



SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT

MANGALURU - 575 003, D.K.

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

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

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VOL. - 45 Issue : December 2016 - March 2017

SYNC
VISION



Editorial

This quarter witnessed several exciting activities which kept students busy and involved, culminating with the college day celebrations. All these activities have been most engaging and empowering, resulting in adding more dimensions to their personality. The government's call of making India cashless, found a reverberating echo among the students who showed proactive interest in learning about it, training and encouraging the public to go cashless. Some of the highlights include Management, It Fest, Synergy, Sygma etc.

SYNERGY 2017

Synergy 2017, a two days National Level Management Fest exclusively for undergraduate management students was inaugurated by Mr. Tharak Krishnamurthy, Vice President, Star Mark Services, Bengaluru on 24th January 2017. Ms. Krishma Rai, Task Producer, Big Boss Season 4 Kannada, also an alumna of the college was the distinguished chief guest on the occasion.

Mr. Tharak Krishnamurthy, in his inaugural address spoke about entrepreneurship and compared it to 'Jugaad'. He said that an entrepreneur is a 'Jugaadwala', that is, a catalyst or a leader who is able to solve complex problems in an innovative way. He added that entrepreneurship is not only thinking about individual development, but it is backed up by a talented set of individuals, working as a team and identifying strengths and focusing on solving the problem.

Ms. Krishma Rai, in her address said that Synergy refers to the synchronization of energy. She recalled her days at SDM College and pointed out that fests like Synergy gave her the courage and confidence that one requires in the modern professional world. She advised the students to never give up on their dreams and said that self belief will take them a long way in life.

Prof. Aruna P. Kamath, our Principal, in her presidential address pointed out that one requires not only the capability but also the depth of capability.

The theme of Synergy 2017 was "REVOCO", which revolved around reacquiring our human capital lost due to Brain Drain. Synergy had several events designed to bring out the potential of the young minds through events like Best Manager, Entrepreneur, Finance, Human Resources, Marketing, Public Relations, Operations and R&D and Corporate Law under the head of Management Events.

To commemorate the occasion of the 20th year of Synergy, a new set of events "AAVISHKAAR", was introduced as management is all encompassing and its scope is getting extended It consisted of skill enhancement competitions, like Just A Minute, T-Shirt Painting, Mock Press, Event Management, Journalism, Photography and Quiz.

Professionals were invited to judge the events who also gave useful tips to the participants.

The valedictory ceremony of Synergy was held on 25th January 2017. Mrs. Eulalia D'Souza, Proprietor, Lia Travels and Tours, Bejai was the distinguished chief guest on the occasion. Mr. Akshith Shetty, Area Manager, Octaplus Medicare Solutions Pvt. Ltd., Mangaluru, also an alumnus of the college, was the guest of honour.

Mrs. Eulalia D'Souza in her chief guest address stressed on the role of youth in making a better tomorrow. She called upon the students to contribute their knowledge and talent for the welfare of the society and the nation. She concluded by saying that success has no shortcuts and no substitutes and hard work is the only key to succeed in life.

Mr. Akshith Shetty started off by thanking the institution for being the biggest asset in his life. He recounted his experiences as a student leader and added that the various opportunities he got during his college days helped him learn the nuances of the corporate world. He also said that our late President Dr. A.P.J. Abdul Kalam's "Vision 2020" will be a reality if all the youth of the country strive hard and make a little difference wherever possible.

Participants gave their valuable feedback and expressed their opinions about the fest. They termed it unique as compared to other fests and thanked the host for their hospitality and good organization.

Prizes were awarded to the individual winners. The overall championship was bagged by Christ University, Department of Management Studies, Bangalore while the



Runners Up were Department of Professional Studies, Christ University, Bangalore.

Principal of the college Prof. Aruna P. Kamath, Staff coordinators Mrs. Manju H. and Mr. Ashwin Mendonca, Student co-ordinators Ms. Prithvi K.V. and Ms. Heera Maria Alva were present on the dais.

SGYMA-2017

The Computer Application department organized one day State level IT fest Sygma-2017 on 25th January 2017. The programme commenced with Sygma-2017 video trailer. The inaugurator of the function was an Entrepreneur Mr. Harish Kumar, CEO, Accolade Tech Solutions, Mangaluru. He in his inaugural address spoke on the latest developments and advancements that have taken place in mobile Apps and how to startup an IT company. He encouraged the students to take part in these activities which would give them confidence. The guest of honour was Mr. Gautham, Team Leader, Technology operations, Perform Content and Media, Mangaluru and also an alumnus. In his speech, Mr. Gautham encouraged the students to be focused and to set a goal which they need to strive for in their early college days. Mrs. Aruna P. Kamath, the principal of the college, in her presidential speech addressed the students to always be motivated even in stressful situations. She also said that every motive that is taken by us should be helpful to the society. Ms. Nishmitha K.M. the student coordinator gave a brief introduction on Sygma 2017, its theme 'Octafusion'. Sygma 2017 hosted various events on different areas such as coding & debugging, web designing, IT quiz, IT debate, E-news, etc. Mrs. Deepa D. Hegde and Mrs. Shashiprabha were the staff coordinators of the program. Ms. Aishwarya K. V. compeered the programme. Mr. Rajath, Ms. Adithi and Mr. Nishanth rendered the prayer service. Ms. Durgashree and Ms. Manasa introduced the guests. Mr. Rajath and group sang the Sygma song. Ms. Deeksha Shetty proposed vote of thanks.

The valedictory of Sygma 2017 was held on the same day at 5 p.m. in the college auditorium. The overall championship was won by St. Aloysious College, Mangalore and Mahatma Gandhi Memorial College, Udupi won runners-up trophy.

PROJECT DISHA - 2 days Training & Development Programme

College organized 2 days Training & Development Programme "PROJECT DISHA" for the Dealers of Indian Oil Corporation Limited on 8th & 9th December 2016. Sessions were on Self Development/Self Management;

Leadership & Team building; Recruiting & Monitoring Workforce; Customer Orientation & CRM activities; Brand Management; Best Sales Practices and Profitability improvement was handled by Prof. Aruna P. Kamath, Mr. Thrishanth Kumar and Mr. Thilakraj G.

Workshop on 'Entrepreneurship and Digitalisation'

A workshop on Entrepreneurship and Digitalisation was conducted by the EDP cell with the objective of motivating students to take up entrepreneurship and also to point out how digitalization ushered in new opportunities in business on 20th January 2017. The inaugurator was Mr. Agari Raghavendra Rao, Proprietor of Agari enterprises, Mangaluru. Mr. Shreemukha, Founder of C-Key, Sullia, also an alumnus of the college, was the guest of honour.

Mr. Raghavendra Rao, in his inaugural address pointed out how participation in various activities organized in the college enables the students to master several techniques which are required for managing business. Mr. Shreemukha stressed on the need for developing a passion of following the dreams and become successful entrepreneurs in future. Identifying business opportunities is crucial to the budding entrepreneurs he added. Principal, Prof. Aruna P. Kamath, in her presidential address pointed out how digitalization has opened up immense opportunities and has accelerated the pace at which the business is carried on.

The inaugural session was followed by two technical sessions on topics, 'Tools of digitalisation' by Mr. Harish Kumar, Founder and CEO of Accolade Tech Solutions and 'Effects of digitalisation' by Mr. Avinash Suvarna, Director of Sea Sapphire Motels and infrastructure Pvt. Ltd. Large number of students from various colleges took part in the workshop. The workshop was successful in giving motivation to the young entrepreneurs to venture into the exciting field of entrepreneurship. The programme was coordinated by Mrs. Supritha.

YASHA

Yasha an Interface with Industries and Students was organized on 15th February 2017 at the college conference hall. The main objective of this workshop was to mould the students to meet industry needs.

The programme was inaugurated by Dr. V. Ravichandran, C.E.O., Diya Systems (India) Pvt. Ltd., Mangalore. In his inaugural address, Dr. V. Ravichandran highlighted the qualities to be possessed by a graduate to face the outside world. He advised them to have clear vision and mission and motivated them to strive to achieve them. Quoting his own example, he encouraged the students to be

entrepreneurs. He inspired them to join their family business and improvise it with technology. He told them to always be grateful to their parents, their alma mater and all those who have helped them during their education and success.

Mr. Sudhir M. Rao, Senior Business Development Manager, Birla Sun Life Insurance Co. Ltd in the second session addressed the students on the various transactions related to insurance sector. Highlighting the challenges in the insurance sector he spoke about the do's and don'ts in the field. The session was interactive with relevant examples.

Mr. Keshavdas, C.E.O, Indiana Hospital, Mangalore, addressed the students on the corporate expectations from young graduates. He instilled that, to be successful one must have clarity on business model of the company, business culture, industry, work ethics, time management, relationship management and to be optimistic. He substantiated each factor with motivational stories. He said to dream big and dream is like a flying kite which needs to be held tightly at the base.

The staff coordinators for the workshop were Mrs. Divya Uchil and Mrs. Smitha M.

College Annual Day Celebrations

Prize Distribution Ceremony

The annual day celebration was held on 22nd February 2017 at 9:00 am in the college auditorium. The chief guests of the day were Dr. Lakshminarayana Bhat A., Principal, Besant Evening College, Mangaluru and Ms. Sharmila, Team Lead, Passport seva Project, TCS, Mangaluru, also an alumna of the college. The program began with a prayer song sung by Ms. Bhavana and group. Ms. Sushmitha S. welcomed the gathering. Ms. Sandra and Mr. Roshil Eric introduced the guests, Dr. Lakshminarayana Bhat A. and Ms. Sharmila respectively. The principal Mrs. Aruna P. Kamath extended a floral welcome with a token of appreciation to Dr. Lakshminarayana Bhat A. Mrs. Gayathri K, staff coordinator of the student council, extended a floral welcome to Ms. Sharmila. The prize distribution ceremony began with general proficiency prizes followed by various association prizes and prizes for special contribution in various fields and scholarships for students with highest marks. The prizes were distributed by the chief guests. The program concluded with the vote of thanks proposed by Ms. Kriti Nahata. The event was compeered by Mr. Cannute Warren D' Costa.

The evening programme commenced at 4 p.m. with prayer lead by Ms. Aishwarya and group. The chief guests of the evening programme were Mr. A.K. Singh, Development

Commissioner, MSEZ, Mangalore, and Mr. Madhav H., Partner, Ganesh Bazar, Mangalore and an alumnus of the institution. The gathering was welcomed by student coordinator, Ms. Kriti Nahata. A brief introduction of the guests was presented by Ms. Alminaaz and Ms. Vindhya Amin. Following this, the principal, Prof. Aruna P. Kamath presented the annual report which encapsulated all the activities and achievements of the staff and students of the college. The rank holders in the Mangalore University examinations held in the month of April 2016, Miss. Simona Denis Fernandez, Ms. Varalakshmi Bhat and Ms. Keerthi Kumari from BBM, Ms. Sara Nazrath and Ms. Nifa Ali of BA(HRD) were also honoured. Scholarships instituted by a few well-wishers of the institution were also awarded to various students. Dr. Jyothi was felicitated for being awarded a doctorate. The best outgoing student award was conferred to Ms. Heera Maria Alva of III BBM, Mr. Shivaprasad Bhat of III BCA, Ms. Alminaaz of III BA(HRD) and Ms. Prabhashree of III B.Com. based on their admirable conduct and academic performance. In his address, the chief guest Mr. A.K Singh called upon students to have a self-motivation to achieve their dreams. Mr. Madhav H. shared his experience of college life and guided students to make best use of opportunities available in the college. The vote of thanks marking the end of the formal session, was proposed by student coordinator Ms. Sushmitha S. The formal session was compeered by Ms. Heera Maria Alva.

The informal session was compeered by Mr. Shravan and Ms. Sheryl followed by a welcome dance and various performances by the talented students. The programme came to a close with a plethora of exuberant programs.

Annual Sports Day

College Annual Athletic meet was held on 10th February 2017, at Mangala stadium. Students assembled in the stadium at 8.15 am. Mr. Steven M. P. Dias, International Athlete, Superintendent of Customs, Central Excise & Service Tax, Mangaluru inaugurated it. After the march past, the athletic meet was formally inaugurated by hoisting the college flag. Prayer song was sung by Shamashree and group. Ms. Sushmitha welcomed the gathering. Ms. Krithi introduced the guests. Principal, Mrs. Aruna P. Kamath handed over bouquet and memento to the guest. The guest, in his inaugural address, said that students must come forward and use their talents. A sport is very essential in life because it helps to maintain health and physique, he said. The oath was administered by Mr. Rithesh. Ms. Alminaaz compeered the programme. The vote of thanks was proposed by Mr. Mishab Mohammed. The events started soon after the

inauguration and large number of students actively participated in all the events. All the faculties served as officials for the athletic meet.

Workshop on "Human Rights, Eco-Justice Sustainability, and Environmental Rights"

One day state level training programme on "Human Rights, Eco-Justice Sustainability, and Environmental Rights" was organised by the college in association with National Human Rights Commission, New Delhi, on 8th March 2017 in the college conference hall. The programme was inaugurated by Mr. Balakrishna Rai, Chairman, Human Rights Federation of India. In his keynote address, he said that human rights are the property of all the people and they should never be misused. He also said that each person needs rights and freedom for his overall development and advised the students to create awareness about human rights among people and also be active in protection of those rights. Mrs. Nishvitha Karandoor, Advocate, Mangaluru and also the alumna was the guest of honour. Day long programme hosted four sessions.

