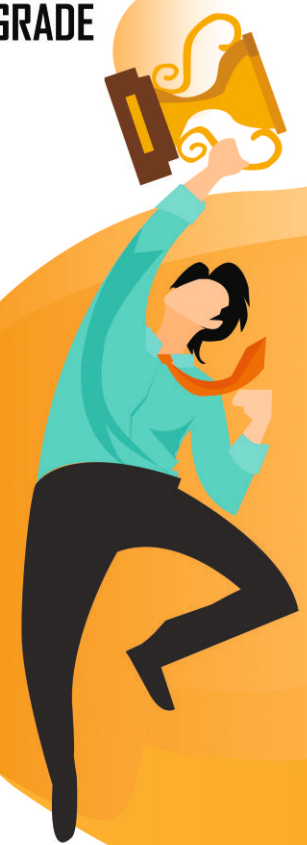
SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT MANGALURU

NAAC RE-ACCREDITED (2017) WITH 'A' GRADE



COLLEGE ANNUAL
2019-2020

DYNAMISM INSIGNIA

ಎಸ್.ಡಿ.ಎಂ. ಕಾಲೇಜು ಆಫ್ ಬಿಸಿನೆಸ್ ಮೇನೇಜ್‌ಮೆಂಟ್, ಮಂಗಳೂರು

ಮಂಜುನಾಥನಾ ನಾಮದ ಮಂದಿರ ಹಬ್ಬಲಿ ವಿಸ್ತರಕೇ
ನಿತ್ಯಜ್ಞಾನದಾ ಜ್ಯೋತಿಯ ಕಿರಣಗಳೇರಲಿ ಎತ್ತರಕೇ
ಚಂದಿರನೆತ್ತರಕೇ
ಹೊಂದೇರನ ವಿಸ್ತರಕೇ ॥

1. ಕಡಲತಡಿಯ ಈ ನಾಡ ಮಂಗಳೆಯ ಬೀಡ ಮಧ್ಯೆ ಇಹುದು
ಪಡುವೆ ತೆಂಕಣದ ಬಡಗು ಮೂಡಣದ ಕಡೆಗೆ ಹಬ್ಬುತಿಹುದು
ನಡೆಯ ನುಡಿಯ ಜಡಜಾಡ್ಯ ಮೌಢ್ಯಗಳ ಕೊಡಹಿ ತಡಹುತಿಹುದು
ಒಡಲಿನಾಳದಲಿ ಬೆರೆವ ಮಕ್ಕಳಿಗೆ ಸನ್ಮತಿಯ ನೀಡುತಿಹುದು
ಅಜ್ಞಾನ ನೀಗುತಿಹುದು
ಸುಜ್ಞಾನ ತುಂಬುತಿಹುದು ॥

2. ನಿತ್ಯ ನೀಡುವರು ತುಂಬಿ ಬೊಗಸೆಯಲಿ ಅಮೃತ ಕುಡಿಯಿರೆಂದು
ವಿಷದ ವರ್ತುಲದ ಪಕ್ಷಭೇದಗಳ ಮರೆತು ಬಾಳಿರೆಂದು
ಹಿಂದು ಇಂದು ಮುಂದೆಂದು ಸ್ಮರಿಸುವೆವು ಜ್ಞಾನದಾತರೆಂದು
ರಮ್ಯ ಸಾಗರದ ಸೊಗಸಿನಲೆಗಳುಯ್ಯಾಲೆ ಮಡಿಲಲೆಂದು
ನೆರವಾಗಿ ಬೆಳೆಯಲೆಂದು
ಚಿರಕಾಲ ಬಾಳಲೆಂದು

3. ಸುತ್ತ ಸುಳಿದವರು ಇತ್ತ ಬಂದವರು ಮತ್ತೆ ಮರಳುವವರೂ
ಸತ್ಯ ಜ್ಞಾನದ ದೀಪ ಬೆಳಗಲು ತೈಲವೆರೆದ ಹಿತರೂ
ಸಾಗಿಮುಂದೆ ಅನುರಾಗ ಹೊಂದಿ ಈ ಗುಡಿಯ ಅರಳುತ್ತಿರಲೀ
ದೂರದೂರದಾ ವಿಶ್ವದೆಲ್ಲೆಡೆಗು ಟಿಸಿಲು ಚಿಗುರುತ್ತಿರಲೀ
ಹೊಂಗಿರಣ ಹೊಮ್ಮತಿರಲೀ
ನಂಬಿಕೆಯ ಕೊನರುತ್ತಿರಲೀ ॥

