportunity to put their managerial skills to test and get a real glimpse of the corporate world. The events were Best Manager, Finance, Human Resource, Marketing, Public Relation and CSR, Quiz. A new event Photography was introduced. The objective of the fest was to help the students to broaden their horizons, to understand management practices in a better way and to develop their overall personality. Mr. Sanjeeva T. Karkera, encouraged the students to become future entrepreneurs who provide employment to others. He also stressed that genesis is a platform for the students to exhibit their talent. The guest of honour Mr. Narendra Nayak highlighted on the importance of management fests and said that Genesis from its very inception has created a global platform for emerging

leaders. Mrs. Aruna P. Kamath, Principal, asserted that apart from winning fests, the students should also take it as a platform for sharing knowledge. Ms. Susmitha Proposed the vote of thanks. The programme was compeered by Ms. Vindhya Amin. The inaugural ceremony concluded with the unveiling of the overall winner's trophy by the CEO of Genesis 2016 Ms. Alminaz and Mr. Hrishikesh R K. On this occasion, the students organized a project exhibition showcasing future infrastructural requirements of Mangaluru to make it a smart city and also overcoming traffic problems.

The valedictory programme began sharp at 4.00 p.m. in 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. Karthik Ramakrishnan, Head of Marketing and Content, Whattabiz, Mangaluru, the guest of honour was Mr. Milan J. Kotecha, Managing Partner, Indian Cargo Carriers, also alumni of SDMCBM, Mangalore, Mrs. Aruna P Kamath, the Principal, the staff coordinators Mrs. Anasuya and Ms. Parinita Salian along with student coordinators Ms. Alminaz and Mr. Hrishikesh R K. Following the tradition of the institution, the programme began with the blessings of almighty through a prayer by Mr. Rajath and party. Mr. Hrishikesh welcomed the gathering. The chief guest and guest of honour were introduced by Ms. Christmitha and Ms. Prajna respectively. Mr. Karthik Ramakrishnan in his inspiring words induced the students to become entrepreneurs. Mr. Milan J Kotecha stressed the importance of organizing such fest in the college for the students. This was followed by the presidential address by principal, Mrs. Aruna P. Kamath. The Participation certificates were distributed to the students. The overall trophy was bagged by the Manipal University and St. Aloysius College B.Com secured the runners up.





## **Inspire 2016**

SCAN association organized Inspire 2016 on 23<sup>rd</sup> August 2016 to train second years of BCA to organize the fest and first years of BCA to take part in the fest. Ms. Seema M., Freelancer Trainer and Web developer at Probit Technology, Bangalore, also alumni was the chief guest. The programme began by invoking God's blessings through prayer by Mr. Nishanth P.L. and Mr. Rajath Hegde. Ms. Aishwarya K.V. welcomed the gathering. The introduction of the chief guest was done by Mr. Sheik Mohammed Nihal. Principal, Mrs. Aruna P. Kamath florally welcomed the chief guest and presented a memento as a token of gratitude. Mr. Elvin Shawn D'Souza, Mr. Nikash, student coordinators of Scan association gave an introduction of Inspire 2016. Ms. Seema, chief guest in her inaugural address shared her experience in the college and explained how it helped her to root her career. She said confidence, expressing things boldly and grabbing opportunities are three keys to success by quoting few situations of her life. Presidential remarks were done by the Principal. The programme was compeered by Ms. Ashwini and Ms. Swathi proposed the vote of thanks. Mrs. Deepa D. Hegde coordinated the programme. Various interclass competition related to skill enhancement were held throughout the day like Coding and Debugging, Web designing, Best Manager, IT debate and advertising, E-News, IT quiz, Client connect and Treasure hunt.

## **Mangalore University Intercollegiate Aquatic Championship 2016-17**

SDM College of Business Management, Mangalore organized Mangalore University Intercollegiate Aquatic Championship at Mangala Swimming pool, Urwa, Mangalore on 3<sup>rd</sup> September 2016.

The competition was inaugurated by Dr. Srinivas Rao, Vice-Chairman, Srinivas Group of Institutions and also an alumnus. Smt. Priyanka Pai, the national swimmer and also the alumna of the college was the chief guest of the programme. The principal, Mrs. Aruna P. Kamath presided over the function.

The events started at 10.15 a.m. 28 male swimmers and 14 women swimmers from 13 colleges took part in the competition. Totally 33 swimming events were held in the competition. The winners of men and women category were selected for Mangalore University aquatic team to represent all India Inter-University Aquatic Championship which is to be held at Punjab University, Chandigarh in the month of October, 2016.

The valedictory programme was held at 5.15 pm. The chief guest Dr. Kishore Kumar C. K., Director of Physical Education, Mangalore University, Mangalagangothri awarded the prizes. Ms. Shamashree Rao rendered prayer, Ms. Krithi Nahata welcomed the gathering, Ms. Alminaz and Ms. Susmitha S. introduced the guests. Mr. Bharath Kumar Jain, the physical education director, proposed vote of thanks. Ms. Heera Maria Alva compeered the ceremony

## **Independence Day Celebrations - Azadi 70**

The 70<sup>th</sup> Independence Day - Azadi 70 was celebrated in the college premises on 15<sup>th</sup> August 2016 at 8 a.m. The chief guest was Capt. M. Amarnath Suman, 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 celebrations began with the students marching together in the spirit of freedom. This was followed by evoking blessings of almighty led by Rajath of II BCA. A floral welcome was given to M Amarnath Suman by Dr. Tharanath and a memento was presented as a token of appreciation by Dr. Devaraj K. Ms. Alminaaz of III BA (HRD) briefly introduced the Chief Guest to the gathering. To commemorate the sovereignty of our nation, the National Flag was hoisted by the Chief Guest. In his address, he motivated the gathering to serve our mother nation by becoming responsible towards the society that we live in. Rajath and party sang a few patriotic songs to arouse the spirit of patriotism in everyone. Sweets were distributed to all the students present on this auspicious day. The programme was compeered by Ms. Heera Maria Alva and Ms. Sushmitha S. welcomed the gathering while Ms. Kriti Nahata proposed the vote of thanks.

## **Sthavana Dina - Founders Day Celebrations**

College anthem singing competition was held on 13<sup>th</sup> August 2016 in the college auditorium at 9.00 a.m. to commemorate the founder's day. Students of all the classes sang the anthem in groups. Mrs. Vedavathi, Rtd. Professor, St. Aloysius Evening College and also the author of the Anthem was the guest of honour. Ms. Shilpa Venkatesh, Music teacher, Bejai, Mrs. Shashiprabha and Ms Priya Kamath, Faculty were the judges for the event. Addressing the gathering, Mrs. Jeevitha said that the college anthem singing competition has been held for the last 13 years with



the aim of motivating the students to build up a bond with the institution. She pointed out that conducting the college anthem singing competition on the Foundation day has added meaning to the celebration.

### **Inter class variety entertainment competition**

Fine arts association organized interclass variety competition on 15<sup>th</sup> August 2016. The theme of the competition being, "Overcoming the Barriers of Progress to Strengthen India" for the first year students, "Environment and Development" for the second years and "Developing Leadership for making India Super Power" for the third year students. The objective of the activity was to create a sense of social responsibility among the students. All the classes were given 15 minutes for the performance and 3 minutes for the stage setting. The students through this competition showcased their various skills by performing mime shows and dance. The competition was judged by Mr. Ravinandan, a drama artist in Abhinaya Udupi team, Mr. Vijesh Devadiga, a Store manager, Peora Jewelers and Ms. Bhavya Shetty, a theatre artist. Mrs. Jyothi and Mrs Shalini were the staff co-ordinators.

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

Teacher's day was celebrated on 6<sup>th</sup> September 2016 in the Conference Hall at 12:00 noon to honour the teachers of institution who play a prominent role in the life of their students and enrich their personality by imparting ethical and academic knowledge. The day is also dedicated to mark the birthday of a great teacher, Dr. Sarvapalli Radhakrishnan, who was a strong believer of education, and was the well-known diplomat, scholar, was the president of India and above all a teacher. The chief guest for the day was, Dr. Shikaripura Krishnamurthy, a retired professor, St. Aloysius College (Autonomous), Mangaluru. Director, Dr. Devaraj K, principal, Prof. Aruna P. Kamath, staff coordinators Mrs. Gayathri K. and Mrs. Renuthakshi K. were present on the dais. The day's celebration started with a prayer by Ms. Aishwarya. Ms. Prithvi formally welcomed the gathering and highlighted the vital role played by teachers in the society. Mr. Hrishikesh, introduced the chief guest of the program. The chief guest Dr. Shikaripura Krishnamurthy was honoured by the director, Dr. Devaraj K. and principal, Prof. Aruna P. Kamath.

Dr. Shikaripura Krishnamurthy shared instances from his work experiences, focusing on the need of providing value based education to today's generation. He also pointed the contributions of Chanakya, Shri Shankaracharya, Swami Vivekanada, Dr. Sarvapalli

Radhakrishnan and various other prominent persons about the impact of their teaching in moulding the thoughts of people. Director, Dr. Devaraj K, in his presidential address, emphasized that the students should be encouraged to inculcate innovative ideas. He too pointed out the contribution of Shri Shankaracharya and Shri Lal Bahddur Shastri and asked everyone to take them as source of inspirations. Following the presidential address, the teaching and the administrative staff of the institution were honoured by the chief guest, by presenting mementos as a token of love and appreciation for being the pillars of strength and support of the institution. The programme was compeeredby Mr. Vindhya Amin. Ms.Ashna Kothari proposed the vote of thanks.

### **PTA Annual General Body Meeting**

The PTA annual general meeting was held on 15<sup>th</sup> September 2016 at 3.00 pm in the college conference hall. The PTA president, Mr. Rajesh Shetty was the chief guest for the programme. The programme commenced by evoking God's blessing by Ms. Shamashree and group.

266 students of present II and III BBM, BCA, B.Com and BA(HRD) were felicitated by giving cash prizes for securing 85% and above in theory subjects and 95% and above in practical or project work. 52 students of BBM, 48 students of BCA and 9 students of BA (HRD) who secured distinction in the Mangalore University examinations conducted during April/May 2016 were awarded by merit certificate. The distinction holders gave their feedback. 5 staff members were also felicitated for their achievements during the academic year 2015-16.

The election of new office bearers was conducted by the principal, Mrs. Aruna P. Kamath, Mrs. H.K. Geetha, was elected as the president and Mrs.Veena Garde as joint secretary. Parents also gave their valuable suggestions and feedback. Mrs. Aruna P. Kamath, principal welcomed the gathering. Mrs. Manju proposed vote of thanks. The programme was compeered by Mr. Thilakraj. Mrs. Renthakshi and Mrs. Veena D. Kotian coordinated the programme.

### **Inauguration and First-Aid Training program**

First-Aid training program was organised on 11<sup>th</sup> August 2016 in the college conference hall on the occasion of the inauguration of Youth Red Cross association. Dr. Nishanth Baliga, Health secretary of KMC was the speaker. Ms. Radhika Shetty, alumni also the former student coordinator of Youth Red Cross inaugurated



the event. Principal, Mrs. Arun P. Kamath presided over the function. The programme began by invoking God's blessings through prayer by Aishwarya. Ms Harshitha introduced the chief guest and welcomed the gathering. Ms Radhika Shetty enlightened the students with her own experience as Red Cross member and urged them to use this platform to render services. Principal, Aurna P. Kamath spoke about the importance of Red Cross and how important it is for the students to support this humanitarian cause. Ms. Rashmi presented the plan of action for the year.