In the first session Mr. Jayaram Shriyan, Editor, Issues and Concerns, Mangalore spoke on "Human Right Systems, Organisations and Instruments of Human Rights and Covenants". In the second session, Prof. Udaya Kumar, SDM Law College, Mangalore spoke on "Integrating Human Rights with Sustainable Human Development, Building the Foundations of Peace, Humanitarian Action". In the third session Dr. Krishna Mohan, Surgeon, Prabhu Hospital, Moodbidri spoke on "Eco-Justice Issues, Toxic pollution and race, Corporation and community accountability, Population and women's concern". In the final session Mr. K.S. Rajesh, Advocate, Mangalore spoke on "Positioning Human Rights in the Current Global Conjunction, Rethinking Human Rights, Human Rights - A Twenty first Century Agenda".

Dr. Muralidhar Rao, vice principal, presided over the function. Mrs. Kavitha Prabhu and Mr. Prasanna Kumar T, coordinated the programme. Certificates were distributed to the participants in the valedictory session.

Womens Day Celebration

Women's cell celebrated Women's day on 8th March, 2017 in the college auditorium. Dr. Madhavi S. Bhandary, retired principal, Poorna Prajna evening college, Udupi was the chief guest. Dr. Madhavi S. Bhandary addressed the students about the importance of celebrating women's day. She highlighted how the women are being exploited in various ways and called upon the students to prevent such exploitation. She also spoke about the role of women

in development of the society. Mrs. Jeevitha D. gave the presidential remarks. Mr. Jayadev of III BBM 'A' welcomed the gathering and Ms. Manasa of III BCA 'A' proposed the vote of thanks. Mrs. Shalini Devadiga coordinated the programme.

NSS Annual Special Camp

The Annual Special Camp of the college was held at Government Higher Primary School, Nellikar, Moodabidri from 23rd December 2016 to 29th December 2016. 110 NSS volunteers participated in this annual special camp.

Sri Abhayachandra Jain inaugurated the camp by lighting the lamp. In his inaugural address he spoke about the importance of attending NSS camp and he also stated that the experiences one can get by attending such camps will be helpful in future.

Prof. Aruna P. Kamath, Principal of the College presided over the function. Other dignitaries present over the dais wished success for the camp. Mr. Jayadev NSS volunteer compered the programme. Ms. Rakshitha welcomed the guest, Ms. Sunena proposed vote of thanks. After the inauguration dignitaries gave a formal start for shramadha by guddalli pooja.

The same day volunteers were briefed thoroughly about the programme and activities for seven days. They were divided into 4 groups each group was assigned two group leaders.

On 24th December volunteers performed street play on the "Awareness of Digital India".

Afternoon a social economic survey was conducted by NSS volunteers. On 25th morning Free medical check up by Alvas Ayuderic Medical College was arranged and was followed by an informative session on first aid treatment.

On 26th afternoon guest lecture on 'Human values' was organised. Resource person Mr. Muniraj Renjal enlightened students about three values i.e. personal values, social values and national values which are important for life.

On 27th Grama Swaccha Abhiyana was organised along with Nellikar Grama Panchayat and other local bodies. In the afternoon session Smt. Gracy D'Souza conducted a guest lecture on 'National Flag and Anthem'. This session was very interactive, where students clarified their doubts and issues relating to National Flag and Anthem. On 28th evening Shibira Jyothi programme to recollect the memories and experience of the camp was organized. Volunteers and localities lit diyas around India map which was drawn by volunteers. This was followed by a cultural programme on the theme 'Tulunadu Vaibhava'.

All the seven days of the camp were filled with activities which were planned during pre-camp meetings. Every day began with a prayer session at 6.00 a.m, Flag hoisting and exercise at 6.30 a.m, Shramadhana from 7.00 a.m to 12 noon, Educational programme at 2.30 p.m, cultural programme at 6.00p.m and evaluation at 9.00 p.m.

Valedictory function was held on 29th December 2016 at 11.30 a.m. Sri Raghavendra Bhat, President, School Welfare Committee, Nellikar, was the Guest of Honour, Prof. Aruna P. Kamath, Principal, SDM College of Business Management, presided over.

In his valedictory address, Sri Raghavendra Bhat appreciated volunteers for their hard work, dedication and discipline. He also gave his valuable suggestions. A special appraisal was given for the cultural programme organized by the volunteers every evening after a day's hard work. Every one wished good luck and bright future to the volunteers.

Valedictory of NSS Activities

Valedictory function of NSS was held on 23rd March 2017 at 3 pm. in the college auditorium. Dr. Nagarathna, Professor, University College, Mangaluru who was the chief guest said students must involve themselves in helping the society in various capacities and appreciated the work done by NSS volunteers to address or create awareness about various relevant issues. She stressed that NSS volunteers, through their good work, have live up to the goal of NSS that is the development of personality of students through community service. On this occasion Mrs. Renuthakshi, NSS Programme Officer presented the annual report of the activities.

A group discussion on the topic "The role of Social Networks in Strengthening and Protecting Women" was organized by NSS. Mr. Nagendra, Shenoy, Anchor, Namma TV, was the moderator for the session. Shivaprasad, Jayadev, Sharavan and Rakesh participated in it. The session was very informative and there was active involvement of the audience as well.

Mrs. Aruna P. Kamath, principal of the college, presided over. The programme was coordinated by NSS programme officers Mr. Deviprasad and Mrs. Renuthakshi. Jayadev compeered and Rakesh proposed vote of thanks.

Whiz Quiz Competition

On 16th February 2017, Sahyadri College of Engineering and Management, Department of Business Administration in association with SDM College of Business Management, Mangalore organized 1st Phase and 2nd Phase of Whiz Quiz Competition to all the Final Year students at SDM

Campus. 40 teams were qualified for the 2nd phase of Quiz competition. Out of which 20 teams were qualified for the Final round. Teams who were qualified for the final round had won cash prizes of Rs.4000 - 1st place , Rs.3000 - 2nd place , Rs.2000 - 3rd place and Rs.1000 - 4th place. The Final round of Whiz Quiz was held at Sahyadri Campus on 10th March 2017, Mr. Shivaprasad Bhat and team won cash prize of Rs. 15,000 and Mr. Vinod D'Souza and team won cash prize of Rs.10,000. The programme was coordinated by Mr. Thrishanth Kumar.

Two days Special Camp

A two days special camp was conducted by Youth Red Cross Association at Dakshina Kannada Zilla Panchayath Higher Primary school, Delantha Bettu on 11th and 12th February 2017.

On the first day the camp began with the inauguration programme. During the inauguration the students were told about Youth Red Cross, its origin, importance and services. After the inauguration, the Red Cross volunteers conducted various sports to the children of Delantha Bettu School. The student volunteers visited vriddhashram and offered fruits and biscuits to the people of the vriddhashram.

A formal function followed by cultural programme was organized in the evening. Mr. Shrinivas Delantha Bettu, Principal of Janatha Pre University College, Adyanadka was the chief guest and Mr. Parashuram was the guest of honor. Dr. Ramachandra K., Mrs. Devaki, Mrs. Jayanthi, Mrs. Vimala, Mr. B. K. Ibbrahim, Mr. Chandra Shekara Poojary and Mr. Sooraj, Mr. Akash, alumnus of the college were also present among the guests.

Mr. Shrinivas in his speech called the youths to conduct more of such camps in villages for the benefit of the people and admired the work carried out by Youth Red Cross Association of the college wishing good luck to the team. He enlightened the students and said that youth can do many things if they join together. Mrs. Jayanthi also enlightened the students by her inspiring words. Prizes were distributed to the students who won in the various sports events conducted during the camp. After the formal function all the volunteers entertained the gathering with various cultural programmes like dance, skit and songs.

On the second day of the camp medical camp was conducted by Dr. Prem Kotian and his team from KMC Hospital, Attavar in association with Youth Red Cross Association of the college. Dr Prem Kotian said that it is very necessary to spread medical awareness among villagers and the efforts taken by the association are commendable.

More than 150 villagers had been benefited from this medical camp, were also given free medicines and spectacles.

After the medical camp the volunteers spread awareness on cash less transaction, its importance and use to the villagers.

Valedictory programme was conducted at 4.00 p.m. The chief guest for the programme was Mr. Madan, S. I., Bundar Police Station. He spoke about Youth Red Cross and congratulated the whole team for conducting this camp. Memento was handed over to Yuva Shakthi friends of Delantha Bettu, for the support rendered by them in carrying out the medical camp.

Blood Donation Camp

The NSS unit and Red Cross unit organized blood donation camp in association with KMC Hospital Mangaluru on 2nd February 2017 in the College auditorium. The objective of the programme was to spread awareness about blood donation among the students. Dr. Debarshi Saha, Blood Bank Medical Officer, KMC Mangaluru inaugurated the programme. In his inaugural address, the inaugurator enlightened the need of donating blood. Principal Mrs. Aruna P. Kamath presided over the function. NSS officers and Red Cross coordinators were present in the occasion. Around 130 students voluntarily donated blood.

Inter-Class Paper presentation competition

The student council conducted an inter-class paper presentation competition on 6th February 2017 on the topic 'Role of Youth in Promoting Digital Literacy'. The judges were Mr. Arun F. Sequeira and Mr. Ashwin Mendonca. Students from 18 classes in a group of two participated in the competition. In their presentation students touched upon various aspects of digital literacy such as rate of digitalization in India, need for digital literacy, digital India project, and measures to involve youth in educating people on digitalization, etc. At the end of the competition the judges gave their valuable feedback. Mrs. Gayathri K. and Mrs. Renuthakshi K. coordinated the event.

Safety Riding Training Programme

The Women Cell in association with Honda Matrix organized a safety riding training programme for girls in the college campus at 3.00 p.m. on 17th February 2017.

The objective of this programme was to create awareness about safety measures needed to be followed by the girls during riding, useful information was given to the students to handle the vehicle safely. Certificates were issued to the students for their active participation. This programme was coordinated by Mrs. Shalini M. and Mrs. Renuthakshi.

Trainers Training Programme on Cashless Transaction

Mr. Ashwin Mendonca conducted a session on Cashless Transaction to the Students' Council leaders on 18th January 2017. It was a Trainers Training programme in which the students trained had to conduct a programme in their classes based on the inputs and videos given by Mr. Ashwin Mendonca.

Library Book Exhibition

On the occasion of 154th Swami Vivekananda Jayanthi, Learning Resource committee organized one day book exhibition programme in library on 19th January 2017. It was inaugurated by Dr. Devaraj K., Director SDM PG Department of Business Administration and Principal Mrs. Aruna P. Kamath.

The main purpose of this exhibition was to acquaint and familiarize the students with the collection available in library related to Swami Vivekananda and promote reading habits amongst the students. Faculty members and students were present on the occasion.

FACULTY DEVELOPMENT PROGRAMME

Best Practices in Higher Education

HR department organized a faculty development programme on "Best Practices in Higher Education" on 10th January 2017 in the conference hall. Dr. Jayavantha Nayak, Associate Professor, Department of Economics, University College, and NAAC Coordinator, Mangalore was the resource person. The objective was to promote the quality of teaching, learning and research in higher education. The resource person asserted that each of the seven criteria of NAAC assessment identifies the elements of best practices that contribute to the efficient and effective functioning of the institution. He stated that the institution should reflect on the practices that add commendable value to its functioning and provide evidence for the success of the practices. The session was meaningful and useful for the faculty. Mrs. Anasuya proposed the vote of thanks. The programme was coordinated by Mr. Thrishanth Kumar.

VALUE EDUCATION

Talk on Spiritual thoughts & Moral Values

Rovers and Rangers association organized a talk on spiritual thoughts and moral values on 7th January 2017 with the objective to motivate students to participate in social activities. Mr. Vasudev Bhat, Devotee of Ramakrishna Ashram inspired students with his valuable thoughts. By attending the session students were awakened to respond

toward social issues and concerns. Mr. Gururaj coordinated the programme.

Spiritual Talk

On 27th January 2017 there was a spiritual talk on "The art of mind control and stress management- curing cancer of the mind" by Swami Sanandana Dasa from ISKON for II B.Com and II BBM 'B'. The primary objective was to create awareness about the technique of controlling mind. The session started with the brief introduction of the founder of ISKON, 'A. C. Bhakthi Vedanta Swami Prabupada'. The resource person highlighted about those unethical matters which hampers the pride of India. He also pointed out that uncontrolled mind itself is the root cause for all these negativity. He presented how we can control our mind and to be focused on one target with example of a short story. It was a two way communication as all the students actively took part in various activities and experiments. He stressed on the need of being self-conscious and suggested few methods to do the same. He concluded phrasing "Rule your mind or it will rule you". This session was indeed beneficial to all the students to achieve their goals and to tackle the instability of mind. The programme was compeered by Ms. Sahana S G of II B.Com. Mrs. Smitha M coordinated the programme.

GUEST LECTURES

BCA DEPARTMENT

NetApp Data Management

A guest lecture on NetApp Data Management was organized for I BCA 'A' on 31st January 2017. Ms. Ramya Baliga, NetApp Engineer, Bangalore, was the resource person. The objective was to sensitize the students about how data is managed by companies so that no customer or user loses data. The resource person spoke on the various ways on how data is stored in clouds. She also spoke how the duplication of these data's is done so that no data is lost on accidental cases. She explained on how pointers are used for these purposes. She said in the present generation where people need information immediately, how the NetApp application manages to get the data immediately and gives it to the users. She gave examples of situations where companies store data even in seas. The session helped the students to learn the various ways of saving and preserving the data in NetApp. Ms. Divya Uchil coordinated the programme.