4. ಜ್ಞಾನಸೆದೇಗುಲನಂದ ಸಂಭ್ರಮದ ಹರುಷದೊಸಗೆ ಸುತ್ತ
ಗುರಗಳೆಲ್ಲರ ಧರ್ಮದರ್ಶಿಗಳ ಶುಭದ ಹರಕೆಯತ್ತ
ಮುಂದೆ ಬರಲಿರುವ ಹಿಂದೆ ಅಗಲಿರುವ ಬಂಧುಮಿತ್ರಸುವನ
ಎಂದು ಮರೆಯೆವು ಇಂದು ಮಣಿಯುವೆವು ಇದಿಕೊ ನಮ್ಮ ಕವನ
ತಂಗಾಳಿ ಬೆರೆತ ಪವನ
ಝೇಂಕಾರ ಧ್ವನಿಯ ನಮನ

ರಚನೆ : ಪ್ರೊ. ಡಿ. ವೇದಾವತಿ

S.D.M. College of Business Management & Post Graduate Centre For Management Studies & Research

VISION

Develop competencies, empower with requisite skills, provide world class professional management education at the reasonable cost and spread Indian ethos.

MISSION

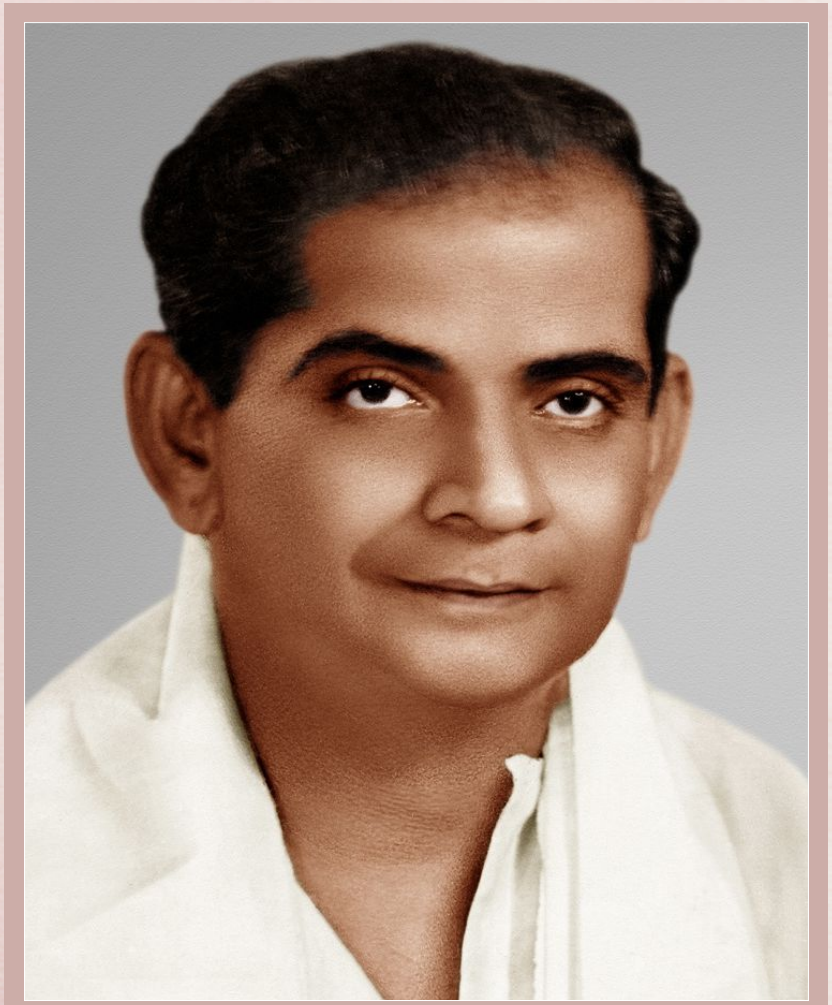
Enrich the quality of life by creating and sustaining the urge to continuous learning by developing leadership, entrepreneurship, patriotism and positive attitude towards life through practical training which gives exposure to global business and industry.





Lord Shree Manjunatha Swamy, Dharmasthala

Presiding Deity



Late Shri D. Rathnavarma Heggade

Founder
S. D. M. Educational Trust ® Ujire



Padmavibhushana Dr. D. Veerendra Heggade

President
S. D. M. E. Society ® Ujire

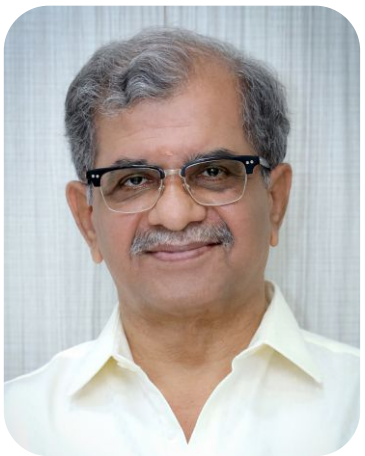
CHARISMATIC LEADERS OF SDME SOCIETY® UJIRE