The program of first aid training then continued with the objective of training the students to handle dangerous situations. Members of Red Cross, NSS and Rovers & Rangers of different colleges participated in the program. The resource person Dr. Nishanth Baliga 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. He dealt with how to treat patients suffering from stroke and 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. Thus the students were acquainted with tackling different sensitive, grave conditions and emergencies. Students were encouraged to be independent, 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 by giving opportunities to work on dummy models. Mr. Prajwal proposed the vote of thanks. Mr. Prasanna Kumar coordinated the programme.

### **NSS Inauguration**

NSS units of our college inaugurated its activities on 1<sup>st</sup> August 2016, in the college auditorium. Mr, Natesh Alva Asst. Professor, Shree Ramakrishna College Mangalore, inaugurated the programme. In his inaugural address he made students understand the importance of social service through NSS. He also stated that the experience of NSS life builds 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 Ms. Smitha D.K., Asst. Professor, St. Aloysius College Mangalore and alumni of SDMCBM. She shared her experience of NSS with the students. She also added that NSS has brought a change in her life style. 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 Mr. Deviprasad, NSS programme officer. Mr. Jayadev, compeered the programme, Ms. Meghashree welcomed and Ms. Ranjitha proposed vote of thanks. Ms. Ashwini introduced the guests to the audience. Mr. Nikhith presented a plan of activities to be conducted for the year 2016-17. Mrs. Renuthakshi and Mrs. Kavitha Prabhu , NSS unit officer, Mr. Dhanush and Ms. Thanushree, college NSS secretaries were also present.

### **Inauguration of "Samvradhi" - Consumer club**

"Samvradhi" - consumer club, was inaugurated on 9<sup>th</sup> August 2016 by Mr. M.J. Salian, President, District Consumer Federation, Mangalore and Mr. Walter Mascarenhas, Member of District Consumer Federation. The inaugural began with prayer by Mr. Rajath and Ms. Shivani welcomed the gathering.

Mr. M.J. Salian 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. Mrs. Aruna P. Kamath, Principal, in her presidential address spoke about the relevance of certificate course on consumer education for the business management students. She acknowledged the role of District Consumer Federation in implementing the course. The program was compeered by Ms. Sakshi Jain. Ms. Sheryl proposed the vote of thanks. Mr. Deviprasad and Ms. Priya Kamath, staff co-ordinator of the consumer club were also present on the occasion.

### **Consumer Club - Review Meeting**

Consumer club conducted a review meeting in association with District Consumer Federation, Mangaluru, on 19<sup>th</sup> August 2016, in the presence of Mr. M J Salian, President of Consumer Federation and the other office bearers of the Federation. Principal, Prof. Aruna P. Kamath presided over the meeting. The review meeting was done with the object of discussing about the progress of training and action plan for practical training. The views on the subject for the projects and the evaluation of present assessment system were exchanged. This review sought to involve the course co-ordinators of various regional colleges in the process of analyzing the framework of the consumer course and improving if needed. Mr Deviprasad and Ms Priya Kamath, co-ordinators of the club were also present.



## **World Entrepreneurship Day**

Students of EDP cell observed world entrepreneurship day on 29<sup>th</sup> August 2016. The students were shown the videos of World's famous entrepreneurs who spoke about their secret of success and competencies. Some of the student entrepreneurs spoke about their business and also motivated others to start up their own business. The main objective of this activity was to encourage the students to set up their own enterprise and to become successful entrepreneurs in future. Mrs. Supriya coordinated the programme.

## **FACULTY DEVELOPMENT PROGRAMME**

### **NAAC Report**

Principal Mrs. Aruna P. Kamath along with NAAC coordinators Dr. Murlidhar Rao, Mr. Arun F. Sequeira, IQAC coordinator Mrs. Shashikala Shetty and other criteria coordinators attended a review session of NAAC report on 4<sup>th</sup> October 2016.

Dr. Yashovarma, Secretary of SDME society, Dr. Jayakumar Shetty and senior faculties interacted with the team. They gave useful suggestion based on which the report should be revised. The session was very helpful as it gave fresh insight to make the NAAC report more effective and convincing.

### **Importance of Statistical tools for Research and Data Analysis**

A Faculty Development Programme on "Importance of Statistical tools for Research and Data Analysis" was conducted on 2<sup>nd</sup> August 2016 at the conference hall. The objective of the programme was to impart the various statistical tools required for research and Data Analysis. The resource person Ms. Sumitha Achar, Asst. Professor at AIMIT, St. Aloysius College, Mangalore addressed all the faculties. She said that data analysis is a process used to transform, remodel and revise certain information with a view to reach a certain conclusion for a given situation or problem and data analysis can be done by different methods as according to the needs and requirements of different domains like science, business, social science research. She also said that one of the most important uses of statistics in data analysis is that it helps in keeping human bias away from research conclusion with the help of proper statistical treatment. With the help of scales & measurements in data analysis a researcher can filter both qualitative and quantitative data for any research work. Thus, it can

be said that need of scales measurement in data analysis is of utmost importance for both the research and the researcher. All the faculties benefitted from the session on statistical tools. The programme was coordinated by Mrs. Divya Uchil.

## **Research and Publications**

Business management department organized a faculty development programme on "Research and Publication" on 26<sup>th</sup> September 2016 in the conference hall. The resource person was Dr. Yathish Kumar, Associate Professor and research guide, Mangalore University. The main objective of the programme was to empower the faculty members on various issues related to research publications and to promote research culture among them. The resource person started the session with an introduction. He focused on key points to be considered while preparing a paper for publication. Highlighting the various ways and means of publication, he said that social network can also be used as most effective source. He gave suggestions regarding writing a research paper. He opined that publication should present some substantive and new results and one should always focus on to publish accurate, complete, clear and unbiased representations. The topics covered were selection of publisher, procedure of publication and importance of impact factor. The resource person explained the concept with suitable example. It was very interesting and interactive session. It helped the faculty members to gain knowledge on how to write a research paper and its publication. Mrs. Smitha M. coordinated the programme.

## **GUEST LECTURES**

### **Awareness on Higher Education in Abroad**

Career Guidance and Placement Cell organized a guest lecture on 8<sup>th</sup> August 2016 on "Awareness on Higher Education in Abroad" for the III BBM and BCA students. The resource person was Mr. Prashanth, Marketing Officer, Southern Institute of Technology, New Zealand. The objective was to provide a brief overview on course options, study and settle down opportunities in abroad. Mrs. Sowmya Jyothi and Mrs. Anasuya coordinated the programme.

### **Professional Course Orientation**

Commerce department conducted a "Professional Course Orientation" programme for I B.Com on 11<sup>th</sup> August 2016. Mr. Chandan Rao and Mr. Vinayak, Career



counsellors were the resource persons. The objective of the programme was to familiarise the freshers regarding the career opportunities exposed to them. He spoke about a few important facts of the life and situations in the professional world. He highlighted the importance of professional courses like CA and CS which does not require any formal education. He pointed out the systematic procedure of completing the course and the areas to be covered under these major courses. Mrs. Manju H. coordinated the programme.

### **Need of Soft Skills in IT Industry**

BCA Department organized a guest lecture on 12<sup>th</sup> August 2016 for III BCA 'B' on the topic "Need of Soft Skills in IT Industry". The objective of this session was to train the students entering the IT industry with the required soft skills to cope with the pressure of corporate world. Ms. Pooja Shetty, Software Engineer, Capgemini Software Company, Vikhroli West, Mumbai, also alumni was the resource person. It was an interactive session as the students were given an opportunity to come forward and speak voluntarily on random topics to overcome the fear of facing the corporate world. The resource person taught different soft skills that are essential such as deal making and meeting skills, great communication skills, sixth sense about project, great team player, teaching, monitoring and knowledge sharing, vendor management, contract negotiation and political smarts. She also gave tips on attending the interview and how to prosper in the IT industry. She advised the students to be patient and competitive under any circumstances in the IT world. The students were highly motivated by her knowledgeable and inspiring words. Mr. Shivprasad Bhat proposed the vote of thanks. Mr. Arun F. Sequeira coordinated the programme.

### **Culture of Tulunadu**

Kannada department organised a guest lecture on "Culture of Tulunadu" for I BA (HRD) on 31<sup>st</sup> Aug. 2016 by Dr. Dinakar Pacchanady, Lecturer, Gokarna natheshwara College, Mangalore. The culture of Tulunadu as depicted in the book "Mooru Hejje Mooru Loka" translated by Dr. N. D. Shetty was explained to the students.

### **Online marketing**

The Marketing department organized a guest lecture for I B.Com on the topic "Online marketing" on 1<sup>st</sup> September 2016. The resource person was Mr. Ashar

Abhul Razak, Managing Partner, Nilgiris, Attavar, Mangalore. He enlightened the students about the usage and working of online marketing. He explained the working system of various social media. Mrs. Kavitha Prabhu coordinated the programme.

### **How to be a Smart Investor?**

Commerce association conducted a guest lecturer on 7<sup>th</sup> September 2016 on the topic "How to be a smart investor?" Mr. Ranjan Verma, certified financial planner was the resource person. He explained the various methods to invest smartly. He further explained the difference between debt and equity with examples. He stressed on the importance of learning to save right from young age. He explained the concept inflation and said 'a rupee today has more value than a rupee at a future point of time'. He gave live examples on the benefits of smart investment. It was an interactive session. Mrs. Veena D. Kotian coordinated the programme.

### **Higher Education in Abroad**

A guest lecture was organized on 8<sup>th</sup> September 2016 in the conference hall by the career guidance and placement cell to create awareness on higher education in abroad for the final year BBM, B.Com and BCA students. The resource person was Ms. Barnava Sarma, Team Leader, Riya Institute, Bangalore. The objective was to provide an insight about higher education in abroad and give in-depth information about pursuing the same. Mrs. Sowmya Jyothi and Mrs. Anasuya coordinated the programme.

### **Customer Rights and Awareness**

Commerce association conducted a guest lecturer on 8<sup>th</sup> September 2016 on the topic "Customer Rights and Awareness". Mr. Vikranth Jindal, Consumer Guidance Society of India, Mumbai was the resource person. In his lecture he pointed out the need for consumers' awareness. Mr. Thilakraj G. coordinated the programme.

### **New Trends and Issues in HR**

HR department organized a guest lecture on "New Trends and Issues in HR" on 8<sup>th</sup> September 2016. The resource person was Ms. Sonal Suvarna, Senior Executive HR, M/s. Prakash Retail Pvt. Ltd. The objective of this programme was to make students aware about new trends and issues in HR. She gave an interactive session on various trends in HR that are followed in the organization and the issues that



are faced by the HR in a competitive world. She also spoke on developing attitude and communication skills which is required in the corporate world. Ms. Preksha introduced the guest and Ms. Ashna Kothari proposed the vote of thanks. Mrs. Preethika Mrs. Anasuya and Ms. Parinitha coordinated the programme.