Vedic Maths

A guest lecture was organized for II BCA on 20th February 2017 by Prof. Krishnaprasad K, an Assistant Professor, BCA

Department, at Srinivas College, Mangaluru on the topic 'Vedic Maths,. The objective of the guest lecture was to enhance computation skills in students, to improve clarity on mathematical concepts and to develop analytical thinking through Vedic Mathematics.

He gave an introduction to Vedic Mathematics as to how useful it is for attending competitive examinations. He asserted that Vedic Mathematics is a unique way of learning Mathematics, which helps to carry out tedious and cumbersome mathematical operations in a simple way. Students can improve their speed of answering any complex mathematical problems by learning Vedic Maths. That's why he termed Vedic Maths as 'Speed Maths'. He conducted games based on optical illusion. There were also games based on Vedic Maths where he asked the students to choose a number and perform some operations and ultimately was able to tell the date of birth of each student. Similarly he could also say the exact amount of money each student had in his/her wallet. Though these seemed whimsical, he finally revealed that this was possible through Vedic Maths. Further he explained various techniques of solving the mathematical problems much quicker. The techniques explained by him were really useful in solving problems and made maths seem interesting.

The overall session was very interesting and interactive. Mrs. Shashiprabha coordinated the programme. Ms. Nishmitha K.M introduced the resource person. Ms. Shaista proposed the vote of thanks.

Importance of Logical and Critical Thinking

A guest lecture on the topic 'Importance of Logical and Critical Thinking' was held on 8th March 2017 for II BCA. The resource person was Ms. Ashwini, faculty, NIIT, Mangalore. The speaker in her talk spoke about the importance of logical reasoning in critical thinking. She said all entrance exams examine the students' ability to think critically. She discussed the techniques to solve the questions. Mrs. Sowmya Jyothi coordinated the programme.

Self Management and Behavioral Change

BCA Department organized a guest lecture on the topic "Self Management and Behavioural change on 10th March 2017 for II BCA 'A'. The resource person was Mrs. Swapna Shetty, Assistant Professor, Shree Devi Institute of Social Work, Mangalore. She pointed that youths are afflicted by lack of self confidence and low self esteem, sense of hopelessness, confusion and ambiguity concerning moral issues, inferiority complex, communication gap and substance abuse etc. She suggested a few techniques

like positive self talk, systematic relaxation, meditation, exercise, quick relaxation techniques like deep breathing, stretching, and visualization. She stated that the students should have Positive and negative reinforcement. Positive reinforcement is adding of an appetitive stimulus to increase a certain behavior or response, like reward and negative is taking away of an aversive stimulus to increase certain behavior or response. She concluded her talk by giving tips to the students that will help to them to change and to have balanced life style. Mr. Dhanush K. T. welcomed and introduced the resource person. Mr. P.L Nishanth Bhat proposed vote of thanks. Mrs. Deepa D. Hegde coordinated the programme.

Career Guidance and Placement Cell

'How to Face Interview'

The cell organized a career counseling talk on 'How to face an interview' for the benefit of final year BBM and B.Com students at the Conference Hall on 6th January 2017. The resource person Mr. Mahesh, HR Manager, Proedge Consultancy and Training, Bangalore, said that if one goes ahead with self-confidence, then success can easily be achieved. The resource person briefed the students about group discussion and gave tips to them on how they can create an attractive resume. He motivated the students to face the interviews with courage and confidence. He called upon the students to believe in themselves and to develop a positive attitude. Mr. Prasanna Kumar T., Mrs. Sowmya Jyothi and Mrs. Anasuya coordinated the programme.

Workshop on "Career Counseling and Orientation on Competitive Exams"

The cell organized a workshop on "Career Counselling and Orientation on competitive exams" on 21st January 2017 for second and final year students in the conference hall. Total of 115 students participated. Resource person was Mr. Ganesh Hebbar, Director, TIME Institute, Mangalore. Principal, Prof. Aruna P. Kamath in the formal programme addressed the students and urged them to benefit from the workshop. The workshop focused on the career planning, how to prepare for different entrance exams, testing area of various exams, exposure of testing areas like competitive ability, verbal ability and logical ability. Information regarding GRE, GMAT, GATE, CAT, MAT, IBPS and other entrance exams were made available to the students. The session also threw light on the various skills required for pursuing a particular career, and how a combination of such skills is essential for success in a field. The speaker guided the students on how to succeed or perform to their true ability in the competitive examinations. He advised the students some ways to overcome the exam

fear. He gave tips to avoid common errors made by students in examinations. He encouraged the students to clarify their doubts. The speaker also advised the students to practice sample papers of various competitive exams. Practical session for the preparation of these exams was conducted and the students actively participated by solving these problems. Resource person was very helpful in guiding the students for their career ahead. The programme was coordinated by Mrs. Sowmya Jyothi.

Successful Career

A guest lecture was organized by the Cell on the topic 'Successful Career' by Mr. Ankith Shetty, Assistant Professor, Dr. M. V. Shetty College of Social Work, Mangaluru. and also an alumnus, on 13th February 2017 for the benefit of the final year students. Mr. Ankith began his lecture by his self-introduction which depicted his achievements in the field of education. He said that he has immense interest in the field of psychology and human behavior. He shared his personal experience and also said about the importance of study of human behavior.

Moving on the speaker threw lights on the meaning of success which lead to peace of mind and happiness. He emphasized the need of learning and vitally learning from our own experiences. He concluded by suggesting the importance of studying human behavior, psychology and its scope in business world in the field of human relations, industrial relations etc. Mr. Prasanna Kumar T. coordinated the programme.

Team Building and Project Management

A Guest lecture was organized by the cell on the topic 'Team Building and Project Management' by Mr. Srinivas, Trainer, ITM Bangalore on 20th February 2017 in the Conference Hall for the benefit of the final year students. Mrs. Sowmya Jyothi coordinated the program. The objective of this program was to create awareness on the elements of team work and knowledge needed to effectively manage a project and team building. The speaker spoke on team building concepts, the skills required to work and the need for effective communication skills. He then discussed on stages of a project and how to complete them, project scheduling and the setting of reasonable milestones for completion of major tasks. He said that being able to function effectively as a team member is a necessary skill for success in the workplace. He told that a team building activity is designed to help groups form bonds and become a team. He also spoke on effective communication skills, writing skills,

motivational & adaptable skills. Role play was then enacted by a group of students on team building.

3D Animation-Today, Tomorrow and Beyond

On 17th March 2017, the Career Guidance and Placement Cell organized a guest lecture for I BCA on the topic '3D Animation-Today, Tomorrow and Beyond'. The resource person was Mr. Jyothirmaya, CEO, DaVinci International Institute of Design, PVS, Mangaluru. The objective of this talk was to provide theoretical knowledge in constructing three-dimension animation and to develop awareness of current 3D animation practices through diverse examples of animation, films, video games and virtual world. The speaker said that it is a complex interdisciplinary subject of artistic expression and technological understanding, requiring an open and creative mindset. He spoke on concepts like virtual reality, augmented virtual reality, mixed reality, disruptive technologies of today. He illustrated the available 3D applications, game engines and also free 3D applications. A video was displayed to the students which explained the stages of developing 3D applications. The students opined that it was a very interactive and an interesting session. Mrs. Sowmya Jyothi coordinated the program.

Career Guidance Programme on "The Transition from Campus life to Corporate life"

Career Guidance and Placement Cell organized a guest lecture on the topic "The Transition from Campus life to Corporate life" on 23rd March 2017 for III BBM and III BA (HRD). The resource person was Dr. Nithyanand, Regional Manager, ICFAI Group, a representative of IBS Business School. Dr. Nithyanand, in his talk, described the transition from campus life to corporate life that every management student has to go through. He explained the differences between the two worlds and the ways to adapt to these changes. He also highlighted the various opportunities awaiting the students in the field of Human Resource. He concluded his talk by giving a brief introduction to IBS business school and how institutions like IBS further enhance the skills of students for a better future in the corporate world, which as rightly exemplifies the saying - survival of the fittest. This session enlightened the students and gave them a better idea of the corporate world. The programme was coordinated by Mr. Prasanna Kumara T. and Mrs. Anasuya.

Overcoming problems in Adolescence

On 19th January 2017 Women's Cell organized a guest lecture on the topic Overcoming problems in Adolescence by Mr. Yogesha, Counselor, Govt. Hospital, Manjeshwara, Kasargod. The objective of this guest lecture was to make

students aware of the behavioral changes taking place during the period of adolescence. Mrs. Shalini M. coordinated the programme.

HR Department

Recruitment Procedures

HR department organized a guest lecture on "Recruitment Procedures" on 23rd January 2017 for II B.Com, III BBM and III BA (HRD). The resource person was Mrs. Payaswini, HR Manager, People Gamut, Mangalore. The objective of this programme was to make students aware about new recruitment system. The resource person highlighted various recruitment procedures, new format of resume and different online site for recruitment. She also spoke about importance of communication skills which is required in the corporate world. Ms. Ashiwarya introduced the guest and Ms. Ashna Kothari proposed the vote of thanks. The programme was coordinated by Mr. Thrishanth Kumar and Mrs. Anasuya.

Smart HR Practices

HR department organized a guest lecture on the topic "Smart HR Practices" on 8th February 2017 for III B.B.M and III BA (HRD). The resource person was Mr. Rudresh, Tata Institute of Social Science, Mangalore. The objective of this programme was to make students aware of Smart HR Practices. He gave an interactive session on various topics like collegial flexible workplace, communication and prudent use of resources etc. Ms. Ashna Kothari introduced the guest and Ms. Ashiwarya proposed vote of thanks. The programme was coordinated by Mrs. Anasuya.

Kannada Department

Gamaka Sahithya

The Kannada department organized a guest lecture for I B.Com and I BBA on the topic "Gamaka Sahithya" on 20th January 2017 in conference hall. Mr. Thonse Pushkala Kumar, retired Branch Manager, Bhagavathi Cooperative Bank, Mangalore, was the resource Person. He spoke on one of the form of literature and enlightened the students by enacting the whole prose. Mrs. Jeevitha and Mrs. Renuthakshi coordinated the programme.

Nataka Ranga Bhoomi Avalokana - Andu Indu

A guest lecture was organized by the Kannada department on 13th February 2017 on the topic "Nataka Ranga Bhoomi Avalokana - Andu Indu" for I BBA and I B.Com. The resource person was Shri. Shivananda Karkera, retired manager, Syndicate Bank, State Bank Branch, Mangaluru. He said that Kannada language has

a history of 2000 years and it has flourished because of various forms of literature one of them being drama. People who are illiterate could fluently recite epic like puranas of Hinduism and enact various characters and build their carrier through stage performance. This art has played an important role in the development of Kannada literature, he said. The programme was coordinated by Mrs. Jeevitha D. and Mrs. Renuthakshi.

Prevention of Drug Abuse

On the occasion of Swami Vivekananda and Subhas Chandra Bose birthday, Rovers and Rangers association organized a guest lecture on thoughts of swami Vivekananda and "Prevention of Drug Abuse" held on 23rd January 2017 in conference hall. The resource person was Mr. Madhan Kumar, Sub Inspector, Bandar Police Station. He inspired students by sharing thoughts of Swami Vivekananda and he explained the evil effect of drug consumption to the society by giving some examples of cases related to the drug consumption. The programme was concluded by showing a short movie named 'Addiction' directed by Rakesh B. J. student of II BBM 'A'. Mr. Gururaj G. coordinated the programme.

English Department

Blending Values and Goal Realization in Youth.

The department conducted a guest lecture on 7th February, 2017 for III BBM 'C'. The resource person was Mr. Ankith S. Kumar, Assistant Professor, Dr. M. V. Shetty College of Social Work, Mangaluru. In his talk, Mr. Ankith stressed that the values help in improving behavior, instilling respect and enhancing relationships with others. He told that knowing what is right or wrong is an important element in life that shapes the character of an individual. He told that the students should discover their strengths to make a career choice. He also emphasized on interaction with groups in a positive manner. One significant learning benefit derived from the guest lecture was an enhancement of the educational experience as a result of giving students real world knowledge experiences, insights and perspectives for their particular fields and disciplines. He concluded with a very impressive message which stated, "Achieve your personal goals, boost your success and happiness, and live the life of your dreams."

Facilitating Effective Team Work

The department conducted a guest lecture on 9th February 2017, for II BA (HRD) on the topic "Facilitating Effective Team Work" by Shweta Pai, Facilitator, Mangaluru. The objective of this lecture was to throw light on the importance of

team work which is very essential in today's corporate world. The guest speaker in her address highlighted the need of gaining experience to cultivate diverse perspective, learn to share advice and work cordially with others. The Resource person stressed that team work teaches how to possess congenial interpersonal skills, working with others to coordinate schedules, meet deadlines and make decisions which will strengthen the interpersonal interactions. She also emphasised that the effective teamwork and collaboration not only helps in efficiently dealing with official matters but also lay a foundation for personal growth of an individual. She conducted some games based on team work where students took part enthusiastically and learnt practically the importance of team work. The programme was coordinated by Mrs. Madhumathi J. Raja.