Shri D. Surendra Kumar
Vice President



Prof. S. Prabhakar
Vice President



Shri D. Harshendra Kumar
Secretary

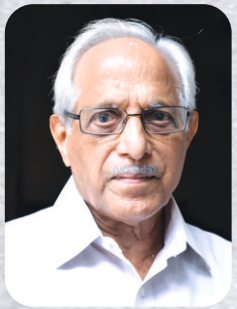


Dr. B. Yashovarma
Secretary

LOCAL GOVERNING COUNCIL



Dr. D. Veerendra Heggade
President



Prof. S. Prabhakar
Vice President



Shri D. Rajendra Kumar
Businessman
Member



Dr. B. Yashovarma
Member



Dr. N. R. Parasuraman
Director & Professor, SDMIMD, Mysore
Member



Sir Isaac Vas
President, Kanara Chamber of Commerce & Industries, Mangalore
Member



Shri M. Giridhar Prabhu
Businessman & Industrialist, Mangalore
Member



Shri Nithin J. Shetty
Chartered Accountant, Mangalore
Member



Dr. Ishwar P.
Dean, Dept. of Business Admn.
Mangalore University
Member



Shri Rammohan Pai Maroor
Businessman & Industrialist, Mangaluru
Member



Shri Jeethesh
Businessman, Mangaluru
Member



Mrs. Aruna P. Kamath
Principal
Member -Secretary

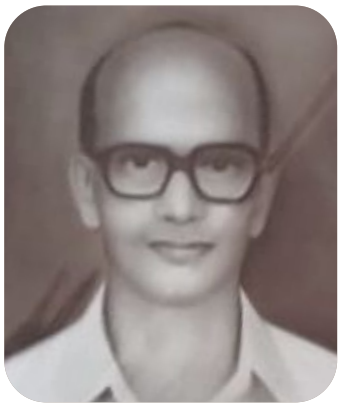


Dr. Muralidhar Rao K. S.
Staff Representative

PEOPLE WHO SHAPED THE INSTITUTION



Prof. N. J. Kadamba
1978-1979 - 1 Year



late Prof. Krishna Rao
1979-1982 - 3 Years



Prof. V. T. Kulkarni
1982-1997 - 15 Years



Dr. Devaraj K.
1997-2013 - 16 Years



Mrs. Aruna P. Kamath
2013 onwards

Principal's Desk



Dear Readers, Greeting to you

"Education is the manifestation of perfection already in man" said Swami Vivekananda. In keeping with this, educational institution like ours have been providing a supportive a learning environment to imbibe knowledge, skill, habits, values and attitudes to shape overall personality of the students. It is this guidance that has enabled our students to withstand the challenges in this testing times.

With the quick and speedy change in business environment, there is formation of gap between skills acquired by the students and those which are required by the industry. Being a management institution, we try to overcome this challenge by fostering the development of both generic and technical skill through a number of skill enhancement activities so as to mould our students as more proficient professionals and entrepreneurs with good business acumen.

After a smooth sailing academic year, when the curtains were being drawn the sudden outburst of pandemic COVID -19 adversely affected the education sector as well. While staying within their respective homes and being safe, attempts were made by the faculties to reach out the students to counsel, inspire, teach and motivate the students who were anxious about their future. Thus, the technology has served as savior during the crisis. Even during this testing time, our students exhibited their social responsibilities by lending their supportive hands in distributing food kits and providing essential services to the needy.

Dynamism insignia is a launch pad for the creative urges of our students to blossom. The imagination and thought process of the budding minds have been captured in this amalgamation. This souvenir is indeed a attempt to make our budding talents to give shape to their creativity. The college magazine unfolds the unraveled world of the most unforgettable and precious moments spent by the students in the lap of their alma mater which is a home away from home for them.