### **Role of Technology in Banking Sector**

Hindi Day was celebrated by organizing a guest lecture on the topic "Role of Technology in Banking Sector" by Hindi Department on 13<sup>th</sup> September 2016 in the conference hall. The chief guest was Dr. Ambarish Kumar Singh, Chief Manager, Corporation Bank, Mangalore. The chief guest, in his address, spoke about the importance of Hindi language and said that Hindi has gained prior position even in the banking sector. Through education and media Hindi has been gaining popularity throughout India, he said. Prof. Aruna P. Kamath, Principal also addressed the gathering. Hindi shayari's were recited by Jaspreeth Sing and Vivek Giri. Jaspreeth Singh briefed about the importance of Hindi day. The programme was compeered by Samantha. Miss Deeksha introduced the guest. Vote of thanks was proposed by Ms. Nafla. Mrs. Jyothi and Mrs. Shalini M. coordinated the programme.

### **An insight into the basics of business law and its applicability**

The department of Business Law organized a guest lecture on 15<sup>th</sup> September 2016 on the topic "An insight into the basics of Business Law and its Applicability" for the I BBA 'C'. The speaker for the day was Mr. Shraavan Kumar, CA practitioner. During the course of 1 hour, Mr. Shraavan emphasized the importance of gaining knowledge on business law to a common man. Also, he elaborated on the various terminologies and concepts of business law and its practicability in the real world. He spoke about the procedures and legal formalities required to be complied with for start ups. The students actively participated in this session and also clarified doubts related to the topic. Ms. Priya Kamath coordinated the programme.

### **How to face interview**

Career Guidance and Placement Cell organized a guest lecture on "How to Face Interview" for III BCA students on 19<sup>th</sup> September 2016. Mr. Rakesh, Placement Officer, Alva's Education Trust, Moodbidri was the resource person. He gave some tips to prepare resume and also advised to work hard on solving aptitude questions, puzzles and technical questions. He guided

the students to prepare for an interview. Mrs. Sowmya Jyothi coordinated the programme.

### **Preparing for Company Secretary**

On 19<sup>th</sup> September 2016 placement cell organized a guest lecture on the topic "Preparing for Company Secretary" for the first year students. Mr. G. Kumar, Director, G.K SIR Class, Mangalore was the resource person. He enlightened the students about aptitude and reasoning test. He said that aptitude tests are structured systematic ways of evaluating how people perform on tasks or react to different situations. They have standardized methods of administration and scoring with the results quantified and compared with how others have done at the same tests. They are increasingly administered on a computer and he also said that reasoning is the capacity for consciously making sense of things, applying logic, for establishing and verifying facts, and changing or justifying practices, institutions and beliefs based on new or existing information. Then he clearly explained and worked out few problems on aptitude test and reasoning. This session was very helpful to the students to develop their competencies and empower their aptitude skill. Mr. Prasanna Kumar T. coordinated the programme.

### **Corporate Communication**

BCA Department organized a guest lecture on 20<sup>th</sup> September 2016 for III BCA on the topic "Corporate Communication". Mr. Vishal Bhandarkar, Corporate Communications and Digital Marketing Executive, Manipal Digital Ltd., and also an alumnus was the resource person. He explained the effectiveness of corporate communication and also said that it is closely related to the success of the organization. He also mentioned that an organization's reputation, survival and success rest in its ability to communicate with the public as well as its own employees and stakeholders. He told the purpose of corporate communication is to create an effective bridge between the organization and the public. Mrs. Sowmya Jyothi coordinated the programme.

### **Personality Development**

The English Department organized a guest lecture for the I BBA 'C' by Rashmiya Sheik on the topic "Personality Development" on 24<sup>th</sup> September 2016. The objective was to help the students to build up their personality. She spoke about the various aspects of personality development. She explained several concepts with examples. Mrs. Madhumathi Raja and Mr. Ashwin Medonca coordinated the programme.



### **Mahaprashtna - A Book Review**

Kannada department organized a guest lecture on the topic "Mahaprashtna - A Book Review" by Dr. Shridhar D. S., a retired professor, writer and Yakshagana artist on 24<sup>th</sup> September 2016 in the conference hall. The book is a Yakshagana Prasanga. He presented some constructive criticism on the structure of the plot in the book. He presented a few sections from the books and explained their significance. The session helped the students to understand Yaakshagana plots. Mrs. Jeevitha D. and Mrs. Renuthakshi coordinated the programme.

### **VALUE EDUCATION PROGRAMME**

#### **Personality Development through Morality**

A value education programme was organized on the topic "Personality Development through Morality" on 10<sup>th</sup> August 2016 for II BCA 'A'. The resource person was Mr. Sreenivasiah K, Assistant Professor, HOD, Department of Economics, Government First Grade Women's College, Mangalore. He advised the students to have high self esteem which would lead to a happy, gratifying and powerful life. He mentioned the different principles which a human needs to follow to lead him to success. He concluded his talk by giving tips for ethical development. Mr. Govind Chowdari welcomed and introduced the resource person. Ms. Rasha Sayyed Rafeeq proposed the vote of thanks. Mrs. Deepa D. Hegde coordinated the programme.

#### **Humanitarian Value**

A value education programme on "Humanitarian Value" was organized on 19<sup>th</sup> August 2016 for I BCA 'A'. The objective of this session was to motivate the youth to be a good human being. Prof. Manjunath M. M, Asst. Professor, HOD of Kannada department, Govt. First Grade Women's College, Balmatta, Mangalore was the resource person. Mrs. Reshmi B. R. coordinated the programme.

#### **Positive Thinking**

A guest lecture on value education was organized on the topic "Positive Thinking" for II BBM 'B' on 21<sup>st</sup> September 2016. The objective was to provide insights on the benefits of positive thinking and its impact on our life. Mrs. Sarita Bhatt, Coordinator, District Mahilla Youth, Mangalore, was the resource person. She stated that positive frame of mind brings more harmony and happiness, improves relationships, attracts success in life and affects our health in a beneficial way. She also gave useful tips on positive attitude. The session helped

the students to enhance their confidence through positive thinking. Ms. Sandra compeered the programme and Ms. Nidhi proposed the vote of thanks. Ms. Parinita coordinated the programme.

#### **Need for Value Education in 21st Century-Role of a Teacher and parents in fostering values**

A value education programme was organized for the II BCA on the topic "Need for Value Education in 21<sup>st</sup> Century-Role of a Teacher and parents in fostering values" by Dr. Padmavathi, Principal, Alva's college of Education, Moodabidri. She stressed the need for values in life, role of parents and teachers in inculcating values among younger minds. She explained the need of positive parenting in modern days and the way one needs to be identified within the family. Rejection of a person within the family or in the society pushes a person into anxiety and depression. Not inculcating moral values will destroy a person's identity. She further said that proper counseling can help a person to overcome rejection and to re-establish his personality. Dr. Padmavathi then added that since it is not possible for the parents or teachers to counsel a person always, friends are the best counselors. She asked the students to identify their true role-model and imitate their ways. Madam said that even the religion teaches values. Every religion imparts great values and knowledge and helps a person develop to his full potential. She further insisted on accepting all the positive energy and not to be affected by negative vibes. She also stressed on the values taught by literature and to imbibe those values in our life. She concluded saying that shortcuts are not the methods to achieve goals. Since we are interacting globally, youth of the world has to inculcate the moral values and abide by them. Ms. Nagalaxmi proposed the vote of thanks. Mrs. Shashikala Shetty coordinated the programme.

### **STUDENT FACULTY PROGRAMME**

#### **Consumer Protection Council**

Business law department conducted a student faculty programme on the topic "Consumer Protection Council" for I BBA 'A' on 10<sup>th</sup> August, 2016, by Ms. Sushmitha S and Ms. Shravya M of III BBM 'A' with the objective of enlightening the students on the importance of consumer education and inculcate in them the skills needed to implement consumer knowledge. Mrs. Deepashree Shenoy coordinated the programme.



### **Report Writing**

The English department organized a student faculty programme on 20<sup>th</sup> August 2016 by Samantha of II BA (HRD) for the students of II B.Com on "How to write reports". The objective of this programme was to enhance their writing skills and polish their creative ideas and views. The students learned to write report.

### **Computerized Accounting**

Finance department organized a student faculty programme on the topic "Computerized Accounting" for I BBA 'C' on 26<sup>th</sup> August, 2016. The programme was organized with the dual objective of providing an opportunity for the final year students to improve their presentation skills and at the same time motivating the first year students to take up such programmes in future. Mr. Mohammed Rahib of III BBM 'A' started his explanation by pointing out the shortcomings of manual accounting. Then he stressed on the uses and importance of computerized accounting. Later he gave an insight into the various accounting software like Tally. He made his session interactive. He concluded the session by insisting students to have hands of experience on computerized accounting packages. Mrs. Gayathri K. coordinated the programme.

### **Human Resource Accounting**

Finance department organized a student faculty programme on the topic "Human Resource Accounting" for II BA (HRD) on 27<sup>th</sup> August, 2016 by Ms. Farheen of III BBM 'C'. She started her explanation by pointing out the importance of HR accounting. Then she stressed on uses and need for HR accounting. Later she gave an insight into the various HR Accounting concepts. Ms. Sowmya Hegde coordinated the programme.

### **Skill development and Women empowerment**

The Economics department conducted a student faculty programme on "Skill development and Women empowerment" on 29<sup>th</sup> August 2016 for the I B.Com. The topic was presented by Ms. Shamashree M. Rao OF III BA (HRD) with an objective of enlightening the students on the various modes of improving skills and also on the need for women empowerment.

### **How to write articles**

The English department organized a student faculty programme for the I BBA 'C' on 1<sup>st</sup> September 2016 by Samantha of II BA (HRD) on "How to write articles". The objective of this programme was to enhance their

writing skills and encourage them to write articles on various topics. The students learnt to write creative articles.

### **Role of Editorial Board**

The English department organized a student faculty programme on 6<sup>th</sup> September 2016 for the I BCA 'A' by Samantha of II BA (HRD) on "Role of Editorial Board". The objective of this programme was to empower the students to write effective report. The students learnt to write creative reports.

### **Latest Marketing Trends**

The Marketing department organized student faculty programme for I BBA 'C' on "Latest Marketing Trends" by Vindhya Amin on 6<sup>th</sup> September 2016. The objective of this programme was to enlighten the students about latest trends of marketing.

### **Challenges faced by HR in Current Scenario**

The HR department organized a student faculty programme was for I BA (HRD) on 19<sup>th</sup> September 2016 by Ms. Aishwarya of III BBM 'B' on the topic "Challenges faced by HR in Current Scenario" with the objective of creating awareness about the challenges faced by HR in present scenario to manage the resource. It was an interactive session. Mrs. Anasuya coordinated the programme.

### **How to write projects**

The English department organized a student faculty programme on 24<sup>th</sup> September 2016 by Prithvi K.V of III BBM 'A' for the II B.Com on "How to write projects". The objective of this programme was to give guidelines to the students about how to prepare projects on various topics. Mrs. Madhumathi J. Raja coordinated the programme.