Prevention of Drug Abuse

The department conducted a guest lecture on the topic "Prevention of Drug Abuse" on 15th February, 2017 for I BBA 'B'. The Resource person was Ms. Reema, Counsellor from 'Roshini Counselling Centre'. The objective of this lecture was to make students aware of the drug abuse and its harmful effects. She highlighted how drug use can lead to a life of crime, violence and serious health issues. She pointed out that, "Be careful what you think, your thoughts become your words. Be careful what you say, your words become your actions. Be careful what you do, your actions become your habits. Be careful what you make habit, because your habits become your character - and your character becomes your destiny". She advised the students to be careful while selecting the friends. She inspired students with real life stories which alerted the students about the impact of drug consumption. Mrs. Madhumathi J. Raja coordinated the programme.

Life Style and Stress Management

The department conducted a guest lecture on the topic "Life Style and Stress Management" on 15th February, 2017 for I BA (HRD). The Resource person was Mrs. Shreevidya, Counsellor from School of Social Work, Roshini Nilaya. The objective of this session was to make the students realize the value of life and means for its betterment. The resource person in her lecture, pointed out the importance of stress management which is the key for taking charge of lifestyle, thoughts, emotions, and the way the problems are dealt with. She also said that there are various steps to relieve the pressure and regain control at any stressful situations of life. Role plays and examples of situations were explained to students. She advised the students to try setting a specific goal for themselves, which will improve

their mood and help them to reduce stress. She said that a little effort may lead to a greater success. Mrs. Madhumathi J. Raja coordinated the programme.

Awareness on Waste Management

The department organized a guest lecture on 'Awareness on Waste Management' by Abudullah A. Rehman, Founder of APD and Rashmiya S. Sheikh, Programme head of APD, Mangaluru on 21st February 2017, for IBCA 'A'. The objective of this lecture was to make students aware about the waste management, activities required to manage waste from its inception to final disposal. They said that the waste management is the collection, transportation, processing, recycling or disposal and monitoring of waste materials. The consumption habits of modern consumerist lifestyles are causing a huge global waste problem. Industrialization and economic growth has produced more amounts of waste, including hazardous and toxic wastes. There is a growing realization of the negative impacts that wastes have had on the local environment like air, water, land, human health etc. Hence they requested the students to help making their families, surrounding people and friends aware about the waste collection. The students enthusiastically volunteered to help the foundation. Mrs, Madhumathi J.. Raja was the coordinator for this programme .

Anti-Pollution Drive

The department organized a guest lecture on 'Anti-Pollution Drive' on 21st February 2017 by Mr. Naveen A. D'Souza, IEC Programme Head, Mangaluru, for the I BBA 'B' .The objective of this lecture was to make students aware of the air pollution which is a silent killer .The resource person pointed out that air pollution affects the lungs and causes various other health issues. He stressed that each citizen should try to fight against air pollution and ensure that society as a whole reaps the benefit. He emphasized that every individual should work towards mitigating air pollution, facilitate improvement of the environment and public health in Indian Cities. The session proved very relevant and invoked a sense of awareness towards the entire living community among the students. Mrs, Madhumathi J. Raja was the coordinator for this programme.

Act, interact and enact with ACT

A guest lecture on Animal Care on the topic "Act, interact and enact with ACT" was organized by the English department for I BCA 'B' on 16th March 2017. Mr. Tauseef Ahamad, trustee at Animal Care Trust, Mangaluru was the resource person. He spoke about the importance of

taking care of pet animals. He said that animals have emotions and feel pain like human beings. So, they require our care and help when they are young or when they are ill. The Animal Care Trust does rescue of abandoned, injured or mistreated animals in and around the city and takes care of them. He gave call to students not to buy pet animals from those who been selling them for commercial purpose. Such animals are bred in an inhuman environment, so such commercialization of pet breeding is to be discouraged. He told that pets should be adopted from Animal Care Trust or from people who want to rehabilitate animals. He showed slides of the extensive work which the Animal Care Trust does and also showed educational videos on animals. While concluding, he asked the students to volunteer to help and take care of animals. Ms. Payal Shetty introduced the resource person. Ms. Soujanya proposed vote of thanks. The coordinator was Mr. Arun F. Sequeira.

Effects of GST and Demonetization on Economic Environment

Finance Department organized a guest lecture for II B.Com on the topic "Effects of GST and Demonetization on Economic Environment" on 7th February 2017. Mr. Raghuveer Kamath, CEO Srirajath Investment Management Strategies Pvt. Ltd., Mangalore was the resource person. He enlightened students on the evolution of tax, trading system and various stages of VAT, VAT rates and their benefits. He also educated students on digital payment. He stressed upon GST and Digitalization as the best solution to eradicate black money. With practical examples he illustrated the effect of GST and Demonetization on economic environment and on general public. It was an interactive session where students were made to understand the impact of current affairs. Ms. Deepika introduced the guest speaker and proposed vote of thanks. The session was coordinated by Mrs. Gayathri K. Mr. Thiklaraj G. was also present at the session.

Shareholders Activism in India

The department of Business Law organized a guest lecture on the topic "Shareholders Activism in India" for II BBM 'B' on 14th February 2017. The resource person was Mr. Kiram Mallya. CA Practitioner, Mangalore. The objective the lecture was to accustom the students with the emerging concept of shareholder activism and its importance to the corporate world.

Awaken Entrepreneur within You

EDP Cell conducted a guest lecture on 20th February 2017 for II BBM B on the topic "Awaken Entrepreneur within You" by Mr. Ashwin Shet, Founder and Managing Partner of

Ashvin's Fresh Fusion and also an alumnus. He explained the issues and challenges in the career and also tips for success in business. He also motivated students to become an entrepreneur. The objective of this guest lecture was to foster the students to become an entrepreneur in future and inculcate the entrepreneurial qualities among them. The programme was coordinated by Mrs. Supritha.

Mamata kaliya ke upanyas me samajik Chetnaa

Hindi Department organized a guest lecture for BCA students on the topic "Mamata kaliya ke upanyas me samajik Chetnaa" on 19th January 2017. The guest speaker was Dr. Suma T.R., Asst. Professor, Hindi Department, University College Mangalore.

Effects of Demonetization

On 4th February 2017, Economics department organized a guest lecture on the topic "Effects of Demonetization" for I & II BA (HRD), BBA in the conference hall. Mr. Sorabh Nahata, Proprietor, Air condition point, Mangaluru was the resource person. The main objective of the programme

was to provide knowledge on pros and cons of demonetization to the students. The speaker in his session said that by demonetizing the five hundred and thousand rupee notes India hopes to flush out considerable amount of black money and to switch to cashless state within the mainstream economy. He also highlighted the impact of demonetization on digital marketing horizon in India as it encourages people for fewer cash transactions and to use the electronic or plastic money. He interacted with the students and motivated them to express their opinions on this move. The talk proved to be very useful to the students. The session was coordinated by Mrs. Shashikala K.G.

Role of Marketing in the Banking Industry

The Marketing department organized a guest lecture for II BBM C on 2nd February 2017. The resource person was Mr. Samarth Shenoy, Asst. Professor, Canara College, Managaluru. He enlightened the students about the role of marketing in the banking industry. The programme was coordinated by Mrs Deepashree Shenoy

Training Session on Cashless Transaction : Volunteers of NSS, Rovers & Rangers and Red Cross were given inputs and practical knowledge on the various techniques of Cashless Transaction by Mr. Ashwin Mendonca on 17th January 2017. In turn these beneficiaries had to register themselves as volunteers and were also expected to conduct awareness programme in the market place. To get large number of students involved in creating awareness about Cashless Transactions the training was conducted by interested students in the following classes

Date	Class	Faculty Coordinated	Student who Presented
17 th January 2017	II BCA 'A'	Mrs. Deepa Hedge	Mr. Venkatesh Bhat
19 th January 2017	II BBM 'B'	Ms. Parinita	Mr. Hysum and Mr. Jayant Jain
19 th January 2017	I BCA 'B'	Mrs. Divya Uchil	Payal Shetty and Soujanya M.
19 th January 2017	I BBA 'A'	Mrs. Supritha A	Navya Shenoy, Ashwathi and Sandhya
20 th January 2017	I BBA 'B'	Mrs. Shwetha Y.	Mr. Yajnesh Bengre and Mr. Vivek Mithra
20 th January 2017	II BCA 'B'	Mrs. Shashikala Shetty	Ms. Shaista
20 th January 2017	II BBM 'C'	Mrs. Deepashree G Shenoy	Kirthi Shetty
20 th January 2017	I BBA 'C'	Mrs. Madhumathi J. Raja	Mr. Sucheth and Ms. Reshmi
20 th January 2017	II BA (HRD)	Mrs. Manju	Mr. Dilan
21 st January 2017	I BA (HRD)	Mrs. Anasuya	Mr. Heeraram
21 st January 2017	II BBM 'A'	Ms. Sowmya Hedge	Mr. Jayadev and Ms. Sauparnika
21 st January 2017	III BA (HRD)	Mrs. Gayathri	Mr. Guruxith
21 st January 2017	I B.Com.	Mr. Prasanna Kumar T	Ms. Krithi Pal
22 nd January 2017	III BBM 'A'	Mr. Gururaj	Mr. Rahib & Mr. Ashiq
23 rd January 2017	III BBM 'B'	Mr. Deviprasad	Ms. Fharana, Ms. Aishwarya, Mr. Yash
28 th January 2017	I BCA 'A'	Mrs. Reshmi B.R	Mr. Nelson
28 th January 2017	III BBA 'C'	Mrs. Preethika Dharmapal	Mr. Canute Warren D Costa
31 st January 2017	II B.Com	Mr. Thilakraj G.	Mr. Sathwik and Ms Pooja
3 rd February 2017	III B.Com.	Mrs. Veena D. Kotian	Mr. Vinod Nicholas

Student Faculty Programme

BCA Department

How to face an Interview

A student faculty program was held on 2nd March 2017 by Mr. Shivaprasad Bhat of III BCA 'B' on the topic "How to face an Interview". He gave an insight on the various job opportunities and stressed on the importance of knowing the company well before attending the interview. He explained the students on the skills they need to inculcate in order to crack the interview. He also spoke on the various rounds in an interview. As Shivaprasad is already placed in a company his sharing of experience created confidence in others. The program was coordinated by Mrs. Deepa D. Hegde.

Design Techniques

A student faculty programme was organized by Elvin Shawn D'Souza of III BCA 'B' for II BCA 'A' on the topic "Design Techniques" on 6th March 2017. The objective of this programme was to impart knowledge on the creative designing techniques, the designers utilize during the process of designing to make the websites impressive. In his talk, Mr. Elvin threw light upon various aspects of designing such as the major reason to use designs in the data, different colors used to invoke different feelings. He also explained the evolution of design interfaces over the years quoting the examples of Facebook and Google. Some of the tips on designing were discussed which he said would be very essential during the project work of BCA. The session was very informative in which the students sought clarifications in the area of designing. The programme was coordinated by Mrs. Shashiprabha.

Skills to face Interview

A student faculty programme was organized on 17th March 2017 for I BCA 'B' by Ms. Swathi V. Pejathaya and Mr. Steven Hilary D'Souza of III BCA 'B' on the topic "Skills to face Interview". They explained about the various personality qualities which students should possess and the methods of acquiring them through continuous practice. Students of I BCA 'B' section found the session very informative. Mr. Arun F. Sequeira coordinated the programme.

Use of Information Technology in Knowledge Generation

Student Faculty Programme was organized by R.K Nikash and Elvin Shawn D'Souza III BCA to the I BCA 'B' students. It was held on 20th March 2017 at 2 pm in room number 308. The objective of the programme was to make the students understand the use of IT in Knowledge

Generation. The speaker, Mr. Nikash addressed how knowledge generation can occur in a working environment through activities. He said that knowledge can be acquired by using codified sources such as participating in networks where knowledge is stored. He opined that groupware systems can be used to enhance communication between communities or teams, particularly if they support varied (e.g. video, audio, text - according to the needs of the individual firm), informal communication. IT tools can be also be used in this process. At the end of the session Quiz was conducted for the students by Mr. Elvin and the explanation to the answers were given to the students. The students realized the role of knowledge creation and the use of Information Technology in it. The programme was coordinated by Mrs. Divya Uchil.

Preparing for competitive exams

The Commerce department organized a student faculty programme on 9th January 2017 by Nishmitha of III BBM 'A' for the BBA students on "Preparing for competitive exams". The objective of this programme was to enhance their ability to develop confidence. Mrs. Veena coordinated the programme.

English Department

How to prepare a project

The English department organised a student faculty programme on 9th January 2017 by Prithvi K.V. of III BBM 'A' for I BBA 'C' students on "How to prepare a project ".The objective of this programme was to enhance their writing skills as well as develop confidence, creativity, critical and analytic skills. The outcome was excellent as the student did a project on social issue topics showcasing their views and thoughts on those issues Mrs. Madhumathi J. Raja coordinated the programme.

How to prepare for paper presentation

The department organised a student faculty programme on 21st March, 2017 by Samantha D. of II BA(HRD) for the I BCA 'A' and BBA 'C' students on the topic 'How to prepare for paper presentation 'under the guidance of Mrs. Madhumathi J Raja. The objective of this programme was to enrich the students with presentation skills as well as give them a platform to gain confidence in orating skills.