Mrs. Aruna P. Kamath

EDITORIAL BOARD



Mrs. Aruna P. Kamath
M.A (Eco.), Associate Professor
Principal



Mrs. Jeevitha D
M.A.,(Kan) M.Phil, PGDBM
Asst. Professor



Dr. Shalini Devadiga
M.A.,(Hin) (Ph.D.)
Asst. Professor



Mrs. Madhumathi Raja
M.A.,(ENG), MBA, B.Ed
Asst. Professor



Mrs. Kavya U.
MA English



Mrs. Renuthakshi K.
M.A.,(KAN), NET
Asst. Professor



Dr. Jyothi
M.A.,(Hin), M.Phil, Ph.D.
Asst. Professor



Mrs. Reshmi B R
MCA, MBA
Asst. Professor



Mrs. Shashiprabha
M.Sc.(IT), PGDBM, MBA
Asst. Professor



Mrs. Parinitha
M.com, MBA, NET (Com)
Asst. Professor



Mrs. Deepashree G Shenoy
M. Com
Asst. Professor



Mrs. Bhat S. Sneha Ganesh
MCA
Asst. Professor



Bindiya
III BBA - C



Aifin Banu
III BCA - A



A.S. Meghana Rao
II Bcom



Mahima
II BBA - A

MOTIVATORS



Mrs. Aruna P. Kamath
M.A (Eco.), Associate Professor
Principal



Dr. Muralidhar Rao K. S.
M.B.A., M.Phil., Ph D,
Asst. Professor



Mrs. Divya Uchil
MCA, M.Phil., Computer Sc.
Asst. Professor



Mrs. Smitha M.
M. Com
Asst. Professor



Mrs. Jeevitha D
M.A.,(Kan) M.Phil, PGDBM
Asst. Professor



Mr. Arun Francis Sequeira
M.C.A,M.Phil, PGDBM
Asst. Professor



Mrs. Manju H.
M.Com, B.Ed., M.Phil, MBA
Asst. Professor



Mrs. Gayathri
M.Com
Asst. Professor



Mr. Thilakraj G.
M.Com, M.BA. NET
Asst. Professor



Mrs. Madhumathi Raja
M.A(ENG). MBA, B.Ed
Asst. Professor



Mrs. Shashikala Shetty
M.C.A. B.Ed. PGDBM
Asst. Professor



Mrs. Renuthakshi K.
M.A. (KAN) NET
Asst. Professor



Mrs. Kavitha Prabhu
M.COM, M.PHIL. MBA
Asst. Professor



Mrs. Deepa D. Hegde
M. Sc. (Software)
Asst. Professor



Mrs. Shashikala K.G
MBA, MA (Eco)
Asst. Professor



Mrs. Sowmya Jyothi
M.C.A. PGDBM
Asst. Professor



Dr. Jyothi
M.A. (Hin), M.Phil Ph.D.
Asst. Professor



Mrs. Shashiprabha
M.Sc.(IT), PGDBM, MBA
Asst. Professor



Mrs. Supritha
M.B.A., PGDCA
Asst. Professor



Dr. Shalini Devadiga
M.A. (Hin), Ph.D.
Asst. Professor



Mrs. Anasuya
M.Com, M.Sc(IT)
Asst. Professor

MOTIVATORS



Mrs. Reshmi B R
MCA, MBA.
Asst Professor



Mrs. Shwetha
M.Com.
Asst. Professor



Mrs. Veena D. Kotian
M.Com, MBA
Asst. Professor



Mrs. Preethika Dharmapal
MHRD, M.B.A.
Asst. Professor



Mrs. Rashmi T
MBA
Asst. Professor



Ms. Sowmya Hegde
M.Com (KSET), MBA (NET)
Asst. Professor



Mrs. Deepashree G Shenoy
M.Com,
Asst. Professor



Mr. Prasanna Kumar T
MA (ECO) MBA, PGDFM (Ph.D)
Asst. Professor



Mrs. Parinitha
M.com, MBA, NET (Com)
Asst. Professor



Mr. Gururaj
M. Com
Asst. Professor



Mr. Sumesh Matada
M.com.



Mrs. Kavya U.
MA English



Mr. Praveen D.
M.com.



Ms. Sanjana
Mcom.



Mrs. Bhat S. Sneha Ganesh
MCA
Asst. Professor



Mr. Akshith Kumar K.
M.Com
Asst. Professor



Mrs. Kavitha
LL. M.
Asst. Professor - Part Time



Shreeprajna
M.com
Part Time Lecturer



Shamashree M. Rao
Asst. Professor



Mr. Bharath Kumar Jain
M.P.Ed
Physical Education Instructor



Mr. Muralidhar Hegde
M.A. MLISC, SLET
Librarian

PILLARS OF STRENGTH



B. Vishnumurthy
Office Superintendent



Mr. Nagaraj P. B.
Library Asst.



Mrs. Ramya Jinesh
Office Assistant



Mr. Adarsh D. Devadiga
Office Asst.



Mrs. Geetha
Office Asst.



Mrs. Neetha Rani
Computer Lab Instructor



Mrs. Yashaswini
Office Asst.



Mr. Nithin Kumar
Office Asst.



Ms. Pramitha B.V.
Accounts Asst.



Ms. Usha Parvathi T.
Office Asst.



Mrs. Sri Lakshmi M.
Office Assistant



Mrs. Kusuma
Office Assistant



Akhila V. Bhandarkar
Mcom
Office Asst.