## **EXTENSION ACTIVITIES**

### **HR ASSOCIATION**

#### **Visit to MRPL**

The members of the association visited MRPL (Mangalore Refinery and Petrochemicals Limited) as a part of their extension activity on 6<sup>th</sup> August 2016. The objective was to sensitize students to the practical challenges that organizations face in the business world. Mr. Devesh Dubey, Senior HR Manager explained the students about the internal working of the company. He explained recruitment policy and training programmes organized by the company. This visit



helped the students to enrich their knowledge in organizational and decision making skills. Mr. Thrishanth Kumar, Mrs. Preethika, Mrs. Anasuya and Ms. Parinita coordinated the programme.

### **Seminar on Soft skills**

The members of the association attended a seminar on "Leadership, Attitude, Success and Communication for Management students" held on 10<sup>th</sup> September 2016 at Dwarkanath Sabha Bhavana, Gokarna math, Car street. The objective was to develop leadership skills so that the students have the confidence and the authority to make a real difference in corporate sector. Mr. Narasimha Kumble, MD & CEO, Manipal ACE Event Management Co. Ltd., was the resource person. He stated that attitude is the foundation for success. He also briefed the students on factors determining attitude, role of positive attitude and how to build positive attitude. Dr. Rajesh, Director, Training College of Banking and Financial Studies, highlighted the importance of communication, types of communication and leadership qualities. Various activities were conducted which helped the students to understand leadership qualities and role of positive attitude. Mrs. Anasuya coordinated the programme.

### **SCAN ASSOCIATION**

The association organized an extension activity on 6<sup>th</sup> August 2016 in Shree Ramashrama Aided High School, Konchady, Mangalore. The objective was to make the school students aware of the present technology. The student volunteers of final year BCA taught the do's and don'ts of technology and also conducted various activities like guess the part, memory test, quiz etc. Winners were awarded prizes. The school students gained an insight into the advantages and disadvantages of technology. The staff coordinators Mrs. Deepa D Hegde and Mrs. Shashiprabha along with the student coordinators Shivaprasad, R K Nikash and Elvin Shawn D'Souza were present.

### **Business Law Department**

On 6<sup>th</sup> August 2016, the members of the department visited Gandhinagar government school, Urva market, as a part of extension activity. The objective of this activity was to create awareness about Cyber crimes and Cyber law among the students. Various skill enhancement activities like pick and speak, debate, quiz and games were conducted. At the end the winners of these competitions were awarded prizes. Ms. Priya Kamath and Mrs. Deepashree Shenoy coordinated the programme.

## **ENGLISH DEPARTMENT**

### **Leadership Training**

On 6<sup>th</sup> August 2016, the members of the department visited Casia High School for conducting Leadership Training for the high school students. The main objective of this activity was to make the students develop self confidence and enhance their leadership qualities. Various competitions like pick and speak, ice breakers etc were conducted to encourage the students to gain self confidence and team work. The winners were awarded. The students participated enthusiastically. The activity was successful and it also enriched the students with team work and confidence. Mrs. Madhumathi J. Raja co-ordinated the programme and the student coordinator was Ms. Prithvi Kukyan.

### **Visit to Vridha Ashram**

On 6<sup>th</sup> August 2016 the members of the department visited GSV Vridha Ashram "A Home for Aged ", Kodialbail, Mangalore as a part of extension activity. The objective of this activity was to encourage the students to actively participate in the social service and develop compassion, love and respect towards elderly people. The students conducted various activities which helped them to mingle with elderly people and entertain them. Mrs. Madhumathi J. Raja coordinated the programme and the student coordinator was Ms. Prithvi Kukyan.

## **HINDI DEPARTMENT**

As a part of extension activity the members of the department visited Guardian Angels Higher Primary School, Maroli, Mangalore on 6<sup>th</sup> August 2016. The objective of this programme was to interact with the primary students and conduct various activities for them. The activities conducted were paper craft, quiz, and singing competition to bring out their talents. Students participated actively in the event. These activities encouraged the students to gain confidence and team work. Mrs. Shalini M coordinated the programme and the student coordinator was Mr. Jaspreeth Singh.

## **KANNADA DEPARTMENT**

On 6<sup>th</sup> August 2016, the members of the department visited St. Rita's Kannada medium higher primary school to conduct extension activity. The main goal of the programme was to interact with the students and conduct activities for them. Students of 6<sup>th</sup> and 7<sup>th</sup>



standard enthusiastically participated and showed their interest in various games by their active participation. Various activities like passing the parcel, case analysis, pick and speak; singing and dancing competitions were conducted to bring out their inner talents. Prizes were awarded to the winners as a token of encouragement and to create healthy competition among the students. This extension activity encouraged the students to gain confidence and understand the importance of team work. Mrs. Jeevitha D and Mrs. Renuthakshi coordinated the programme.

### **COMMERCE ASSOCIATION**

The members of the association conducted an extension activity at Shree Ramananda Swami School, Kolya , Someshwer on 7<sup>th</sup> August 2016. The school children were taught drawing. Many games were conducted for the children. These activities helped them to gain confidence. The student coordinators were Ms. Nishmitha and Ms. Sakshi. Mr. Thilakraj G. coordinated the programme.

### **BCA DEPARTMENT**

#### **Visit to Software Exhibition**

The students of III BCA visited a software exhibition organized by the MCA department of Shree Devi Institute of Technology (SDIT), Kenjar, Mangaluru on 19<sup>th</sup> August. The objective of the visit was to gain awareness and exposure about the latest advances in technology and data security. The students from MCA department gave a brief description about the various softwares developed by them. Projects demonstrated by the students included - Online registration portal, Face recognition attendance system, Credit card reader with face recognition using web cam, Gesture mouse, Materialize CSS, IOT(Internet of Things), Mobile application development, Phishing, Stereography, Date finder, Student management system mobile app, Group chat, Weather, Nanotechnology, LIFI technology, Jaw breaker, Advanced notepad and Mind reading. The new inventions and creative ideas applied on some existing technologies truly inspired the students and enriched their knowledge. The exhibition motivated the students to develop projects based on innovative ideas and contribute more to the technical field. Mr. Arun F. Sequeira and Mrs. Soumya jyothi coordinated the programme.

#### **Factory Visit**

A factory visit for the final year BCA students was organized on 27<sup>th</sup> August 2016 at Friends Plywood

Industry, Baikampady, Mangaluru. The students were lead by Mr. Pavanraj, managing partner, at the industrial area who briefed the following aspects of their business and industry -Producers of the raw materials and shipment of goods, production of materials and goods in the factory, conversion of raw materials into finished products, marketing of the goods and overall budget and target to be met. He also briefed them about the various products manufactured by them. Students were given the opportunity to interact with the laborers. The visit made the students realize how well technology can be implemented and what role it plays even in a plywood industry. Overall the students had a whole new inspirational experience exploring new dimensions of business in industrial sectors. Mr. Arun F. Sequeira and Mrs. Sowmya Jyothi coordinated the programme.

### **BBM DEPARTMENT**

#### **Management Exhibition**

Students of III B.Com visited a Management exhibition "TATHAASTHU-2016" on the theme "Sustainable Development -Reduce, Recycle & Reuse" on 20<sup>th</sup> August 2016 organized by Sri Devi Institute of Technology, Kenjar. The objective of the programme was to encourage the targeted group to promote business management spirit and hidden talents and identify the innovative practices. Mrs. Veena D Kotian & Mrs. Preethika Dharmapal coordinated the visit.

#### **Factory Visit**

In the month of August 2016, our students visited different factories to get an industrial exposure. First year students visited Canara Workshop and Second year students visited to Karnataka Milk Federation (KMF) Kulshekar on 30<sup>th</sup> August 2016. Final year students visited Campco Chocolates Ltd., Puttur on 10<sup>th</sup> September 2016.

### **NSS UNIT**

#### **Vanamahotsava celebrations**

NSS units organized Vanamahotsava programme on 6<sup>th</sup> August 2016 at Government School, Kapikad. The Headmistress of the school Mrs. Nagarathna inaugurated the programme by planting a sapling. About 40 saplings of rose, may flower, jackfruit, amla and cocum plants were planted by the NSS volunteers. The saplings were planted in the surroundings of the school campus. School children and teachers were also involved in this activity. 85 NSS volunteers took part in



the tree plantation drive and took a pledge to save trees. NSS programme officer Mr. Deviprasad and Mrs. Kavitha Prabhu were also present at this occasion.

### **One day camp at Mangalajyothi Integrated School**

NSS units of college organized one day camp on 28<sup>th</sup> August 2016, at Mangalajyothi Integrated School, Vamanjoor. NSS volunteers assembled at the venue at 8.30 a.m. Before commencing the Shramadhan, volunteers were enlightened about the importance and the need of Shramadhan. 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 5 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 Mr. Deviprasad, and Mrs. Renuthakshi concluded day's programme by appreciating the work done by the volunteers and offered suggestions for improvements.

### **One day camp at Govt. Primary School Kavathar, Mulki**

NSS units of college organized one day camp on 18<sup>th</sup> September 2016, at Primary School Kavathar, Mulki. NSS volunteers and NSS officers reached the camp site at 9.30 a.m. A representative of the village addressed the volunteers about the objectives and importance of Shramadhan in village. Later he explained the volunteers the work to be performed. The students were then divided into 5 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 9.30 am and continued up to 1.00 pm with a short break at 11.00 a.m. They cleaned the surroundings of school and village and also widen the school road. After the lunch break, volunteers assembled back for the evaluation session. This helped them to share their experience and views. Group wise evaluation helped

the volunteers to realize their mistakes and to avoid them in the future. Group leaders appreciated the efforts of their group members. This camp has taught students the importance of team work, dedication, mutual respect and joy of giving. NSS programme officers Mr. Deviprasad, and Mrs. Renuthakshi appreciated the work done by the volunteers and also gave suggestions for improvements.

### **EDP CELL**

#### **Visiting Entrepreneurs**

On 6<sup>th</sup> August 2016 the members of the cell visited various entrepreneurs of Mangaluru city and collected information of their competencies of becoming successful entrepreneurs in the society. The main objective of this activity was to enhance the entrepreneurial skills of the students which will lead them to be successful entrepreneurs in the future. Students of final year BBM and B.Com visited 4 entrepreneurs named Shammun Khan - Thosheed Dressers, Roshan Kabeer - Saima Marketing, Priyank Sanghwi- A-Z Collection, Abdul Razzak - Nilgiris Attavar. The extension activity was conducted successfully, and videos of the information were collected by the students. Mrs. Supritha coordinated the programme.

#### **Soft Skill Development Programme**

The members of the cell attended a seminar on "Soft Skill development" at Gokarna mutt, Carstreet, on 27<sup>th</sup> August 2016. The programme was conducted to enhance entrepreneurial abilities within the under graduates, so that they become great entrepreneurs in future. The first session was taken by kumble Narasimha Prabhu on 'start up India'. The next session was on 'New Industrial Policy 2014-19 & Entrepreneurship Development' by Arvind D. Baleri followed by MUDRA scheme session taken by kanaka Raj. The students were guided by the guests on how to use various schemes as well as how it's helpful in entrepreneurship. Mrs. Supritha coordinated the programme.