Etiquette and Presentation Skills

A student faculty programme was conducted on 5th March, 2017 by Heera Maria Alva of III BBM 'C' for the I BCA 'A' students on the topic 'Etiquette and Presentation Skills' under the guidance of Mrs. Madhumathi J Raja.

The objective of this programme was to create awareness about the etiquettes to be followed in daily life.

Overcoming Procrastination

The department organised a student faculty programme on 21st March 2017, by Sandra Merin Ronald of II BBM 'B' for the I BCA 'A' on the topic 'Overcoming Procrastination' under the guidance of Mrs, Madhumathi J Raja .The objective of this programme was to make students realize the avoidance of doing a task that needs to be accomplished. Procrastination is the practice of doing more pleasurable things in place of less pleasurable ones, or carrying out less urgent tasks instead of more urgent ones, thus putting off impending tasks to a later time. Sometimes, procrastination takes place until the "last minute" before a deadline. Procrastination can take hold on any aspect of life-submitting a job report or academic assignment or broaching a stressful issue with a partner. Procrastination can lead to feelings of guilt, inadequacy, depression and self-doubt. The outcome of this programme was it helped the students realize the importance of being systematic and having positive attitude.

Kannada Department

Mankuthimmana Kagga

Mr. Shivaprasad of III BCA conducted student faculty programme on Mankuthimmana Kagga - Topic Sahabaalveye Sogasu, which was organized by Kannada department for first year students on 18th January 2017. Main objective of this programme is to enhance presentation skills.

'Mahile - Sankoleya Hidithadalli'

Kannada Department organized a student faculty programme on the topic 'Mahile - Sankoleya Hidithadalli' by Jaya Dev Hiranya of II BBM on 15th February 2017. It was about women empowerment in the present society. The class was very interactive and student participated in the session enthusiastically. The programme was coordinated by Mrs. Renuthakshi.

Dividend Policy

On 21st March 2017, Finance department organized a student faculty programme for II BBM 'A' students on the topic "Dividend Policy". Mr. Mohammed Rahib of III BBM 'A' was the student faculty. Mr. Rahib in his lecture, explained about the dividend and the factors affecting dividend policy. This programme was conducted to improve the presentation and the communication skills of the students. Mrs. Gayathri coordinated the programme.

Role of Social Media in recruitment

A Student faculty programme was organized by HR department for I BA(HRD) on 25th March 2017 by Ms. Kriti Nahata III BBM 'A' on the topic "Role of Social Media in recruitment", with the objective of creating awareness about how different social medias can help in recruitment. It was an interactive session. The programme was coordinated by Mrs. Anasuya

Social Media Marketing

A Student faculty programme was organized by marketing department on 6th March 2017, for I BA(HRD) by Ms. Prathvi K V of III BBM 'A' on the topic "Social Media Marketing". The objective of the programme was to inculcate leadership qualities among students. In her presentation, she explained about social media marketing techniques that target social networks and applications to spread brand awareness or promote particular products. Students were engaged in creative activities throughout the session. Mrs. Kavitha Prabhu coordinated the programme.

Managing Intellectual Property

The Business Law department conducted a student faculty programme on 25th March, 2017 for I BCA B on the topic "Managing Intellectual Property" by Ms. Shravya M. of III BBM 'A'. It was coordinated by Ms. Priya Kamath.



Extension Activities

BCA Department

In order to develop socially responsible citizens, BCA department conducted extension activities wherein they provide computer literacy and awareness on digitalization to the school students.

Date	Venue	Nature of Activity	Faculty incharge
21 st Dec 2016	Govt. Kannada Higher Primary School, Mannagudda	Developing an HTML page	Mrs. Divya Uchil
5 th Jan 2017	DKZP Government High School	Career Guidance	Mrs. Shashiprabha
12 th Jan 2017	Rosario English Medium High School, Pandeshwar, Mangaluru	Advantages of Digital India	Mr. Arun F. Sequeira
16 th Jan 2017	Government Higher Primary School, Pandeshwar	Importance of Cashless Transactions	Mrs. Sowmya Jyothi
18 th Jan 2017	St. Rita's Higher Primary School, Jeppu, Mangalore	Cashless Transactions	Mrs. Reshmi B.R
21 st Jan 2017	Snehadeep- Home for Children" at Bejai Kapikad, Mangalore	Motivational Talk for Physically Challenged Students and Cashless Transaction	Mrs. Deepa D. Hegde
27 th Jan 2017	Canara Girls High School, Mangalore	Cashless Transaction	Mrs. Shashikala Shetty
6 th Feb 2017	Cascia high school, Jeppu, Mangaluru	Cashless Transactions	Mrs. Sowmya Jyothi
14 th Feb 2017	M. Vaman Nayak	Factory Visit	Mrs. Divya Uchil
14 th Feb 2017	St. Gerosa High School, Jeppu, Mangaluru	Importance of Digitalization	Mr. Arun F. Sequeira
3 rd Mar 2017	St. Peter's Higher Primary School, Kottara	Introduction to MS-Office	Mrs. Reshmi
8 th Mar 2017	The Hindu News Paper, Opp. Cascia High School, Mangaluru	Factory Visit	Mrs. Shashiprabha
8 th Mar 2017	Starflex Laminators Pvt Ltd, B155 industrial Area, Mangaluru	Factory Visit	Mrs. Deepa D Hegde
8 th Mar 2017	KFC Restaurant, City Center Mall, Mangaluru	Field visit	Mr. Arun F. Sequeira
14 th Mar 2017	KREC Kannada Medium School, NITK, Surathkal, Mangaluru	Google and its Recent Innovations	Mrs. Deepa D Hegde
16 th Mar 2017	Chethana School Child Development Centre, V.T. Road, Mangalore	Videos on moral stories	Mrs. Shashiprabha
16 th Mar 2017	Jai Gurudev Cement Block factory, Shakthinagar, Mangalore	Field Visit	Mrs. Sowmya Jyothi

Career Guidance and Placement Cell

JAVA programming workshop

On 17th December 2016 final year BCA students attended one day JAVA programming workshop provided by IIHT, PVS, Mangalore. 12 BCA students took the benefit from this workshop.

Youth and Employability Management

On 6th February 2017 students of our college attended a talk on 'Youth and Employability Management' in the conference hall organized by Mangalore Management Association in association with SDM PG Centre for Management Studies and Research, Mangaluru. The resource person was Sri Ronald Mendonca, Principal Consultant and Career Coach, Smart Solutions, Mangaluru.

SCAN Association

The association organized an extension activity for students and faculty of 6th and 7th Standard at Zilla Panchayat Govt Primary School Mannagudda on 20th January 2017. The objective of this programme was to provide education on the benefits of implementing cashless transaction using various payment methods.

The session was presented by Mr. Shivaprasad Bhat of III BCA 'B'. The students and the faculty were shown various

videos. An interactive session was conducted with the teachers to further provide information on the benefits of cashless mode of transactions to the students and their parents. "UPI" Mode of payment was emphasised alongside various other modes such as e-Wallets and USSD codes on low spec feature phones. An interactive demonstration of each of these was conducted by the students to illustrate the working of various mobile app's including but not limited to the "BHIM" App and the "Paytm" App. Payment through UPI on feature phones was also demonstrated. The student coordinators were Mr. Elvin Shawn D'souza and Mr. R.K Nikash. Mrs. Deepa D. Hegde coordinated the programme.

Commerce Department

Visit to Mangala Fabrications

- The department organised an extension activity at Mangala fabrications, Mangaluru on 21st January 2017. The objective of this visit was to give ideas about small saving schemes to the employees of mangala fabrication and to give an exposure to the students to visit organization and acquire knowledge. Mr. Thilakraj G. coordinated the programme.

- The department conducted an extension activity on 4th February 2017 in Mangala Fabrications to create awareness about the importance of cash less transactions and small saving schemes. The programme was coordinated by Mr. Thilakraj G.

Visit to City Centre Mall

The department conducted an extension activity on 16th February 2017 at City Centre Mall, Mangaluru, with an objective to create awareness on the importance of using branded products among the public. The programme was coordinated by Mrs. Manju.

Visit to houses in Bantwal

Commerce department had organized an extension activity to create awareness about the importance of Self Help Groups and its funding among housewives in Bantwal on 7th March 2017. The programme was conducted by a group of students from I B.Com. The programme was coordinated by Mrs. Manju H.

English Department

Visit to Government Hospital

The department organized an extension activity on 21st January 2017 to Government Hospital, Hampankatta, Mangaluru. The objective of this visit was to make students become aware of the less fortunate and develop in them compassionate towards the sick and needy people. The team spent nearly two hours in the hospital. Students distributed fruits to the patients. One could see bright and happy smiles that had lit up the faces of many of the patients and their relatives. This visit proved to be successful as the students realized the value of life and being positive towards their life in any situation and it also helped them to get empathy towards the other person.

Visit to Animal Care Trust

On 2nd March, 2017, the department organized a visit to the 'Animal Care Trust' in Pandeshwar, Mangaluru. The students of I BBA 'C' visited the animal care trust, observed how injured, stray, sick animals are taken care. The objective of this extension activity was to make the students realize the importance of animal protection. This activity helped them to realize the importance of animal protection. Mrs. Madhumathi J. Raja coordinated the programme.

Visit to St. Anthony Charity Institute

The department conducted an extension activity on 20th March 2017, at St. Anthony Charity Institute, Jeppu, Mangaluru. A few students of I BBA 'C' visited the old age

home. The objective of the visit was to sensitize the students about the problem faced by the elderly. Students interacted with the inmates and shared their joy and sorrows. Mrs. Madhumathi J. Raja coordinated the programme.

Business Law Department

Cashless Transaction

On 28th January 2017, the members of business law department along with the lecturer in charge visited the fisherwomen and various small vendors at Urva Market, Mangaluru with the objective of encouraging them to go digital in conducting their business transactions and educating them on the same. Few households were also visited and taught about cashless transactions. Ms. Priya Kamath coordinated the programme.

Visit to Court

The members of Business Law department visited different courts at Courts complex, Mangaluru, under the guidance of Mrs. Deepashree Shenoy and Mrs. Kavitha on 15th February 2017. This helped the students to acquaint themselves with the knowledge of how the court functions and the way in which the lawyers, clients and court staff interact.

EDP Cell

EDP Cell organized an extension activity on 13th February 2017, in which various shopkeepers at Hampankatta, Mangaluru and construction workers were enlightened on cashless transaction. The students of EDP cell actively participated and the effort of the students was highly appreciated by the public.

NSS Unit

The NSS unit conducted an extension activity at Bala Samrakshana Kendra Kutthapadavu on 28th February 2017. The objective of this activity was to bring compassion among students and enrich team building skills. 60 students from the NSS unit actively participated in the activity. Students conducted various games to the children. Mrs. Renuthakshi, the programme officer escorted the students.

Finance Association

Visit to Retail Shops

The students of the association visited retail shops in Mangaluru city on 17th February 2017 to promote the use of 'Cashless India' the initiative taken by the Central Government. The students briefed about the government based application namely 'BHIM' which was developed

by National Payment Corporations of India (NPCI), based on the Unified Payment Interface (UPI). The students visited M/s Automotive Agency and M/s Alpha Medical and educated the people on the usage of the BHIM application.

Economics Department

Visit to Milk Parlour and General stores

On 6th February 2017, members of the department visited Milk parlour and General stores and created awareness among them on cashless transaction as a part of extension activity. The awareness was created on mobile wallet which is available on mobile phones to make online or offline payments. The information was also given on various service providers who offer these wallets via mobile apps. Students also stressed the importance of using plastic money through credit, debit and prepaid cards. Through active interaction the public were enlightened about cashless transactions. The programme was coordinated by Mrs. Shashikala K.G.

Marketing Department

Visit to shops and market of Carstreet

The Marketing department conducted an extension activity on 18th February, 2017, with the objective of educating the public on cashless transactions. The students visited shops and markets of carstreet area. The programme was coordinated by Deepashree Shenoy.

Rovers and Rangers

Visit to Chiranthana Charitable Trust

Members of Rovers and Rangers visited old age home Chiranthana Charitable Trust at Adyar, Mangaluru on 21st February 2017 as a part of extension activity to spend time with the old and destitute. The programme was coordinated by Mr. Gururaj G.

SKILL ENHANCEMENT ACTIVITIES

SCAN Association

Coding & Debugging

The association conducted a coding & debugging event on 19th December 2016. The students had to write a program using C or C++ and generate a given pattern. The team consist of two participants. The event was judged based on the logic they use and the execution. This event was helpful for the students to showcase their ability to generate their own logic and develop codes. Mr. Arun F Sequeira was the judge. The student coordinators were Mr. Elvin Shawn D'Souza, Mr. R. K Nikash and Mr. Shivaprasda. The programme was coordinated by Mrs. Sowmya Jyothi.

Web Development

The association organized web development on 22nd December 2016. The objective of this event was to test the participants' knowledge on HTML. The participants were given 45 minutes to create a web site. The criteria for judgement were content relevancy, usage of multimedia and innovation. Ms. Priya Kamath was the judge for the event. The student coordinators were Mr. P.L Nishanth Bhat, Mr. Elvin Shawn D'Souza, and Mr. Shivaprasda. The programme was coordinated by Mrs. Shashikala Shetty.