Yashmitha
Lab Assistant



Mr. Janardhana Naik
Attender



Mr. Devaraja Hegde
Peon



Mr. Vasantha Kumar
Peon



Mr. Poornaprakash
Computer Lab Asst



Mr. Yogisha A.
Attender



Mr. Puneeth Jain
Attender



Nikhil
Lab Attender



Akash
Library Attender



Mithil
Attender



Mrs. Indira K
Sweeper



Mrs. Vinoda
Sweeper

RANK HOLDERS



Deeksha V., I Rank, BBA



Nishmitha B., VIII Rank, BBA



Sushmitha P. Bolar, V Rank, BCA



Advitha A., III Rank, BA(HRD)

INDEX

Annual Report	3
College Major Highlights of the Year	49
Finance Association	74
Marketing Association	78
Human Resource Association	83
Economics Association	88
Commerce Association	91
Business Law Association	96
Consumer Club	101
EDP Cell	103
Scan Association	105
Library Association	118
ಕನ್ನಡ ವಿಭಾಗ 'ವಿಕಸನ'ದ ಸಾಹಿತ್ಯಿಕ ಚಟುವಟಿಕೆಗಳ ವರದಿ	127
हिन्दी विभाग स्फुरण	129
Fine Arts Association	131
Fest Forum	134
NSS	135
Youthe Red Cross	138
Rovers and Rangers	140
Library Department	142
Sports and Games Association	143
Creer Guidance and Placement Cell	144
Team Work - Make the Dream Work - Photos	147
General Proficiency Prizes	155
They Brought Lourels to the College	156
Details of BHRD Results	158
Details of B.Com Results	159
Details of BCA Results	160
Details of BBM Results	161
Statement of Subjectwise Results	164
Mangaluru University - Eligibility List	172
Distinction Students of the College	178

ENGLISH ARTICLES

Hope	- Adline Princia D'Souza, II BA (HRD)	182
Reminisce	- A. S. Meghana Rao, II B.Com.	182
She's Strong	- Adline Princia D'Souza, II BA (HRD)	183
Albatross	- Prapthi H. J., I BBA 'A'	183
Mother	- Adline Princia D'Souza, II BA (HRD)	184
My last revenge	- Anushree Alva, I BCA 'B'	184
The Joys of Life`	- Saurav S. Kumta, III B. Com.	184
Life is a beautiful Garden	- Adline Princia D'Souza, II BA (HRD)	185
My Dream World	- Bindiya Shetty, III BBA 'C'	185
Memories	- Roshni Dsouza, I BBA 'C'	185
A Day Without Electricity	- Mahima, II BBA 'A'	186
Test of Life	- Adline Princia D'Souza, II BA (HRD)	186
Importance of Values In Our Life	- Namratha Kamath, I B. Com.	187
On the rules of literature - A Mirror held to Femininity	- A. S. Meghana Rao, II B. Com.	187
My Loving Grandma	- Dielle, I BBA 'C'	188
Loving Yourself: The Art of Self Acceptance	- Tanvi, I BBA 'A'	189

INDEX

ಕನ್ನಡ

ದೇಶದ ಅಭಿವೃದ್ಧಿಯಲ್ಲಿ ಯುವಜನತೆಯ ಪಾತ್ರ	- ರಿತಿಕಾ, ದ್ವಿತೀಯ ಬಿ. ಕಾಂ.	192
ಜೀವನದ ಹಾದಿಯಲ್ಲಿ	- ಅಶ್ವಿತ್ ಕೆ., ದ್ವಿತೀಯ ಬಿ. ಕಾಂ.	193
ಕನ್ನಡನಾಡು	- ಅರ್ಜುನ್ ಮಾಡ, ದ್ವಿತೀಯ ಬಿ.ಬಿ.ಎ 'ಎ'	193
ನೀರು	- ಸುರಕ್ಷ, ದ್ವಿತೀಯ ಬಿ. ಕಾಂ.	194
ನೃತ್ಯ ನೀ ಸತ್ಯ	- ಸಂದೀಪ ಜಿ. ಭಂಡಾರಿ, ದ್ವಿತೀಯ ಬಿ.ಸಿ.ಎ. 'ಎ'	194
ಮಳೆರಾಯನ ಚೆಲ್ಲಾಟ	- ಸರಸ್ವತಿ, ದ್ವಿತೀಯ ಬಿ. ಕಾಂ.	195
ಛಲದ ಚಿಗುರು	- ಪ್ರಾಪ್ತಿ ಎಚ್.ಜೆ., ಪ್ರಥಮ ಬಿ.ಬಿ.ಎ. 'ಎ'	195
ಸ್ವಗತ.....	- ಸುಜನ್ ಶೆಟ್ಟಿ, ಪ್ರಥಮ ಬಿ.ಬಿ.ಎ. 'ಎ'	195
ಧರೆಯ ಪರಿ	- ಅಶ್ವಿತ್ ಕೆ., ದ್ವಿತೀಯ ಬಿ. ಕಾಂ.	196
ಆ ಕ್ಷಣದ ಪಾಠ	- ಪೂಜಾಶ್ರೀ, ದ್ವಿತೀಯ ಬಿ. ಕಾಂ.	197
ಕನಸು	- ಸಂದೀಪ ಜಿ. ಭಂಡಾರಿ, ದ್ವಿತೀಯ ಬಿ.ಸಿ.ಎ. 'ಎ'	198
ಪರಿವರ್ತನೆ	- ಸುಜನ್ ಶೆಟ್ಟಿ, ಪ್ರಥಮ ಬಿ.ಬಿ.ಎ. 'ಎ'	198
ಗಾಳಿಮಾತು	- ಸುಜನ್ ಶೆಟ್ಟಿ, ಪ್ರಥಮ ಬಿ.ಬಿ.ಎ. 'ಎ'	198
ಏಕತೆಯ ಪ್ರತಿಮೆ	- ಮಾನಸ ಯು., ದ್ವಿತೀಯ ಬಿ. ಕಾಂ.	199
ತುಳುನಾಡು	- ಸಂದೀಪ ಜಿ. ಭಂಡಾರಿ, ದ್ವಿತೀಯ ಬಿ.ಸಿ.ಎ. 'ಎ'	199
ಗೀಜಾದ ಪಿರಮಿಡ್‌ಗಳು	- ಭೂಮಿಕಾ, ದ್ವಿತೀಯ ಬಿ. ಕಾಂ.	200
ಬೆಳಗಿನ ಬೆಳದಿಂಗಳು	- ಸಂದೀಪ ಜಿ. ಭಂಡಾರಿ, ದ್ವಿತೀಯ ಬಿ.ಸಿ.ಎ. 'ಎ'	201
ಸಾಧ್ಯವಾದರೆ ಕ್ಷಮಿಸಿ ಬಿಡು ನನ್ನ	- ಶರಣ್ಯ ಎಚ್., ದ್ವಿತೀಯ ಬಿ.ಕಾಂ.	201
ಓ ನನ್ನ ಮನವೇ	- ಸಂದೀಪ ಜಿ. ಭಂಡಾರಿ, ದ್ವಿತೀಯ ಬಿ.ಸಿ.ಎ. 'ಎ'	201
ಹೆಸರು ಪ್ರೀತಿ – ರ್‍ಯಾಪ್ – ಕನ್ನಡ	- ಸಂದೀಪ ಜಿ. ಭಂಡಾರಿ, ದ್ವಿತೀಯ ಬಿ.ಸಿ.ಎ. 'ಎ'	202
ಚುಟುಕುಗಳು	- ಸಂದೀಪ ಜಿ. ಭಂಡಾರಿ, ದ್ವಿತೀಯ ಬಿ.ಸಿ.ಎ. 'ಎ'	203