### **ROVERS AND RANGERS ASSOCIATION**

#### **Tree Plantation**

On 27<sup>th</sup> August 2016 the members of the association conducted tree plantation in Presidency School, Neermarga. This activity was conducted mainly to create awareness among the students regarding environmental conservation. Our students planted some saplings of Hibiscus, Badam, Churi, Star fruit and Karaveera plants. Students learnt how to nurture the



environment and take active part in the much needed sustainable development. The students of the school actively participated in this activity. Mr Gururaj G. coordinated the programme.

### **One day Medical Camp**

One day medical camp was conducted by the members of the association at Someshwara on 12<sup>th</sup> September 2016 along with a team of efficient doctors of KMC Hospital. Such a camp is conducted by the association to provide, medical assistance to the people in rural area. In this camp they provided free medical checkups for problems like eye, BP, sugar etc. and also free medicines. Large number of localities took the benefit of the facility provided. The specialized doctors provided expert guidance. Mr. Gururaj G. coordinated the programme.

### **ECONOMICS ASSOCIATION**

#### **Visit to Electrical power project**

On 29<sup>th</sup> August 2016 team of enthusiastic students of the association visited Bhoruka Electrical power projects at Koyyur, Belthangadi Taluk as a part of extension activity. 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.). The main objective of this visit was to gain insight into the functions of electrical power plant. This visit was a rewarding experience for both the students and the employees of power project. Mr. Prasanna Kumar and Ms. Priya Kamath coordinated the programme.

#### **Visit to Vinayaka Rice Mill**

The association organized industrial visit for I B.Com on 3<sup>rd</sup> September 2016 at Vinayaka Rice Mill, Belthangadi. This visit gave information on working conditions of rice industry, present rice market in India, capital required for the industrial activity, packing methods and risk faced by this industry in this competitive era. This visit proved to be a rewarding experience for both the students and the labors of the rice mill. Mr. Prasanna Kumar and Ms. Priya Kamath coordinated the programme.

#### **Youth Red Cross**

The members of the association conducted one-day camp at Abhaya Ashram Hosagoli, near Deralakatte on 8<sup>th</sup> September 2016. The members of the association conducted various activities for the

children and also distributed chocolates to them. They donated note books and rice to the ashram. Mr. Prasanna Kumar coordinated the programmes.

### **Marketing Association**

On 1<sup>st</sup> October 2016, the members of the association visited Anupam Advertisers and Printers to get insight on the functioning of the Ad agency. Mr. Arun Pai, Proprietor, briefed the students about the client base, the creative team, and the process of designing of an advertisement. Mrs. Kavitha Prabhu and Deepashree Shenoy coordinated this programme.

### **SKILL ENHANCEMENT ACTIVITIES**

#### **HR ASSOCIATION**

##### **First Impression**

The association conducted a first impression competition on 9<sup>th</sup> August, 2016. It was an individual event where the participants had to submit their hand written CV and had to make it creative to make a First Impression. Large number of students actively participated in the competition. The competition was judged on the basis of creativity of the students. Mrs. Preethika Dharmapal coordinated the programme.

##### **Just a Minute**

The association conducted just a minute competition on 26<sup>th</sup> August 2016. It was an individual event. The Participants were given a topic related to HR and were asked to speak for a minute continuously without any break. Students showed a creative blend of mind and spoke on various HR topics. The competition was judged by Ms. Soumya Hegde on the basis of presentation and communication skills of the students. Mrs. Preethika Dharmapal coordinated the programme.

##### **Paper presentation**

The association organized a paper presentation on the topic "Work Life Balance" on 26<sup>th</sup> August 2016 for I BA (HRD). The objective of this programme was to enlighten the students about the current topics of HR. Ms. Kirthi Natha and Ms. Ashna of III BBM 'A' highlighted the reasons for imbalance in work life and how to maintain balance between work and personal life through different examples.

##### **Mock Interview**

The association conducted a mock interview competition on 31<sup>st</sup> August 2016. The interview panel assessed the technical and communication



competence of students. Students found it to be a good rehearsal for actual job interview. The exercise was designed to stimulate and give the students an insight into the real time interviews. The event was judged by Mr.Thrishanth and Mrs. Anasuya. Mrs. Preethika Dharmapal coordinated the programme.

### **Role Play**

The association conducted role play competition on 8<sup>th</sup> September 2016. The participants had to play the role of HR manager and were given current issues and challenges faced by HR manager where they had to come up with a best solution. The objective of this competition was to make students aware about the current issues of corporate world. Many students actively took part in the competition. The event was judged by Mr. Gururaj.

### **Character Showdown**

The association conducted character showdown competition on 16<sup>th</sup> September 2016. In this event the participants were given the characters of famous business personalities of corporate world. Many students actively took part in the competition. The event was judged by Ms. Priya.

### **Allegation**

The association conducted allegation competition on 20<sup>th</sup> September 2016. In this event the participants were blamed for various issues taking place in the organization and had to defend themselves and convince the judges. The event was judged by Mrs. Anasuya and Ms. Parinitha.

### **Flip Side**

The association conducted flip side competition on 21<sup>st</sup> September 2016. It was an event where the participants had to approbate and reprobate on the situation given. Many students actively took part in the competition. The event was judged by Ms. Nidhi.

### **HR Case Study**

The association conducted HR case study competition on 21<sup>st</sup> September 2016. The participants were given a case study related to the corporate world. The event was judged on the basis of decision making skills of the students and how they solve the case.

### **Book review**

The association organized a book review on 28<sup>th</sup> September 2016. Ms. Ashwathi of I BA (HRD) reviewed

the book on "Women and Human Right", edited by Dr. M. Lakshmi Narasaiah, Professor of Economics, coordinator, Department of MBA, Sri Krishnadevaraya University Post graduate Centre, Kurnool, Andra Pradesh. She narrated the important points mentioned in the book by citing contents. This exercise was undertaken to brief students about the new books available in the field of HR Management and also to encourage them to read such books.

## **FINANCE ASSOCIATION**

### **Financial Crossword and Treasure Hunt**

The association organized financial crossword and treasure hunt on 10<sup>th</sup> August 2016. The objective of the activity was to examine the knowledge of the students about the financial terms and their meaning. Finance related definitions were given to the students and they had to complete the crossword in order to get the treasure hunt clues. Only the first 15 teams to complete the crossword were qualified for the treasure hunt round. Mr. Gururaj G. coordinated the programme.

### **Group Discussion**

Group discussion was organized by the department on 30<sup>th</sup> August, 2016. This activity was organized in order to improve the communication, interpersonal, team building, listening and analytical skills of the students. Students were divided into groups of ten members each. Each group was given separate topics for discussion. Following topics were given to students for discussion- "Make in India vs. Make for India", "Startup India, Stand up India" and "Electronic transactions success or failure in India". Each group was given 20 minutes time for discussion, 3 minutes for presenting and concluding group ideas and 2 minutes for question and answer. Mrs. Gayathri K coordinated the programme.

### **Paper presentation**

The association conducted a paper presentation competition on the topic "Goods and Service Tax" on 1<sup>st</sup> September 2016. The main objective of conducting this activity was to enhance the presentation skill of the students and also acquaint the students about the changes in tax system. This activity helped students to improve their communication skills and knowledge about GST. Students actively took part in this event. Mrs. Gayathri judged the event. Mr. Gururaj G. coordinated the programme.



### **Book review**

The association organized book review on 26<sup>th</sup> September 2016. Mr. Yajnes and Ms. Pavithra of III B.Com reviewed the book "Financial Inclusion and Inclusive Growth" authored by Biju S. K. and Rani L. Students presented the summary of the main ideas and arguments presented in the book. The book unfolded how inclusive growth is the biggest challenge that the nation faces and why it is important to ensure all segments of society to be part of the growth process. This exercise was undertaken to brief the students about the new books available in the field of financial management and encouraged them to read such books. Mr. Deviprasad coordinated the programme.

## **MARKETING ASSOCIATION**

### **Product Launch**

The association conducted a product launch competition on 1<sup>st</sup> August 2016. The judges for this competition were Mrs. Smitha and Mrs. Anusuya. Large number of students participated in this competition. The teams were evaluated on the basis of their creativity, presentation skills and convincing abilities.

### **Tagline**

The association conducted a tagline competition on 17<sup>th</sup> August 2016. Each participant was given 5 minutes to come up with a unique tagline. The topic was business newspapers. Creativity was the basis of scoring. The judge for this competition was Mrs. Madhumati.

### **Flash Marketing**

The association conducted flash marketing competition on 19<sup>th</sup> August 2016. The teams were judged based on the criteria of innovation, presentation and convincing abilities. Ms. Nidhi and Ms. Priya were the judges.

### **Jingle writing**

The association conducted jingle writing competition on 29<sup>th</sup> August 2016. The judge for this competition was Mrs. Kavitha Prabhu. The teams were evaluated on the basis of their creativity and how catchy the jingles were.

### **Book review**

The association organized a book review on -Content Marketing Strategies for Professionals - How to Use Content Marketing and CEO to Communicate with Impact, Generate Sales, and Get Found by Search

Engines - by Bruce Clay and Murray Newlands on 18<sup>th</sup> August 2016 for the benefit of III BBM 'C' Students. Book review was done by Ms. Vindhya. The objective of the review was to develop critical reading skills by identifying the author's perspective. Content Marketing Strategies for Professionals is a collaborative effort from Bruce Clay and Murray Newlands, and peppered with examples from both men's wealth of experience in the industry. This makes the book very pragmatic and geared towards practical application. The book explains how to plan a content marketing campaign. Mrs Kavitha Prabhu coordinated the programme.

### **Group Discussion**

The association organized a group discussion on the topic "Is consumer really the king in India" on 12<sup>th</sup> August 2016. The objective was to enhance the students' communication skills and also to learn group dynamics. The activity helped the students to update their knowledge on current issues. Mrs Kavitha Prabhu coordinated the programme.

### **Brand wars**

The association conducted brand wars competition on 15<sup>th</sup> September 2016. The contestants were given brand names and 2 participants made a team. The judge for this round was Mrs. Kavitha Prabhu. Competition was judged on the basis of convincing abilities, content and communication skills.

### **Turn Coat**

The association conducted turn coat competition on 27<sup>th</sup> September 2016. The judge for this competition was Mrs. Reshmi B.R. Competition was judged on the basis of content, communication and clarity.

## **SCAN ASSOCIATION**

### **Quick Hands**

The association organized an event quick hands on 9<sup>th</sup> August 2016. The objective of this event was to test the participants speed and efficiency in typing. The Students were given a paragraph of 200 words to type within a time limit 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. Mr. Elvin Shawn D'souza, Mr. R K Nikash and Mr. Shivaprasad of III BCA were the student in-charge. Mrs. Shashiprabha coordinated the programme.



### **Toggle Toggle**

The association organized an event toggle toggle on 10<sup>th</sup> August 2016. The objective of this event was to test the participant's communication skills and their ability to cope under pressure. 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 participant's spot thinking and communication skill. Mr. Elvin Shawn D'souza, Mr. R K Nikash and Mr. Shivaprasad of III BCA were the student in-charge. Ms. Pooja Shetty and Mrs. Reshmi B R were the judges for the event. Mrs. Sowmya jyothi coordinated the programme.