Treasure Hunt

The Association organized 'Treasure Hunt' on 16th January 2017. The objective of this event was to find the treasure by scanning the QR code. Large number of students actively participated. Two made a team. The student coordinators were Mr. Elvin Shawn D'Souza, Mr. R. K Nikash and Mr. Shivaprasda of III BCA. Mrs. Shashiprabha coordinated the programme.

Product Launch

SCAN Association organized an event "Product Launch" on 8th February 2017 under the guidance of Mrs. Reshmi B R. The objective of this programme was to test the participants' ability to innovate and market products. Various students from BCA, BBM and BCOM took active part in the event. The participants were given 20 minutes of time to design a presentation on the topic 'Pendives' which they had to present creatively to market their products by providing various unique features.

The student coordinators Mr. Elvin Shawn D'Souza and Mr. R.K Nikash along with the secretaries of the association were involved in planning and organization of the event. The Event was judged by Mrs. Deepa D. Hegde and Mrs. Rashmi T.

Stress Interview

SCAN Association organized an event "Stress Interview" on 17th February 2017 under the guidance of Mrs. Divya Uchil. The objective of this programme was to test the participant's ability to manage stress, whilst maintaining their composure. The participants of the event, filled a questionnaire based on their general knowledge, followed by a "Stress Interview". Large number of students took active part in the event. The student coordinators Mr. Elvin Shawn D'Souza and Mr. R.K Nikash along with secretaries of the association were involved in the planning and organisation of the event. The event was judged by alumnus of the institution Mr. Vishal Bhandarkar and Mr. A R. Sharuq

EDP Cell

Business Quiz

EDP cell organized business quiz competition relating to entrepreneurship on 20th December 2016. The objective of the activity was to enhance the knowledge of students relating to current affairs and build entrepreneurial skills. The students of B.B.A and B.A (HRD) had participated in the competition.

Finance Association

Bid and Win

On 4th January 2017 quiz competition was conducted for the students with the objective to develop competencies and also make the students aware of the recent trends in financial sectors, banking sectors, insurance sectors, corporate sectors, etc. They were asked a series of questions and the participants should write the correct answers of all the questions and had to bid for the correct answer. The participant with the highest Bid was the winner. Mr. Gururaj coordinated the programme.

Book Review

Finance department organized a book review on 16th January 2017. Ms. Evita Nazarath and Ms. Adithi Shetty of III BBM 'B' reviewed the book on "Banking Technology" authored by Dr. A. Rama and A. Aruna Devi. Students presented the summary of the chapter Electronic Payment and Settlement System. The important aspects highlighted by them are steps in EFT, ECS, Electronic Payment System and RTGC. They also pointed some of the shortcomings of the book. This exercise was undertaken to brief the students about the new books available in field of financial management and encourage them to read such books. The activity was coordinated by Mr. Deviprasad.

Debate Competition

Finance association conducted a debate competition on the topic "Is complete digitalization in India feasible?" on 11th February 2017 to the II BBM A. The main objective of this activity is to provide a significant training ground for the development of students' communicative abilities and create learning situations in which students develop sound educational proficiencies. This activity was coordinated by Ms. Sowmya Hedge.

Debate

The association conducted Debate Competition on 13th February 2017 with the objective to ensure the students are well versed with the current events in the field of business economy. The participants were very innovative

and creative. The competition was coordinated by Mr. Gururaj G.

Collage Competition

The association conducted Collage competition on 14th February 2017, with the objective to create awareness, promote and educate the government based initiative 'Cashless Transactions and Its Modes'. The participants used innovative and creative ideas to prepare the collage. The competition was coordinated by Mr. Gururaj G.

Portfolio Management

Portfolio Management competition was conducted by the association on 16th February 2017, with the objective of educating the students of effective Budgeting and how it can impact the decisions to be made. Large number of students actively participated in the event. The competition was coordinated by Mr. Gururaj G.

Fine Arts Association

Art-Craft workshop

The association conducted Art-Craft workshop on 20th December to 22nd December 2016 at 3:00pm to 5:00 pm in college auditorium. Mrs. Parinita, Pidilite Company, Mangalore was the resource person. Large number of students actively participated. This programme helped students to gain knowledge of craft and thus improve creativity.

Mehendi competition

The association organized mehendi competition on 6th January 2017. Large number of students participated. Judgement was based on their design, neatness and creativity. Each group had 2 participants. Ms. Parinita and Mrs. Gayatri were the judges. Dr. Jyothi coordinated the programme.

Flower arrangement Competition

The association organized Flower arrangement competition on 9th January 2017. Large number of students participated. Judgement was based on their design, neatness and creativity. Judges were Mrs. Smitha and Ms. Parinita. Dr. Jyothi coordinated the programme.

Dance Competition-solo and group

The association conducted inter-class eastern and western group and solo dance competition on 30th January 2017 in the college auditorium. Large number of students participated with competitive spirit. Mr. Thrishanth kumar, Mrs. Anasuya and Mrs. Sowmya Jyothi were the judges.

Pencil Sketch Competition:

The association conducted pencil sketch competition on 31st January 2017. Large number of students actively participated. The judges were Mrs. Renuthakshi and Mr. Thilakraj.

Rangoli competition

Fine arts association organized rangoli competition on 6th February 2017 in the college auditorium. It was a group event consisting of 3 students and time given was one hour. 10 groups had participated in the competition. Judges were Mrs. Madhumathi J Raja and Mrs. Kavitha Prabhu.

Commerce Department

Paper Presentation Competition

The association conducted a paper presentation competition on 5th January 2017 on the relevant topics like GST, Cash less transactions, digital payments and demonetization. The objective of this competition was to develop confidence and showcase their analytical skills.

Video Review

Commerce department conducted video review on 18th January 2017 for I B.Com students to identify the importance of team spirit and how effectively it can be implemented in a good manner. Mrs. Manju coordinated the programme.

Debate on current issues

The association conducted a debate competition on 19th January 2017. The topic was on 'digital payments'. The objective of this activity was to enhance their analytical skills and enabled to express their views, thoughts and ideas.

Team game

The association conducted team game competition on 21st January 2017. The objective of this activity was to improve team spirit and develop the crisis management skills. Students actively took part in the competition.

Paper Presentations

Commerce department organized the following paper presentation by the students

Date	Topic	Students Presented	Class
13 th February 2017	Demonetization and its impact	Mr. Nishal Kunder	I B.Com
15 th February 2017	Entrepreneurship, its funding and Skill development	Ms. Asiyath Suhana	I B.Com
21 st February 2017	MNCs and its impact on Indian Economy	Ms. Swathi	I B.Com
2 nd February 2017	GST and its impact on Indian Economy	Ms. Ananya	I B.Com

Group Discussion

Commerce department organized a group discussion on "Business Plan and its Implementation" on 13th February 2017 for the first year B.Com students. The objective of the programme was to develop innovative business ideas among the students. The discussion was coordinated by Mrs. Manju.

Team Game

The commerce association conducted a skill based competition "Team Game" on 20th February 2017 with an objective to evaluate a person's creativity and ability to play in a team. It was a group event where the limited resources were given to the participants and as a team they had to build the tallest paper building. Large number of students actively participated in the event.

Case Analysis

The commerce association conducted a case analysis competition on 20th February 2017, to develop analytical skills among the students. It was a group event consisting two participants. The participants were asked to review cases related to the topic "Ethics in business" and present their views to the judges.

Quiz on Banking

Commerce department conducted a quiz on "Banking" for I B.Com on 9th March 2017. Mr. Nishal Kunder was the quiz master. This programme helped the students gain knowledge in the field of banking. It was coordinated by Mrs. Manju H.

Literary Association

English Department

Monologue Competition

The association conducted a monologue competition on 19th December 2016 on famous personalities. The objective of this competition was to develop confidence and showcase their acting talents. The outcome of this competition was it developed and enhanced their confidence in themselves. It also gave them an opportunity to show their acting skills creatively.

Poem Writing Competition

The association conducted a poem writing competition on 30th December 2016. The topic was on 'Humanity'. The objective of this activity was to enhance their writing skills and sparkle their creativity, views, thoughts and ideas. The outcome of this was excellent as students wrote beautiful poems on humanity.

Spell Me Competition

The association conducted a spell me competition on 5th January 2017. The objective of this activity was to improve their vocabulary skills. Large number of students actively participated.

Article writing Competition

The association conducted an article writing competition on 19th January 2017. The students were asked to write an article on any latest burning issues or topics. The objective of this activity was to enrich their writing abilities. It also helped them to put their thought process in writing. It also excelled their innovative skills in writing form. The best articles will be put in the college magazine.

Logo designing competition

The association conducted a logo designing competition on the topic "Conservation of forest, water or environment" on 31st January 2017. The objective of this was to see the creative side of the students and give them a wider platform to show their innovative ideas and creativity. The topic was chosen to make the students realize importance of conservation of environment.

Literary Quiz

The association conducted "Literary Quiz" in English on 7th February 2017. The objective of the quiz was to test the students' knowledge of English literature. The students participated with interest. The competition gave the students an opportunity to brush up their knowledge of English and reminisce all the great works of literature. It helped them to know their literature better and reconnect with the famous authors.

Poster Making

The association conducted a poster making competition on 8th February 2017 in room no 302 at 3.00 pm. The topic was "Waste Management". The objective of this activity was to provide students with an opportunity to learn by doing and also giving them a platform for their creativity. It facilitated team work, understanding with creative thinking, extensive research and reading ability.

Story Writing

The association conducted a story writing competition on 15th February 2017. The topic was to depict any one "Moral Value" in the story. The objective of this activity was to use their imaginations to think out of the box, craft unique and exciting stories. It enhanced their writing and reading skills and also gave them an opportunity to exhibit their imaginative and creative talents.

Creativity Writing

The association conducted a creative writing competition on 16th February 2017 on the latest topics. The objective of this activity was to foster artistic expression. It enriched their creative writing skills.

Book Review

The department conducted Book Review. Ms Faithma Mishcuath of II BA (HRD) reviewed the book "The Naked Face", by Sydney Sheldon. The presentation was done on 16th February, 2017. The objective of the review was to develop reading skills by identifying the author's perception and overview of one person's highly subjective reading experience.

Book Review

The department conducted Book Review. Ms Faithma Mishcuath of II BA(HRD) reviewed the book "A Walk to Remember" by Nicholas Sparks. The presentation was done on 6th March 2017. The objective of the review was for a display of promulgate one's own ideas about the non-fiction. The student opined that the book was simple but intriguing keeping up with sensitivity and innocence throughout the novel.

Kannada Department

Slogan Writing Competition

Slogan Writing Competition in Kannada was held on 6th January 2017 on the following topics 'Swachh Bharat', 'Corruption' and 'Black money'. Slogans can never be outdated and it is the most attractive and effective way to reach the people, when we communicate with slogan which is short in terms of words yet so meaningful. It helps the students to express themselves as a speaker, leader and motivator who wants to give some message regarding ethical and moral values. Motto of the competition was to create awareness among the students to make them express their ideology and opinion regarding this. Mrs. Jeevitha D and Mrs. Renuthakshi coordinated the programme.

Poem Recitation

Poem Recitation Competition in Kannada was held on 1st February 2017. Tone Modulation, pace, rate and volume play an immense role in successful reciting of the poem. Having control on these parameters will make the poem more efficient. It helps the students to have fluency in language, learn new way of thinking by reciting the poem. Large number of students participated in the competition. Mrs. Jeevitha D. and Mrs. Renuthakshi coordinated the event.

Bhavageete Competition

Kannada department conducted Bhavageete competition on 8th February 2017. Large number of students participated with great zeal to showcase their talent. Mrs. Jeevitha D and Mrs. Renuthakshi were the coordinators.

Old Film Song Singing Competition

Kannada department organized Kannada old Film song Singing Competition on 8th February 2017. Enthusiastic students from different sections participated with great zeal to showcase their talent in expressing themselves in few words such as singing the poem. Mrs. Jeevitha D. and Mrs. Renuthakshi were the coordinators.

Literary Quiz

Kannada department organized Literary Quiz on 16th February 2017. Quiz which helps to improve Intelligence Quotient, and introduce our self to new things. It increases our general knowledge and even checks our grammatical skills. It makes us to think logically, smartly and helps to gain concentration and memory power and learn new things. Enthusiastic students from different sections participated with great zeal. Mrs. Jeevitha D. and Mrs. Renuthakshi coordinated the event.

Observation of World Environment Day

World Environment Day was observed on 23rd March 2017 by Kannada Department. It was held to create awareness about environment and related issues among the students. The objective was to make the students sensitive about environment cleanliness, deforestation and natural resources. Activities such as discussion and presentation on these topics were held on the occasion. The students were encouraged to come up with creative presentations on environment related topics. The programme was compeered by Shivaprasad of BCA. Presentations were done by Jayadev, Manasa, Chaya and Manjushree of BBM, BCA and B.Com sections. Mrs. Jeevitha was the coordinator.

Book Review "Uthara Kannada" - S. L. Bairappa

Kannada department organized a Book Review on "Uthara Kaanda" authored by S. L. Bairappa by Mr. Shiva Prasad Bhat of Final year BCA on 21st February 2017. He presented some constructive criticism on the structure of the book and explained few sections and their importance. It was helpful to the students to understand the concepts mentioned in the book. It was coordinated by Mrs. Jeevitha.