हिन्दी

सेहत का महामंत्र	- भूमिका, द्वितीय बी. कॉम.	206
तलाश	- दिशा एस्. गुडिगार, प्रथम बी. सी. ए.	207
माँ–मेरी ताकत	- अरफा बानु, प्रथम बि. सि. ए.	207
लौह पुरुष	- साक्षि यु. सोनांग, द्वितीय बी. कॉम.	208
आधुनिक भारतीय नारी के कर्तव्य और आदर्श	- तृप्ति वि. उल्लाल, द्वितीय बि. कॉम.	**209**
Staff-Alone we can do so little; Together we can do so much		211
Words of Wisdom - Visitors Opinion		219



College Annual Report



COLLEGE ANNUAL REPORT 2019-20

Honorable Chief Guests of the Day Prof. Karanam Umamaheshwar Rao and Mr. Bharath Shivappa, members of Shri Dharmasthala Manjunatheshwara Educational Societies, staff and student council members, ladies and gentlemen, at the outset, I am pleased and delighted to present before you the 42nd College Day Celebration of S.D.M. College of Business Management, Mangaluru. Affiliated to Mangalore University, the college offers 4 courses namely BBA, BCA, BA(HRD) & B.Com. with ample encouragement to co-curricular and extra-curricular activities. It is accredited by NAAC with A Grade (CGPA:3.30) in the III Cycle of Accreditation. As on today the total students strength of our college is 1423 out of which 754 are girls 669 are boys. The college has 37 full time lecturers, 3 part time lecturers, a qualified Librarian, a Physical Director, 25 full time non-teaching staff constituting a total of 66. The college secured 4 ranks in Mangalore University Examinations. With this brief introduction about our Institution, I would like to present a brief report of the activities that painted the canvas of the academic year 2019-2020. I would like to begin with the quote from Mark Twain, "The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks, and then starting on the first one". In keeping with this, IQAC chalks out the activities through meticulous planning by involving all the stakeholders.

Believing in a popular adage, "I hear and I forget, I see and I remember, I do and I understand", We at SDM strive to provide ample amount of exposure to the students where they learn things by doing through the skill enhancement activities organised. More than 175 programmes were conducted for which about 162 renowned personalities and our alumni were invited as guest speakers to guide and motivate the students.