### **Power Point**

The association organized a power point competition on the topic "Google and its Innovations" on 26<sup>th</sup> August 2016. The objective of the event was to communicate effectively, that is, to inform or to get informed with clarity and understanding and create maximum impact in minimal time. Ms. Parinita Salian and Mrs. Sowmya jyothi were the judges. The participants were judged on the basis of design, creativity and contents. The student coordinators were Mr. R. K Nikash, Mr. Elvin Shawn D'Souza and Mr. Shivaprasad of III BCA. Mrs. Reshmi B. R. coordinated the programme.

### **IT Quiz**

The association organized IT quiz on 29<sup>th</sup> August 2016. The objective of this event was to test the participants' knowledge about technology. Large number of students actively participated. The participants were given 20 minutes to answer 40 questions. The student coordinators were Mr. Elvin Shawn D'Souza, Mr. R. K Nikash and Mr. Shivaprasad of III BCA. Mrs. Divya Uchil coordinated the programme.

### **Tagger**

The association organized an event tagger on 20<sup>th</sup> September 2016. The objective of this event was to test the participant's creativity and innovativeness. The participants were given the product "Smart Watch", for which they had to devise their own creative taglines in a time limit of 5 minutes. The Event was judged on the basis of their uniqueness, relevance, and creativity. Large number of students took active participation. The student coordinators were Mr. Elvin D'Souza, Mr. R.K Nikash and Mr. Shivaprasad V. Bhat of III BCA. Mrs. Shashikala Shetty coordinated the programme.

### **IT Debate**

IT Debate was conducted on 22<sup>nd</sup> September 2016 on the topic "Uses of Technology". In a team there were 2 participants and they had to speak for and against the topic with their teammate. The time given for debating was 3+1 minutes. The event was judged on the basis of the participants' language, communication skills, relevancy to the topic and knowledge. Mrs. Deepa D. Hegde and Mrs. Shashiprabha were the judges. The student coordinators were Ms. Durgashree S, Mr. Deepak R.S and Mr. Steven D'Souza of III BCA. Mrs. Sowmya Jyothi coordinated the programme.

### **Captcha Cracker**

The association organized captcha cracker on 23<sup>rd</sup> September 2016. The objective of this event was to test the participant's ability to decode Captcha's. The participants were given ten Captcha's which they had to crack in a time limit of 5 minutes. Event was judged based on the number of Captcha's cracked. The student coordinators were Mr. Elvin D'Souza, Mr. Deepak R.S, and Ms. Durgashree S. of III BCA. Mrs. Shashiprabha coordinated the programme.

## **COMMERCE ASSOCIATION**

### **Video Review**

The association conducted a video review programme for III BBM on 26<sup>th</sup> August 2016. The programme was conducted on team work effectiveness. Active interaction took place and students developed an idea of successful team spirit among them in their practical life.

### **Flip Slide**

On 31<sup>st</sup> August 2016 the association conducted a flip side competition to improve communication skills. The topics were on current issues related to commerce. Many students participated in the competition. The competition helped the students to improve their knowledge.

### **Venture Launch**

On 29<sup>th</sup> August 2016 the association conducted venture launch competition to improve knowledge. The event was related to developing an Amusement park at Thar Desert. Many teams participated in the competition. The competition helped the students to improve their financial, marketing, human resource and production management skills.



### **Research Projects**

On 29<sup>th</sup> August 2016 the association conducted research projects competition to enhance their research based knowledge in commerce field. The competition helped the students to identify gaps in theory and practice and to suggest solution for the real business problems.

### **Book review**

The association organised a book review on 'Ecology of Commerce' written by Paul Hawken on 17<sup>th</sup> August 2016 for the students of B.com. Students actively took part in the program and concluded that the book illustrates how wide the gap has become between the natural world and our commercial lives. Business believes that if it doesn't continue to grow and instead cuts back and retreats, it will destroy itself. Ecologists believe that if business continues its unabated expansion it will destroy the world around it. In this eloquent and visionary book, Paul Hawken describes a third way, a path that is inherently sustainable and restorative but which uses many of the historically effective organizational and market techniques of free enterprise. Program helped to develop creative idea on environment based commerce related concepts in the minds of students.

### **Paper presentation**

The association organized a paper presentation on the topic related to Bombay Stock Exchange and capital markets all the students presented the papers on related topics. Students of BBM were given topics related to Cost and management accounting 10 students presented papers in related topics.

### **Branding and International Quality Standards**

The association organized a paper presentation on the topic "Branding and International Quality Standards" by Ms. Prabhashree and Mr. Vinod of III B.Com for final year students on 14<sup>th</sup> September 2016. The objective of the programme was to create awareness about the importance of branding in marketing and fixation of quality standards while marketing products.

### **Green Marketing and E-Marketing**

The association organized a paper presentation on the topic "Green Marketing and E-Marketing" by Ms. Sadhma of III B.Com on 22<sup>nd</sup> September 2016 for final year students. The objective of the programme was to develop knowledge about recent trends in the field of marketing.

### **Meet the CEO**

The association conducted a skill based competition meet the CEO on 23<sup>rd</sup> September 2016. The objective of the program was to evaluate person's ability of communication and face the allegation. It is an individual event where the case related to the company where given to the participants and as a CEO they have to defend the case in favour of company and answer the questions raised in the session. Large number of students participated in the program. Mr. Thilakraj judged the event on the basis of presentation and convincing ability.

### **Review of research papers**

The association conducted review of research papers competition on 23<sup>rd</sup> September 2016. The objective of this competition is to develop research based analytical skills and to develop interest towards research. In a team there were 2 participants where they were expected to review and present research papers related to the topic 'Internet Banking' in front of judges. A good number of reviews were presented by the students.

### **FINE ARTS ASSOCIATION**

#### **Singing competition**

The association conducted singing competition on 21<sup>st</sup> September 2016. Students from various classes participated with competitive spirit. The competition was judged by Ms. Priya kamath and Mr. Gururaj Bhat.

#### **Traditional Day**

On 17<sup>th</sup> September 2016, 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. Traditional day is a day designated for people to come in traditional attire from their home state, or specific culture of their choice.

### **BUSINESS LAW DEPARTMENT**

#### **Pick and Speak**

Pick and speak competition was conducted by the department on 26<sup>th</sup> August, 2016. The activity was conducted to examine the knowledge of the students with regard to the current issues in the field of Business Law. The competition was judged by Mrs. Preethika Dharmapal.

#### **Quiz**

The department conducted a quiz on 1<sup>st</sup> September 2016 with the objective of examining the knowledge



of students relating to political science and politics of India. Large number of students actively participated in the event. Ms. Priya Kamath coordinated the programme.

### **Book review**

A book review is a form of literary criticism in which a book is analyzed based on content, style, and merit. It is a primary source of opinion and provides a summary of the content. On 20<sup>th</sup> September 2016, Mr. Keerthan Kumar of III BBM 'A' reviewed the book "Envisioning an Empowered Nation -Technology for Societal Transformation" written by A.P.J. Abdul Kalam with A. Sivathanu Pillai. In this book they gave the vision to empower our nation. They see that technology is the only thing which can take the nation to the forefront. Dr. Abdul Kalam visualized the technological possibilities in various fields of agriculture, industry, IT, health, society development, roads and infrastructures, space research, war, business and lot more areas.

The book gave an insight into the world scenario, the latest technological possibilities and then practically analyze where we stand in comparison to other countries. This book is a typical project plan which may serve as a reference manual for anybody who wish to work and plan for the technological development of the country. It is a motivational plan to design a healthy strategy. There is a lot of preparation behind the book where each chapter is supported with necessary charts, pictures, tables and designs. Overall, the book is a good treat for one who envisions and plans to work for the country.

### **Debate Competition**

The department conducted a debate competition on 20<sup>th</sup> September 2016 on the topic "Capital punishment should be allowed or banned". The objective of the competition was to examine the student's ability to analyze, select and evaluate evidence, construct and refute arguments. Also to help them become better critical thinkers and communicators. The competition was judged by Mrs. Supritha.

### **EDP CELL**

#### **Essay Writing Competition**

The cell conducted essay writing competition on 16<sup>th</sup> September 2016. The topic for the essay was "Emerging business opportunities for young entrepreneurs". Students of all the courses actively participated. The

objective of the competition was to enhance the analytical skill and knowledge of the students about business opportunities available for young entrepreneurs'. Mrs. Supritha A, Ms. Priya Kamath and Mr. Deviprasad were the judges for the competition.

### **Debate Competition**

The cell conducted debate competition on 20<sup>th</sup> September 2016. The topic for the debate was "Is social media worth the time and effort for a start up entrepreneur?" Students of all the courses actively participated. The objective of the competition were to enhance the analytical skill and knowledge of the students about idea generation to start up through the different social medias. Ms. Priya Kamath and Mr. Deviprasad were the judges for the competition.

### **ROVERS AND RANGERS ASSOCIATION**

#### **Tulu Elocution competition**

On 1<sup>st</sup> September 2016 the association conducted Tulu elocution competition on the topic "Misuse of law by women". The main objective of conducting this activity is to increase the presentation skill of the students. This activity helped the students to improve their communication skill and brought awareness about the law. Mrs. Jeevitha and Mrs. Anasuya were judges. Mr. Gururaj G coordinated the programme.

### **LITERARY ASSOCIATION**

#### **ENGLISH DEPARTMENT**

#### **Wrong people at wrong job**

The department conducted a competition on "Wrong People at Wrong Job" on 1<sup>st</sup> August 2016. The objective of this competition was to examine the participants' perception, reasoning and rationality. This competition w helped the students to comprehend the situation successfully. Mrs. Madhumathi J. Raja co-ordinated the programme and the student coordinator was Ms. Prithvi Kukyan.

#### **Elocution**

On 10<sup>th</sup> August 2016, the department conducted elocution competition on the topic "Drug Addiction - Problems and Solutions". The topic was chosen to make the students aware about the effects of drugs and solutions to overcome drug addiction. The main objective of this competition was to motivate the students to speak out freely on the issues of drugs and create awareness among their fellow-mates to solve the problems related to it. Mrs. Madhumathi J. Raja



coordinated the programme and the student coordinator was Ms. Prithvi Kukyan.

### Group Discussion

The department organized a group discussion on the topic "Whether India should change their National Game?" on 27<sup>th</sup> August 2016. The objective of this activity was to encourage students to express freely and enrich their knowledge. It also helped the students in enhancing team building and leadership quality. The discussion was successful as students participated enthusiastically.

### Word Puzzle

The department conducted a word puzzle competition on 29<sup>th</sup> August 2016. The puzzle was based on organic vegetables. The competition helped the students in enriching their vocabulary and successfully gave them the opportunity to put their skills to test.

### Paper Presentation

The department organized a paper presentation on topics related to social issues for II B.Com on 27<sup>th</sup> August 2016. The objective of this programme was to make students aware about the various issues of our society and get their views on these matters. Ms. Samantha of II BA (HRD) presented a paper on "Dowry System". She highlighted the need to stop this system in India and Mr. Dilan .P. of II BA (HRD) presented a paper on "Gender inequality". He stressed that the view with regard to gender inequality needs to be changed and urged the youth to make such changes possible.