Hindi Department

Pick and Speak Competition

On 6th January, 2017 the association conducted pick and speak competition in Hindi. The participants were given topics on the spot. A large number of students participated in competition with great enthusiasm. The competition not only gave the students a platform to portray their public speaking skills and creativity. It also gave the students a confidence boost and helped them overcome stage fear. Dr. Jyothi and Mrs. Shalini M. coordinated the programme.

Book Review

Hindi department conducted a book review to provide a descriptive, critical and evaluative account of the book. Mr Nelson reviewed the book "Godaan" by Premchand. The presentation was done for the benefit of BCA students on 20th March 2017. The objective of the review was to develop reading skills by identifying the author's perspective.

Business law department

Business quiz competition

The department of business law conducted business quiz on 27th January 2017 with the objective of examining the knowledge of students relating to business law topics. Large number of students actively participated in the competition.

Paper presentation

The department conducted a paper presentation on 31st January 2017 on the topic "Cyber security, Technology and Law". The objective was to develop the knowledge of the students about cyber crimes and cyber law. The event was judged by Mrs. Shwetha Y based on the participant's communication, presentation skills and contents.

HR department

Book review

HR department organized a book review on 31st January 2017. Ms. Amra of I BA (HRD) reviewed the book on

Beneficiary -oriented central government schemes for empowerment of women in India, edited by Dr. Shabistan Gaffar, President, All India Confederation for women's Empowerment through education. 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 field of HR management and encourage them to read such book.

Networking Competition

The Association conducted a Networking competition on 1st February 2017. The event was helpful in improving listening skills. The event was judged based on the accuracy of the sentence, presentation and communication among the members. The event was judged by Ms. Priya Kamath.

Paper Presentation Competition

HR Association conducted a paper presentation competition on the topic "The Role of Human Resources in Digital Transformation" on 13th February 2017. Large number of teams took part in the Competition. The topic enhanced the knowledge and gave an insight to the Digital Era. The event was judged on the basis of Presentation skills, ideas and communication skills. The judge for the event was Mr. Thrishanth Kumar.

Radiotantra Competition

HR Association conducted Radio Tantra competition on 14th February 2017. The participants were considered as RJ's and had to advertise a given product. It was judged on the basis of advertising skills, vocal skill and presentation skills. The event was judged by Mr. Gururaj.

Let's Hire Competition

HR Association introduced a new competition, called Let's Hire. The competition was conducted on 14th February 2017. Let's Hire is a competition of Job Advertisement. The teams were considered as HR Managers and had to prepare a Job Advertisement in a creative way, making their own job offer to attract and stimulate huge mass of candidates to apply for the job in their company in order to hire right people for the right job thus, creating a job opportunity. It was judged on the basis of creativity, advertisement skills and knowledge. The event was judged by Mrs. Anasuya.

Paper presentation

Human Resource department organized paper presentation on relevant topic on 27th and 30th March 2017 at 10.00 a.m. and 2.00. p.m. for I BBA and I BA(HRD) Students. The objective of this programme was to enlighten

the students about current topics of HR. Ms. Sahana S.G from II B.Com presented on "Innovative employee Engagement Practices". She highlighted the different factors in employee's engagement with suitable examples. Ms. Manjushree, II B.Com presented on the topic "Creating Stress free environment" in which she spoke about the 9 rules to be followed for creating a stress-free work environment.

Economics Department

Economics Quiz

Economics department conducted Economics Quiz competition on 5th January 2017. The students participated with great enthusiasm by exhibiting their potential in those areas. It also motivated them and gave an exposure to economic business and industry of our country. Mrs. Shashikala K.G coordinated the programme.

Group Discussion

Group discussion was organized by the Economics department on 9th January 2017. This activity was organized in order to improve the communication skills, team building, and analytical skills of the students. Students were divided in to three groups. Each group was given separate topics for the discussion. Following topics were given to students for discussion- Demonetization, Digital Payments, Jhan Dhan Yojana. Each group was given 15 minute for discussion, 5 minutes for presentation and 2 minutes for question and answer. Mrs. Shashikala K.G coordinated the programme.

Paper Presentation

Economics department conducted a paper presentation on 3rd February 2017 on the topic "Union Budget-2017" in conference hall. Students from various classes presented the topics such as Education, Railways, Agriculture, Banking, Rural development etc. Mrs. Manju H. and Mr. Prasanna Kumar T. were the moderators of the session. The session was conducted to create an awareness of the implications of union budget of 2017 and enhance their analytical skills. The session provided the students an opportunity to deliberate upon the union budget-2017. The session was coordinated by Mrs. Shashikala K.G.

Paper presentation

Make in India: Challenges and opportunities for manufacturing sector

Economics Department conducted paper presentation on 1st March 2017 on the topic "Make in India - Challenges and opportunities for manufacturing sector". The topic was presented by Sauparnika B Rai II BBM A. It aims to create

awareness about the need to transform India from highly potential market to powerhouse of manufacturing and thereby creating millions of job opportunities. The paper presentation motivated the students to take up the entrepreneurial challenges.

Implications of GST

Economics Department conducted paper presentation on 6th March 2017 on the topic "Implications of GST". The topic was presented by Roshin Alex John of I BBA 'B'. The objective of the programme was to create awareness about GST. The students were made aware of new taxation policy that is being implemented in few months. Mrs Shashikala K.G coordinated the programme.

Role of Digitalization in Banking Sector

Economics Department conducted paper presentation on 7th March 2017 on the topic "Role of Digitalization in Baking Sector". The topic was presented by Jayadeva H. of II BBM 'A'. The objective of the programme was to create awareness about Digitalization in banking sector. The presentation enlightened the students about converting data into digital format. The students realized the importance of digitalization in terms of improved customer experience, reduction of costs for banks and increase in productivity. Mrs Shashikala K.G coordinated the programme.

Marketing Department

Paper presentation

Marketing department organized paper presentation for III B.com students on 31st January 2017 on the topic "Audit of Computerised accounts". Ms. Akshaya Kamath prepared the presentations and presented paper in the class.

The objective of the programme was to improve the presentation skill and enrich the knowledge of the students.

Group Discussion

Group discussion was organized by the Marketing Department on 9th January 2017. This activity was organized in order to improve the communication skills, team building, and analytical skills of the students. Students were divided into three groups. Each group was given separate topics for the discussion like Green marketing, Demonetization, Digital literacy.

Group Discussion

Group discussion was organized by the Marketing department on 9th February 2017. This activity was organized in order to improve the communication skills, team building, and analytical skills of the students.

Students were divided in to three groups. Each group was given separate topics for the discussion like Social media Marketing, Startup trends in India, Need for consumer delight and so on.

Each group was given 15 minutes for discussion, 5 minutes for presentation and 2 minutes for question and answer session. Mrs. Kavitha Prabhu coordinated the programme.

Brand Wars

Marketing association conducted Brand War competition on 17th February 2017. Stiff competition in the field of corporate world was represented here.

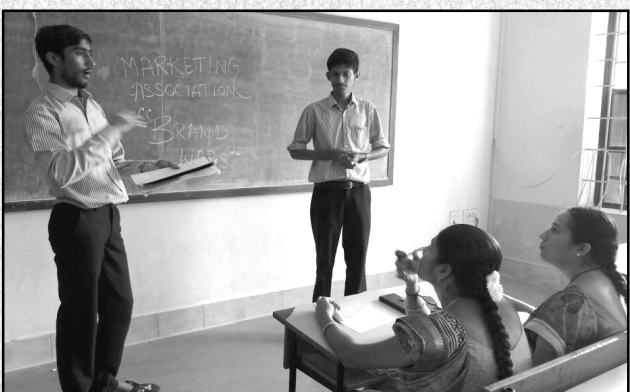
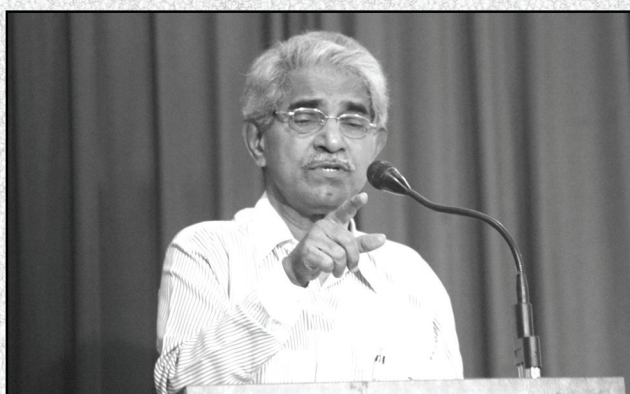
Quiz competition

Marketing Department organized a Quiz competition for III BBM B on 22nd March 2017. The objective was to improve the general knowledge of the students in the marketing and advertising area. Mr. Elton Vegies conducted the Quiz. Mrs. Shwetha Y. coordinated the event.

Career Guidance and Placement Cell

- Final year BCA students of our college participated in On-campus recruitment drive in our college by Deloitte company on 29th November 2016 at 9:30 a.m. in SDM Lab 'S'. 20 final year BCA students attended the placement test for the post of Associate Analyst at Deloitte. Mrs. Sowmya Jyothi coordinated the placement drive.
- The Campus recruitment drive was conducted by Northern Trust Bank on 16th and 19th December 2016 in our college. On 16th the programme was organized in the conference hall which started with a formal session followed by pre-placement talk. Students had a written test. 145 final year students of BBM and B.Com courses from SDM and Canara College enrolled for the test. The final selection of the students was held on 19th December in SDM college auditorium. 480 students were qualified in the first round. 13 different colleges participated in this campus recruitment drive. There were three rounds consisting of group discussion, HR round and the final round. 90 students were shortlisted by the HR team and offer letters were given for the shortlisted students. Mr. Prasanna Kumar T., Mrs. Sowmya Jyothi, and Mrs. Anasuya, the placement officers co-ordinated the campus drive.
- Final year BCA students of our college had attended the campus recruitment drive by Cognizant Infrastructure Services Pvt. Ltd held at SDM-Rotary Career Guidance & Placement Centre on 20th December 2016 at SDM College, Ujire.

- Final year BCA students of our college had attended the campus recruitment drive by Infosys held at Srinivas Institute of Technology, Valachil, Mangalore on 9th and 10th January 2017 and 3 of them got selected.
- Final year BCA students of our college had attended the campus recruitment drive by Mphasis held at Alvas Institute of Engineering and Technology on 11th January 2017 and 4 of them got selected
- In the on-campus recruitment drive by Proedge Consultancy and Training held on 11th January 2017 in the conference hall, 9 of our students got selected by Sharekhan company and 6 of them for Way2Wealth company.
- 2 students of our college got selected in the placement drive by Amazon held at Alva's Education Foundation, Mijar, Moodbidri on 21st February 2017.



STAFF ACHIEVEMENT

Mrs. Aruna P. Kamath

- Was the guest for a programme on Interface with North East Indian Students with the Governor of Nagaland on 26th December 2016
- Attended Principals' Meeting organized by Mangalore University, Mangalagangothri at Sri Ramakrishna College, Mangaluru on 27th February 2017.
- Attended the HOI meeting held at SDM Medical College, Dharwad on 8th March 2017.

Mrs. Divya Uchil

- Attended a one day conference on "Current Developments in Computer Science, IT and its impact on Management, Social Sciences & Education" and presented a paper on, "E-Waste: A concern in today's environment" organized by Srinivas Institute of Management Studies, Pandeshwar, Mangaluru on 26th November 2016.
- Presented a paper on "Digital Marketing using Transaction security Application" at the National Conference on "Global Brand Building" organized by SDM Post Graduate Centre for Management Studies and Research on the 3rd March 2017.

Mrs. Smitha M

- Presented a paper on the topic "Brand preference towards FMCG" at a National conference on "Global Brand Building" organised by SDM PG Centre for Management Studies and Research, Mangaluru on 3rd March, 2017.
- Presented a paper on the topic "Impact of GST on various sectors with special reference to Supply chain and Warehouse" at a National conference on "Pay India-2017" organised by University evening college, Mangaluru on 11th March, 2017.

Mr. Arun F Sequeira

- Attended a one day conference on "Current Developments in Computer Science, IT and its impact on Management, Social Sciences & Education" and presented a joint paper on, "The impact of Internet Usage on youngsters with reference to Mangalore City" organized by Srinivas Institute of Management Studies, Pandeshwar, Mangaluru on 26th November 2016.
- Presented a paper titled "Role of Youth in Promoting Digital Literacy-A Case Study with reference to SDM CBM, Mangaluru" at two days UGC sponsored National Conference on "Digital India-Prospering India" organized by Canara College, Mangaluru on 2nd and 3rd March 2017

Mr. Thrishanth Kumar

- Attended three days International Conference on "Green Banking: perceptions & Challenges" and presented joint paper titled "Branchless banking and role of business correspondent for better Financial Performance" organized by Dept of Commerce, University College, Hampankatta, Mangaluru on 1st, 2nd and 3rd February 2017.
- Presented a paper on "Global Brand Building", a national conference held at S.D.M. P.G Centre for management studies and Research, Mangaluru.
- Presented a paper on the topic "Branchless banking for the poor as a part of financial inclusion" published in the journal "Inclusive Growth: Dynamica and discourses" published by National Centre for inclusive growth and development research with ISBN number 978-81-927970-7-4.
- Presented a paper on the topic "The role of supervisor and leader in staff development", published in the "Journal of Management Studies and Academic Research" published by SDM P. G. Centre with ISSN No: 2455-4960.
- Published paper on the topic "Transfer of learning in IT and ITes Industry in Mangaluru: Facilitators, Inhibitors and Strategies" in International Journal of Advanced Research in Management, Architecture, Technology and Engineering (IJARMATE), VOLUME-111, Special Issue IV, Feb, 2017, ISSN-2454-9762.