10 departments of the college like Financial Management, Human Resource Management, Marketing, Economics, Computer Applications, Business Law and Commerce Department English, Kannada and Hindi ensure decentralization and promote inclusive development. Departmental objectives compliment the vision and mission of the institution based on which wide spectrum of programmes are conducted to supplement the academic input. These include:

1. **4 National Conferences/Seminars were organised.**
   - ✧ National Conference on "Aadhunik Hindi Kaavya :Ek Avalokan"
   - ✧ National Conference on "Internet of Things"
   - ✧ National Seminar on "Augmenting Employability skills in Management Education"
   - ✧ National Conference on "Social Entrepreneurship - A gateway of societal transformation"
2. **24 Add on Courses in various subjects.**
3. **Academic** Programmes & Guest lectures by experts :
   - Management training
   - IT Training
   - Inauguration of Student Council
   - Leadership training programme
   - Blood Donation Camp
   - Soft Skill Training Programme
   - Vanamahotsava and Swacchatha Abhiyan
   - Traditional Day
   - First Aid Training Programme
   - Interclass Variety Entertainment Competition
   - Aids Awareness Programme
   - Alumni interaction programme
   - "Synergy 2020" – A National Level Management Fest
   - "Sygma 2020" – State Level IT Fest
   - Blood donation camp
   - Traffic Awareness Programme
   - Annual Sports Day Celebrations
   - Whiz Quiz Competition
   - Self defence training programme
   - Professional Course Orientation
   - Workshop on "How to build a successful work team"
   - YASHA - An Interface with Industries and Students
   - Independence Day Celebrations
   - Factory Visit
   - Hindi Day celebrations
   - Capital Market Awareness Programme
   - Saraswathi Pooja
   - National Consumer Week
   - Library Book Exhibition

- Workshop on "Know Your Rights"
- Conflict Management
- Technologies in Industries
- E-mail System
- Big Data Analytics
- Occupational Safety and Environment
- Love Life with Programming
- Technologies in Kannada and Wikipedia
- Customer Relationship Management
- Human Resource Accounting
- Investment Alternatives
- Awareness programme on Substance Use and Related Psychiatric Disorders
- Stress Management
- Career Guidance
- Corporate Social Responsibility and Corporate Governance
- Role and importance and challenges of insurance companies in present days
- Konkani Language
- Role and importance and challenges of insurance companies in present days
- Entrepreneurship Qualities
- Judiciary System
- Communication in workplace
- Business System & its environment
- Campus to corporate
- How to build a successful work team
- Food, Nutrition & Diet
- Eustress
- Procedures to Pursue Higher studies in Abroad
- Education, Employment and Ethics
- Business Intelligence & Data Analytics
- Job Opportunities for IT sector students at Australia
- Stock Market & D-Mat
- Challenges faced by graduate students
- Strategic Human Resource Management
- Identifying Signs of Depression Among College Going Youth of Mangaluru with an emphasis on their Self-esteem
- Competition Laws

4. **Value Education Programmes.**
5. **Orientation & Inauguration of various Associations.**
6. **IQAC Programmes for initiating Quality Improvements :**
   - Orientation Programme to First Year students
   - Leadership Development Programme for Council members
   - Orientation programme by each Association.
   - Value Education Programmes.
   - FDP on "Quality Improvement Measures"
   - FDP on "Methodical organisation and uploading of documents under NAAC – New System"
   - FDP on "Quality Base Management Education"
   - FDP on "Role of Social Entrepreneurship in Job Creation"
   - FDP on "SEBI initiated Investment Awareness"
7. **Skill enhancements programmes to provide practical experiences in various functional areas of management and computer application.**
8. **Field visit to get industrial exposures :**
9. **Programmes** in association with other organizations :
   - YASHA 2019 – Interface with Industries & Students
10. **Extension activities to reach out to the society and also to share knowledge :**
    - Visits to schools, orphanages and working with NGOs
    - Blood Donation Camps
    - NSS One Day Camp at Govt. U.P. School Gandhi Nagar, Mangalore
    - NSS One Day Camp at Junior Technical School Kadri Hills, Mangalore
    - Campus Cleaning Programmes
    - NSS Annual Special Camp
11. **Students Council Programmes :**
    - Orientation Programme to First Year students by Council Members
    - Brain storming for Action Plan by SQAC
    - Inauguration of Students' Council
    - Prize Distribution Ceremony
    - College Annual Day Celebrations
    - "INSPIRE 2019" – College Level IT Fest
    - "GENESIS 2019" – University Level Management Fest
    - "SYNERGY 2020" –National Level Management Fest
    - "SYGMA 2020" – State Level IT Fest
    - "VIVEKOTSAVA 2020"an inter-collegiate fest on the occasion of 156th

birthday Celebrations of Swami Vivekananda.