### Pick and Speak

On 14<sup>th</sup> September 2016 the department conducted a pick and speak competition. The participants were given topics on the spot. The objective of this competition was to enhance their speaking skills and also gain confidence in them to speak their views. Large number of students participated enthusiastically. This competition gave the students a platform to portray their speaking abilities, spontaneity, knowledge and creativity. It also helped them to overcome their stage fears.

### Slogan Writing

On 15<sup>th</sup> September 2016 the department conducted slogan writing competition on the topic "Healthy Foods". The objective of this competition was to encourage students to develop writing skills. This competition enhanced their creativity, knowledge and writing skills.

### Poem Recitation

On 23<sup>rd</sup> September 2016 the department conducted poem recitation competition on the topic "Mother". The students recited their own written poems .This competition gave the students a platform to bring out their innovative and creative ideas, views and their own perceptions. It also helped them to overcome the stage fear. It also improved their language skills.

### Paper Presentation

The department conducted paper presentation on 9, 16<sup>th</sup> and 23<sup>rd</sup> September 2016 and the following topics were presented by the students.

◆ Tax Regulations	Heera K and Deeksha Shetty	II BA (HRD)
◆ Effects of drugs	Nafila and Najeela	II BA (HRD)
◆ Social Issues in India	Mishcauth and Ankiitha	II BA (HRD)
◆ Child Abuse	Yudhishree Shetty & Pooja Laxmi Rai	II BA (HRD)
◆ Cyber Crime	Tripathi and Kajal Rai	II BA (HRD)
◆ Adolescent Problems	Pranitha Shetty and Navya	II BA (HRD)
◆ Gender Inequality	Dilan	II BA (HRD)
◆ Women Empowerment	Samantha D'Souza	II BA (HRD)

### Book review

The department organised a book review on "The Mother I never knew " written by Sudha Murthy on 23<sup>rd</sup> September 2016 by Ms. Mischauth of II BA(HRD). The objective of this programme was to develop critical and analytic views. This book showed the importance of relationships between parents, their values and importance in each one's life, Mrs. Madhumathi J. Raja coordinated the programme.

## HINDI DEPARTMENT

### Elocution

On 29<sup>th</sup> August 2016, the department conducted elocution competition on the topic "Impact of Television on our social values". The objective of the competition was to examine the communication skills of the participants. Mrs. Shalini coordinated the event.

### Shayari

The department conducted shayari competition on 29<sup>th</sup> August 2016. Large number of students participated in the event enthusiastically. It helped them to showcase their poetic skills. Mrs. Shalini coordinated the event.



### **Story Narration**

On 29<sup>th</sup> August 2016, the department conducted story narration competition. 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. Mrs. Shalini coordinated the event.

### **Poem Writing**

On 8<sup>th</sup> September 2016, the department conducted poem writing competition on the topic "Mother's love". Large number of students participated with great enthusiasm. The activity was conducted to enhance the creativity and writing skill of the students. Mrs. Jyothi and Mrs. Shalini M. coordinated the programme.

### **Identifying the object**

On 16<sup>th</sup> September 2016 the department conducted a competition on identifying the given pictures and writing the names in Hindi. The main objective of this competition is to improve the students' knowledge in Hindi language. Many students actively participated in this competition. Mrs. Jyothi and Mrs. Shalini M. coordinated the programme.

## **KANNADA DEPARTMENT**

### **Elocution**

The department conducted elocution competition on the topic "How consumption of drugs will affect the development of the nation?" on 26<sup>th</sup> August 2016. The topic helped the students to understand the impact of consumption of drugs in our society and the nation. The competition helped the students to develop skills of researching and improve their vocabulary. Large number of students participated with great zeal to showcase their talent in speaking and express their point of view. Mrs. Jeevitha D and Mrs. Renuthakshi coordinated the programme.

### **Debate**

The department conducted debate competition on the topic "Role of Women" on 10<sup>th</sup> August 2016. The objective was to create awareness about the status of a woman in the family and society and to understand the immense role that she plays to keep her family stay united. It helped the students to make a proper stand

on what they think, defend themselves and express their opinions regarding this. Large number of students participated with great zeal to showcase their talent in speaking and expressing their point of view. Mrs. Jeevitha D and Mrs. Renuthakshi coordinated the programme.

### **Story Narration**

The department conducted story narration competition on 1<sup>st</sup> September 2016. Story Narration is the great platform to the students by which they can discover themselves, share their ideology to the public, make the speech more effective and can keep the crowd alert as everyone loves to listen the most suspenseful, interesting stories which are inspiring and holds some values as well. Many students actively participated in this competition. Mrs. Jeevitha D and Mrs. Renuthakshi coordinated the programme.

### **Pick and Speak**

The department conducted pick and speak competition on 8<sup>th</sup> September 2016. Topics were given on the spot. The objective was to develop the skill of analyzing and decision making. It also helped the students to learn how to interact with the people and how to get the attention from the mass and express their opinions. Many students actively participated in this competition. Mrs. Jeevitha D and Mrs. Renuthakshi coordinated the programme.

### **Paper Presentation**

#### **Adhunika Bharathadalli Vidhyarthigala Patra**

The department conducted paper presentation competition on the topic "Adhunika Bharathadalli Vidhyarthigala Patra" on 23<sup>rd</sup> September 2016 with the objective to enhance their writing and communication skills. The competition developed the skills of reasoning, researching, expressing, and improving the grammar and vocabulary while presenting the paper. Students from different sections participated with great zeal to showcase their talent in presenting the papers. Mrs. Jeevitha D and Mrs. Renuthakshi coordinated the programme.

### **Placement Cell**

Envestnet Yodlee conducted their campus recruitment at CMRIT Bengaluru on 22<sup>nd</sup> and 23<sup>rd</sup> September, 2016. 15 students from our college had attended the interview. Shivaprasad V Bhat from Final year BCA has been recruited for the post of Assistant Quality Analyst.



## **Fest Forum**

### **Genesis Training**

The genesis training was held for the first year students from 3.00 p.m. to 4.00 p.m. for 3 weeks. The training started on 26<sup>th</sup> July 2016 and continued till 16<sup>th</sup> August 2016. The students were given a brief introduction about genesis, the opportunities that are available to them and the exposure they receive by attending the training and fests. A demonstration of product launch was given to the students after which it was held, to analyze the participant's communication skills, creativity and general knowledge on various areas. They were asked to write resumes and C.V's to test their knowledge. Later a finance round was held to check their financial skills; logo designing, treasure hunt, crosswords and quiz sessions were also conducted. A numbers of participants were shortlisted and were provided training according to their areas of interest. At the end, two major sessions of HR allegations and stress interview was held. Finally two teams of 12 members each were selected. The two teams entered genesis and took part in the fest actively.

## **STAFF ACHIEVEMENT**

### **Prof. Aruna P. Kamath**

- Visited SDME Society ®, Ujire on 4<sup>th</sup> October 2016 to interact with the SDME Society secretary Dr. B. Yashovarma and other NAAC criteria heads to refine the NAAC SSR document.

### **Dr. Muralidhar Rao**

- Participated in Faculty Development Program on "Modern Teaching Tools & Techniques" organized by IBS Business School at Hotel The Ocean Pearl on 19<sup>th</sup> September, 2016
- Appointed as a member of BOS in BA (HRD), Mangalore University
- Appointed as a member of BOS in BBM/BBA, SDM College (Autonomous), Ujire
- Appointed as a member of BOS in BBM/BBA, St. Aloysius College (Autonomous), Mangalore.
- Attended BOS meeting on 3<sup>rd</sup> October 2016 at department of Commerce Mangalore University.
- Visited SDME Society ®, Ujire on 4<sup>th</sup> October 2016 to interact with the SDME Society secretary Dr. B. Yashovarma and other NAAC criteria heads to refine the NAAC SSR document.

### **Mrs. Divya Uchil**

- Visited SDME Society ®, Ujire on 4<sup>th</sup> October 2016 to interact with the SDME Society secretary Dr. B. Yashovarma and other NAAC criteria heads to refine the NAAC SSR document.

### **Mrs. Smitha**

- Visited SDME Society ®, Ujire on 4<sup>th</sup> October 2016 to interact with the SDME Society secretary Dr. B. Yashovarma and other NAAC criteria heads to refine the NAAC SSR document.

### **Mrs. Jeevitha**

- Attended a talk on "Transformational learning excellence" organised by Shri Amrita Vidyalayam Senior Secondary School on 20<sup>th</sup> August 2016.

### **Mr. Arun F. Sequeira**

- Visited SDME Society ®, Ujire on 4<sup>th</sup> October 2016 to interact with the SDME Society secretary Dr. B. Yashovarma and other NAAC criteria heads to refine the NAAC SSR document.

### **Mr. Thrishanth Kumar**

- Visited SDME Society ®, Ujire on 4<sup>th</sup> October 2016 to interact with the SDME Society secretary Dr. B. Yashovarma and other NAAC criteria heads to refine the NAAC SSR document.

### **Mrs. Manju H.**

- Visited SDME Society ®, Ujire on 4<sup>th</sup> October 2016 to interact with the SDME Society secretary Dr. B. Yashovarma and other NAAC criteria heads to refine the NAAC SSR document.

### **Mrs. Gayathri K.**

- Participated in Faculty Development Program on "Modern Teaching Tools & Techniques", organized by IBS Business School at hotel The Ocean Pearl, on 19<sup>th</sup> September, 2016

### **Mr. Thilakraj**

- Visited SDME Society ®, Ujire on 4<sup>th</sup> October 2016 to interact with the SDME Society secretary Dr. B. Yashovarma and other NAAC criteria heads to refine the NAAC SSR document.

### **Mrs. Shashikala Shetty**

- Visited SDME Society ®, Ujire on 4<sup>th</sup> October 2016 to interact with the SDME Society secretary Dr. B. Yashovarma and other NAAC criteria heads to refine the NAAC SSR document.



**Mrs. Madhumathi J. Raja**

- Attended a talk on "Transformational learning excellence" organised by Shri Amrita Vidyalayam Senior Secondary School on 20<sup>th</sup> August 2016.
- Attended 3 days workshop on "Counselling Skills Training to College Teachers" organized by School of Social Work, Roshni Nilaya, Mangaluru from 19<sup>th</sup> to 21<sup>st</sup> Sept 2016
- Visited SDME Society®, Ujire on 4<sup>th</sup> October 2016 to interact with the SDME Society secretary Dr. B. Yashovarma and other NAAC criteria heads to refine the NAAC SSR document.

**Mrs. Kavitha Prabhu**

- Visited SDME Society®, Ujire on 4<sup>th</sup> October 2016 to interact with the SDME Society secretary Dr. B. Yashovarma and other NAAC criteria heads to refine the NAAC SSR document.

**Mrs. Sowmya Jyothi**

- Attended the BCA BOE meeting on 28<sup>th</sup>, 29<sup>th</sup> September and 01<sup>st</sup> October 2016 held at St. Philomena College, Puttur.

**Mrs. Renuthakshi**

- Attended 7 days Training course for NSS Programme Officers organised by NSS at Empanelled Training Institution for Karnataka, University of Mysore, Mysuru from 5<sup>th</sup> August 2016 to 11<sup>th</sup> August 2016.
- Attended a talk on "Transformational learning excellence" organised by Shri Amrita Vidyalayam Senior Secondary School on 20<sup>th</sup> August 2016.