Mrs. Manju H.

- Presented a paper on "Financial inclusion & integration through mobile payments and transfer in Indian banking system" at an National conference on "Digital India-Prospering India" organised by Canara College Mangaluru on 2nd & 3rd March 2017

Mrs. Gayatri

- Presented paper on the topic "Customer engagement and Brand building strategies by MNCs" at the 10th national conference on "Global Brand Building" organised by SDM PG Centre for Management studies and Research on 3rd March 2017.

Mr. Thilakraj

- Attended a workshop on "Cashless Transaction" at Dakshina Kannada Zilla Panchayat Office, Kottara, Mangalore on 30th January 2017.
- Presented a paper on the topic "Brand preference towards FMCG" at a National conference on "Global Brand Building" organised by SDM PG Centre for Management

Studies and Research, Mangaluru on 3rd March, 2017.

- Presented a paper on the topic "Impact of GST on various sectors with special reference to Supply chain and Warehouse" at a National conference on "Pay India-2017" organised by University evening college, Mangaluru on 11th March, 2017.

Mrs. Shashikala Shetty

- Attended a one day conference on "Current developments in Computer Science, IT and its impact on Management, Social Sciences & Education" and presented a joint paper on, "The Impacts of E-Learning in Higher Education in terms of Students' Performance" organized by Srinivas Institute of Management Studies, Pandeshwar, Mangaluru on 26th November 2016.

Mrs. Shashikala K.G.

- Presented a paper on "Financial inclusion & integration through mobile payments and transfer in Indian banking system" at an National conference on "Digital India-Prospering India" organised by Canara College Mangaluru on 2nd & 3rd March 2017
- Was the interviewer for the recruitment of Economics faculties at B.G.S First Grade College, Kavoor, Mangaluru on 7th March 2017.

Mrs. Sowmya Jyothi

- Attended one day National Conference on 'Current Developments in Computer Science, IT and its impact on Management, Social Sciences and Education' and presented a joint paper titled 'Advances and best practices in E-education' organized by Srinivas Institute of Management Studies, Pandeshwar, Mangalore on 26th November 2016.

Mrs. Deepa D. Hegde

- Attended a Capacity Building Programme on "Google Suit for Education" organized by the Department of Business Administration St. Joseph's Engineering College, Vamanjoor on 12th January 2017.

Dr. Jyothi

- Attended two days National level Conference on "Premchand ke Sahitya ka Punarmoolyanken" and Presented paper on "Premchand ke sahitya me shoshit varg" Organized by Hindi Department, University College Mangalore. on 25th and 26th November 2016 .
- Attended one day Hindi syllabus workshop and seminar on "Hindi natak aur ekankhi" organized by Vivekananda College, Puttur on 20th February 2017.

Mrs. Shashiprabha

- Attended a one day conference on "Current developments in Computer Science, IT and its impact on Management, Social Sciences & Education" and presented a joint paper on, "The Impacts of E-Learning in Higher Education in terms of Students' Performance" organized by Srinivas Institute of Management Studies, Pandeshwar, Mangaluru on 26th November 2016.
- Was the resource person on the topic "Excel Training Programme" for MSW students, School of Social Work, Roshni Nilaya, Mangalore on 21st January 2017.
- Attended a workshop on "Cashless Transaction" at Dakshina Kannada Zilla Panchayat Office, Kottara, Mangalore on 30th January 2017.
- Attended a Regional Meeting cum workshop on All India Survey on Higher Education organized by Mangalore University, in association with Karnataka State AISHE Unit, Higher Education Secretariat, Govt. of Karnataka, Bangalore held on 13th February 2017 at Mangala Auditorium, Mangalore University, Mangalagangothri.

Mrs. Shalini

- Attended a two days National level Conference on "Premchand ke Sahitya ka Punarmoolyanken" and Presented paper on "Premchand ke upanyas me naaree jeevan" Organized by Hindi Department, University College Mangalore. on 25th and 26th November 2016.
- Attended one day Hindi syllabus workshop and seminar on "Hindi natak aur ekankhi" organized by Vivekananda College, Puttur on 20th February 2017.

Mrs. Anasuya

- Attended a one day conference on "Current developments in Computer Science, IT and its impact on Management, Social Sciences & Education" and presented a joint paper on, "The impact of Internet Usage on youngsters with reference to Mangalore City" organized by Srinivas Institute of Management Studies, Pandeshwar, Mangaluru on 26th November 2016.
- Attended and presented a paper titled "Role of Youth in Promoting Digital Literacy-A Case Study with reference to SDMCBM, Mangaluru" at two days UGC sponsored National Conference on "Digital India-Prospering India" organized by Canara College, Mangaluru on 2nd and 3rd March 2017

Mrs. Reshmi B.R.

- Attended a one day National Conference on 'Current Developments in Computer Science, IT and its impact on Management, Social Sciences and Education' and

presented a joint paper titled 'Advances and best practices in E-education' organized by Srinivas Institute of Management Studies, Pandeshwar, Mangalore on 26th November 2016.

Mrs. Veena Kotian

- Attended "The Conclave of Principals of Educational Institutions" organized by Yenepoya Narcotics Educational Foundation of India at Yenepoya Medical College, Yenepoya University, Mangaluru on 23rd February 2017.

Ms. Sowmya Hegde

- Attended three days International Conference on "Green Banking: perceptions & Challenges" and presented joint paper titled "Branchless banking and role of business correspondent for better Financial Performance" organized by Dept of Commerce, University College, Hampankatta, Mangaluru on 1st, 2nd and 3rd February 2017.
- Presented a paper on the topic "Branchless banking for the poor as a part of financial inclusion" published in the journal "Inclusive Growth: Dynamica and discourses" published by National Centre for inclusive growth and development research with ISBN number 978-81-927970-7-4.
- Presented a paper on the topic "The role of supervisor and leader in staff development", published in the "Journal of Management Studies and Academic Research" published by SDM P. G. Centre with ISSN No: 2455-4960.
- Presented a paper on the topic "Role of business correspondent for better financial performance" at the International conference on "Green Banking - Perceptions and Challenges", organized by University College, Hampankatta, Mangaluru on 1st February 2017.
- Presented a paper on the topic "Developing Global Brand - Issues, Challenges and Strategies" at a National conference on "Global Brand Building" organized by SDM PG Centre for Management Studies and Research, Mangaluru, on 3rd March 2017.

Mrs. Deepashree G Shenoy

- Attended a session on Union budget 2017 by Mr. Feroze B Adhyarujina, Senior advocate, Supreme Court organised by Mangalore branch of SIRC of the Institute of Chartered Accountants of India at TV Raman Pai Convention centre on 6th February 2017.
- Attended "The Conclave of Principals of Educational Institutions" organized by Yenepoya Narcotics Educational Foundation of India at Yenepoya Medical College, Yenepoya University, Mangaluru on 23rd February 2017.
- Presented a paper on "Digital India" in one day National

Conference, "Beyond 2020 : A Vision for transforming India with a focused manifesto for change to be Global Leaders" organized by Milagres College, Mangaluru on 27th February 2017.

- Presented a paper on the topic "Study of Consumer Behaviour Related to Different Soap Brands" at a National conference on "Global Brand Building" organised by SDM PG Centre for Management Studies and Research, Mangaluru on 3rd March 2017.

Mrs. Preethika Dharmapal

- Presented a paper on the topic "Study of Consumer Behaviour Related to Different Soap Brands" at a National conference on "Global Brand Building" organised by SDM PG Centre for Management Studies and Research, Mangaluru on 3rd March 2017.

Ms. Parinita

- Presented paper on the topic "Customer engagement and Brand building strategies by MNCs" at the 10th national conference on "Global Brand Building" organised by SDM PG Centre for Management studies and Research on 3rd March 2017.

Mr. Deviprasad

- Participated as Camp Officer in the National Integration Camp 2017 organised by Govt. of Karnataka Youth Empowerment and Sports Department, State NSS Cell, Bengaluru in association with Mangalore University from 22nd to 28th February 2017 held at MGM College, Udupi.

Ms. Priya Kamath

- Attended a course on Integrated Marketing Communications from 15th to 23rd November, 2016 at Department of Mass communication and Journalism, Mangalore University, Mangalagangothri, Karnataka sponsored by MHRD of India and Cleared the exam with 10 grade points.
- Attended a session on Union budget 2017 by Mr. Feroze B Adhyarujina, Senior advocate, Supreme Court organised by Mangalore branch of SIRC of the Institute of Chartered Accountants of India at TV Raman Pai Convention centre on 6th February 2017.
- Presented paper on the topic "E-tailing in the global world" at the 10th National conference on "Global Brand Building" organised by SDM PG Centre for Management studies and Research on 3rd March 2017

STUDENT ACHIEVEMENT

- The following students brought laurels to the college by securing ranks in the Mangalore University examinations of April 2015-16.

Miss. Simona Denis Fernandez	II Rank	BBM
Ms. Varalakshmi Bhat	IV Rank	BBM
Ms. Keerthi Kumari	V Rank	BBM
Ms. Sara Nazrath	II Rank	BA (HRD)
Ms. Nifa Ali of	III Rank	BA (HRD)

- Students won Overall Championship and cash prize in an IT fest, TECHNOTARANG-2017 organized by Vivekananda College, Puttur on 1st February 2017.
- Nikash R. K., III BCA 'A' & Rayesh Pai, II BCA 'B'
I Place - IT Quiz
- Elvin D'Souza, III BCA 'B' & P. L. Nishanth Bhat, II BCA 'A'
I Place - Web Designing
- Won Overall Champions trophy in national level inter collegiate fest AMBIORA 2K17 organised by St. Philomena College, Dept of Commerce, Puttur. on 1st February 2017.

Hrshikesh Shetty, III BBM 'A'

Hysum Damudi, II BBM 'B'

Chrismitha D'Costa, II BBM 'C'

Aditi D'Souza, I BBA 'B' I Place Product launch

Vinod Nicholas, III B COM &

Srivasthav, II BBM 'B' I Place Quiz

Mac Ken Karat, I BBA 'A' I Place Best manager

- Won Overall Champions trophy in National level inters collegiate fest "INSPIRE - 2K17" organised by MITE COLLEGE, MOODABIDRI, on 3rd March, 2017.

Abu Hysum Damudi & Aditi Dsouza I Place Marketing

Srishti Rai & Jayanth Jain I Place Finance

Vinod Nicholas Dsouza & Kevan Kaneria I Place Quiz

Chrismitha D Costa & Kaushin Shetty II Place Western Singing

Movie Making First Place

Anirudha Pawar, Wafa Naaz I Place Movie

Hamza Godi, Ashwini, Reethi Shetty Making

Akarsh, Monish Sowkar, K Pranam I Place Mime

Sarosh Shetty, Dhanush M Shetty

● BCA students won Overall Runners-up in a National Level

IT fest, 'COMPOSITE-2017' organized by St. Aloysius College

Mangaluru on 2nd and 3rd February 2017.

Nikash R K., III BCA 'A' &

Rayesh Pai, II BCA 'B' I Place IT Quiz

Elvin D'Souza, III BCA 'B' I Place Web Designing

- Won Best Mangalore Excellence Award in national level inter collegiate fest 'ACME 2017' organised by St. Aloysius college (Autonomous) Mangalore on 2nd & 3rd February 2017.

- Won following prizes in district level competition organized by District Consumer Federation, Mangalore on 24th December 2016

Sushmitha III BBM 'A', I Place Essay Writing

Shravya, III BBM 'A' II Place Wall Poster

- BCA students participated in a state level science fest, 'SCIENTICA-2017' hosted by Canara College Mangaluru on 9th and 10th January 2017.

Govind Chowdary, II BCA 'A' I Place Gaming

- BCA students participated in an IT fest, 'PINNACLE-2017' organized by St. Philomena College, Puttur on 12th January 2017.

- Participated in the national level inter collegiate fest 'CAN FEST 2017' organized by Canara College, Mangalore on 5th and 6th January 2017 and won following prizes

Mohammed Ashiq, III BBM 'A' II Place Event Planning

Jayanth Jain, II BBM 'B' I Place Research & Development

Vinod Nicholas, III BCOM &

Srivasthav, II BBM 'B' I Place Quiz

- Participated in national level inter collegiate fest 'EXELSO 2017' organised by Milagris College, Mangalore on 28th January 2017 and won following prizes.

Abhishek Kotecha, III BBM 'C' &

Nashal Ahmed, III BBM 'A' II Place Public relation

Mohammed Rahib, III BBM 'A' I Place Marketing

Youth Red Cross

- Ms. S J Shreeja, I B.Com. has been selected for the 5 days Youth Red Cross State level training programme organized by Indian red cross association, Bangalore from 26th to 30th March, 2017 at Nagathihalli, Mandya.

Sports and Games Association

- Mr. Akshay Shetty of III BBM 'C' represented India in Goshinryu Malaysia Karate Championship and won Bronze medal held at Kuala Lumpur, Malaysia from 19th December to 22nd December 2016.