**Mrs. Jyothi**

- Attended a talk on "Transformational learning excellence" organised by Shri Amrita Vidyalayam Senior Secondary School on 20<sup>th</sup> August 2016.
- Was awarded Doctorate Degree by Madras University for her thesis on "Antim Dhashak ki Mahila Rachanakaro ke Upanyaso me Chitrit Purush Paatr".

**Mrs. Supritha**

- Attended Student's Entrepreneurship Summit organized by KS Hegde institute of Management, Nitte on 10<sup>th</sup> September 2016.

**Mrs. Shalini**

- Attended a talk on "Transformational learning excellence" organised by Shri Amrita Vidyalayam Senior Secondary School on 20<sup>th</sup> August 2016.

**Mrs. Reshmi B.R.**

- Attended a talk on "Transformational learning excellence" organised by Shri Amrita Vidyalayam Senior Secondary School on 20<sup>th</sup> August 2016.

**Mrs. Veena Kotian**

- Presented joint paper on the topic " Branchless banking for the poor as a part of financial inclusion" in two days National conference on "Innovations and Transformations in banking, management, IT, education and social science" organised by Srinivas Institute of Management Studies on 26<sup>th</sup> and 27<sup>th</sup> August 2016.

**Ms. Sowmya Hegde**

- Attended a talk on "Transformational learning excellence" organised by Shri Amrita Vidyalayam Senior Secondary School on 20<sup>th</sup> August 2016.
- Presented joint paper on the topic " Branchless banking for the poor as a part of financial inclusion" in two days National conference on "Innovations and Transformations in banking, management, IT, education and social science" organised by Srinivas Institute of Management Studies on 26<sup>th</sup> and 27<sup>th</sup> August 2016.

**Mrs. Deepashree Shenoy**

- Attended a talk on "Transformational learning excellence" organised by Shri Amrita Vidyalayam Senior Secondary School on 20<sup>th</sup> August 2016.
- Attended UGC Sponsored two days national seminar "Konkani speaking people of coastal karnataka and their anglo portugese connection" organized by Besant Women's College, Mangaluru on 23<sup>rd</sup> and 24<sup>th</sup> August 2016.

**Ms. Parinita Salian**

- Attended a talk on "Transformational learning excellence" organised by Shri Amrita Vidyalayam Senior Secondary School on 20<sup>th</sup> August 2016.

**Mr. Gururaj G.**

- Was a resource person for the guest lecture on " Entrepreneurship Development" held on 11<sup>th</sup> August 2016 , organized by Commerce and Management Department SDM College Ujire.
- Attended a talk on "Transformational learning excellence" organised by Shri Amrita Vidyalayam Senior Secondary School on 20<sup>th</sup> August 2016.

**Ms. Priya Kamath**

- Attended a workshop organized by BSE, Investor's Protection Fund on "How to manage money and be a smart investor" on 7<sup>th</sup> Sept. 2016.
- Attended Student's Entrepreneurship Summit organized by KS Hegde institute of Management, Nitte on 10<sup>th</sup> September 2016.



## Student Achievement

- Won Overall Championship in 'EXCEL 2016', IT Fest organized by MCA Department of Srinivas Institute of Technology, Valachil, Mangaluru, held on 7<sup>th</sup> September, 2016. Following students won prizes in various events
 

Mr. Shivaprasad Venkatraman Bhat	Aptitude	II Place
Mr. R K Nikash & Rayesh S Pai	Quiz	I Place
Mr. Elvin Shawn D'Souza	Web Designing	I Place
Sharafath Sulaiman, Pavan, Anvitha , Chaitra M., H Niveditha	Treasure Hunt	I Place
Anushree Shenoy, Gaurav, Vinay, Savan, Manish Raj, Mahesh Rao	Dance	I Place
- Won overall championship trophy in intercollegiate fest 'FACULA 2016' held on 15<sup>th</sup> September 2016 organized by St. Philomena's college, puttur and won following prizes:
 

Mr. Samradh Shetty, Mr. Hrishikesh Shetty, Mr. Canute D'Costa,	Best CEO	I Place
Ms. Chrismitha D'Costa, Mr. Hysum Damudi, Ms. Aditi D'Souza	Product Launch	I Place
- Won Overall Championship in national level inter collegiate fest 'ABHIGYAAN 2k16' organised by SDMIMD, Mysore on 4<sup>th</sup> and 5<sup>th</sup> October 2016.
 

Mr. Hrishikesh Shetty	Best Manager	I Place
Mr. Jacob Johnson	Photography	II Place
Ms. Shristi Rai & Mr. Jayanth Jain	Paper Presentation	I Place
Mr. Vinod D'Souza & Mr. Mohammad Ashiq	Human Resource	II Place
- Won Runners up Trophy in National level Fest 'RENDEZVOUS 2016' organized by Sarosh Institute of Hotel Administration, Mangaluru on 17<sup>th</sup> August 2016.
- Participated in 'BEQUEST-2016', a two-day national level management and cultural fest organized by Besant Women's College on 22<sup>nd</sup> and 23<sup>rd</sup> September 2016 and won the following prizes,
 

Ms. Samantha Virginia D'Souza	Best Manager	I Place
Mr. Vinod D'Souza & Mohammed Ashiq	Quiz	I Place
Ms. Alminaaz & Heera Maria Alva	Human Resource	II Place
Ms. Farheen Banu	Marketing	II Place
Mr. Nishanth Bhat & Sanjay	Web Designing	II Place
- Attended an intercollegiate fest for all the management and hotel management students 'IGNITE 2016' on 31<sup>st</sup> August 2016, organized by Moti Mahal college of Hotel Management and won the following prizes:
 

Ms. Alminaaz and Mr. Vinod Dsouza	Collage competition	I Place
Mr. Guruxith T and Ms. Heera K	Cooking competition	I Place
- Participated in intercollegiate fest 'EXPRESSIONS 2016' held on 10<sup>th</sup> September 2016 organized by Roshni Nilaya College Mangalore and won following prizes.
 

Mr. Mohammad Ashiq	Mock press	I Place
Mr. Clenster lobo	Photography	II Place
- Mr. Yajnesh Bengre won individual championship in men's section in Mangalore University Intercollegiate Aquatic Championship 2016-17.



**SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALORE - 3**  
**MANGALORE UNIVERSITY MAY 2016 EXAMINATION**  
**DISTINCTION STUDENTS OF THE COLLEGE**

III Year BBM			III Year BCA			III Year BA(HRD)		
No.	Name of the Students	Marks	No.	Name of the Students	Marks	No.	Name of the Students	Marks
1	SIMONA DENISE FERNANDES	4448	1	BHAVITHASHREE	4544	1	SARA NAZARETH	4152
2	VARALAXMI BHAT P	4361	2	NAMRATHA SHARATH	4538	2	NIFA ALI	4131
3	KEERTHI KUMARI U P	4336	3	ANKITHA K S	4499	3	SWEDEL D SOUZA	3845
4	LAKHAN RAJ	4216	4	ROOPA SHENOY	4492	4	NIDHI SUHANA	3828
5	AISHWARYA BHAT	4207	5	PALLAVI	4399	5	NITHIN P	3740
6	RUHINAAZ ABDULNAWAZ KHAN	4165	6	ARJUN KUMAR VINAYA SHET	4373	6	SAMEEYA	3739
7	ANUP J	4142	7	MELANIE HARRIET LOBO	4330	7	RAHUL RAM	3712
8	IRWIN GLEN SOANS	4067	8	RADHIKA SHETTY M	4238	8	ARJUN P	3593
9	ANKITHA SHETTY	4042	9	M PAVAN RAO	4218	9	SHREEGOWRI M K	3554
10	FATHIMATH ASHFEENA	4028	10	LAVANYA	4198			
11	P K JESMI	4020	11	AMRUTHA SHETTY	4155			
12	DEEKSHA P N	4010	12	ASHA SHETTY	4110			
14	KUSHBOO	4000	13	SUJAY S KAMATH	4093			
13	AMRA AMIR ARABI	3993	14	GURUDAS H SHENOY	4086			
15	MOHAMMED SAFWAN	3926	15	DEEKSHA R	3973			
17	VAISHNAVI	3909	16	ENITA LEEVIA COELHO	3961			
16	SAKSHI SHETTY	3908	17	AMRITHA	3958			
18	SUPRITHA K	3869	18	MOHAMMED IRSHAD	3937			
19	ZINNIA ANISHA LEWIS	3854	19	PREETHIKA	3937			
21	PRATHIKSHA M	3854	20	LATHASHA	3894			
22	SHASHANK N A	3852	21	SHAIK MOHAMMED MEHTAJ C	3887			
20	DHRITI DIVAKAR	3850	22	MOHAMMED AFTHAZ	3878			
23	LAVANYA	3805	23	MOHAMMED HASEEB ASSADI	3877			
24	SUSHMITHA	3799	24	MUTHAMMA C A	3876			
25	SHRIVIDYA N RAO	3797	25	SURAKSHA K	3875			
26	RANI SWATHI N G	3788	26	VEENA	3872			
27	VINAYA K	3769	27	JASSEM ABBAS	3832			
28	SHAMBHU NATH P	3766	28	VINAYAK S MALLYA	3828			
29	FATHIMA NAIZA	3723	29	ASHWINI J K	3763			
30	SANJEETH XAVIER RODRIGUES	3714	30	DIMPLE	3752			
31	PRITHVIKA SHET D	3708	31	MANOJ S	3726			
32	SAAJAN M S	3706	32	AJAY MADA	3707			
33	RHEA PREETHAM	3680	33	AMINA NISAA MAQSOOD	3702			
34	FATHIMA GULNAZ	3679	34	THRIPTHI S SHETTY	3691			
35	MELISSA CLARA RASQUINHA	3660	35	HYDER ALI	3690			
36	SHEIKH RIZWAN AHMED	3655	36	KARTHIK SHENOY M	3682			
37	DRAVID RAO	3646	37	MUDDASSIR MOHAMMED MAROOF	3681			
38	KRATHIKA	3630	38	ASHISH G PRABHU	3658			
39	VAIBHAVI LAXMI	3605	39	SHRUTHI A H BAYARI	3657			
41	AISHWARYA	3593	40	CHAITHRA	3646			
40	AISHWITHA A MOILY	3591	41	PREETHIKA	3623			
42	JYOTHI L	3588	42	LAHARI B L	3617			
43	FATHIMA	3559	43	NAIDILE B S	3601			
44	RAMYA	3557	44	MANOJ MALLYA K	3595			
45	ANANYA	3552	45	SHRAYA RAI	3588			
46	NAYANPRASAD H S	3542	46	MOHAMED ZAMAN A	3583			
47	RILA AKOR SYIEMLIEH	3533	47	DIMPLE RATHOD	3547			
48	SHRINIDHI ACHARYA	3532	48	KARISHMA S KUMBLE	3535			
49	VINAY PRASAD	3523						
50	AYESHA SUHA	3514						
51	RASMIYA S SHEIKH	3510						
52	SHETTY NISHA SHIVAJI	3502						