12. **Career Guidance &Placement Cell A**ctivities :
    - Career Guidance Programme
    - Employability Skills for Corporates
    - Effective Communication Skills and Writing Skills
    - Awareness on Answering Aptitude Test
    - Awareness on Higher Education in Abroad
13. **Observation of important days :**
    - Independence Day Celebration
    - Observation of Sthavana Dina
    - International Yoga Day Celebration
    - International Anti-Drug Day
    - World Entrepreneurship Day
    - National Consumer's Day
    - Martyrs day
14. **PTA Meetings.**

Dignitaries visited during the period:

1. Prof. P. Subrahmanya Yadapadithaya, Vice Chancellor, Mangalore University, Mangalagangothri
2. Prof. K. Umamaheshwar Rao, Director, NITK, Surathkal
3. Mr. M. Janardhan, Executive Director, RUDSETI, Ujire
4. Mr. Vinod Tantri, Financial Advisor, Knowledge Bell, Bangalore
5. Mr. Parthasarathy C.R., Sr. Manager, SELCO Solar Light Pvt. Ltd., Bangalore
6. Mr. Arun Kaulige, Entrepreneur, Kaulige Foods Pvt. Ltd, Bangalore
7. Ms. Ashwini Jayanth Kotian, Operation Associate, Zara, Toronto, Canada
8. Mr. L. Dhanasekara, Senior manager, Business Development South India, BC Examination and English service India Pvt. Ltd., Chennai
9. Mr. Ashwath Hegde, M.D. & CEO, Envigreen Biotech India Pvt. Ltd., Bengaluru
10. Rajkumar Iyyengar, Director of Bosch India & Vice-president of Bosch Rexroth, Bengaluru
11. Mr. Vinod Patil, Executive-Academic Relation, ITM Group, Bengaluru
12. Dr. L. Gandhi, Asst. Professor, SDMIMD, Mysore
13. Ms. Prathiksha P., Trade Processing Officer, Australia and Newzeland Bank, Mangaluru
14. Mr. Ganesh Hebbar, Director, TIME Institute, Mangaluru
15. Mr. Imran, Planet Education, Mangaluru
16. Dr. Caroline P Dsouza, Consultant Psychiatrist, Mangaluru
17. Dr. Larisia , Proprietor, Laxmi company, Mangaluru
18. Mr. Madhava Kalyani, Freelance HSE-OSHA Awareness Trainer, Mangaluru
19. Mr. Aravind Kini, HR Manager, Mangaluru
20. Ms. Nelvita Cleona Noronha, Advocate, Mangaluru
21. Mr. Sunil John George, Director, Asta Academy, Mangaluru
22. Mrs. Prafulla, Asst. Professor, Dept of BCA, St. Aloysius College, Mangaluru.
23. Ms. Meenu Sreekumar, Information Researcher – M Results, Secretary, Ayudh, Mangaluru
24. Ms. Narendra Prabhu , CEO, Vinayaka Enterprises, Mangaluru
25. Ms. Sudhir Kumar, Asst. Training Manager, Diya systems Pvt Ltd, Mangaluru
26. Ms. Yathish Baikampady, Chairman, Disaster management committee, Mangaluru
27. Dr. Sharol Fernandez, Psychiatrist, Father Muller Medical college, Mangaluru
28. Ms. Sharath , Customer Relationship Manager, Thomas cook India LTD, Mangaluru
29. Ms. Geetha Uday Bhat, Music teacher, Mangaluru
30. Ms. Mahesh UK, District supervisor, DAPCU DK, Mangaluru
31. Ms. Srivastav, Manager, Techinfo, Bangalore
32. Ms. Joy D Costa, Foxwell Production, Mangaluru
33. Ms. Shravan Kumar B, CA, Mangaluru
34. Dr. Sharath Kumar Rao J, Senior Specialist Blood Bank Officer, Wenlock district hospital, Mangaluru
35. Ms. Steevan D'Souza, Project Manager, SSR, Mangaluru
36. Ms. Yashvanth Rao, Business Partner, Aditya Birla Sunlife Insurance, Mangaluru
37. Ms. B. Sushmitha Achar, Asst Professor, Kings Cornerstone College, Mangaluru
38. Ms. Venugopal, Financial Advisor, Mangaluru

39. Prof. Raghavendra Rao, ICFAI, IBS, Bangalore
40. Mr. Girijesh Pandey, Assistant Manager, Corporation Bank, Mangaluru
41. Mr. Shameer, Director Edroofs International, Mangaluru
42. Mr. Krishna Puthran, Sr. System Analyst, Toshiba Software India Pvt. Ltd.
43. Mr. Santhosh, Dean, School of IT, St. Aloysius College, Mangaluru
44. Mr. Ashwin Mendonca, Asst. Professor, GFGC, Haleyangadi
45. Dr. Krishnaprasad K., Associate Professor, Srinivas University, Mangaluru
46. Dr. Tariq Khan, Officer incharge, National Translation Mission, Mangaluru
47. Ms. Amritha Ganiga, Sr. Process Executive, Envoy Mortgage Pvt. Ltd, Mangaluru
48. Mr. Nighil S. Toms, Chief administrative officer, Goan Institute, Mangaluru
49. Mohd. Fayaz D., Asst. Professor, GFGCW, Balmatta, Mangaluru
50. Mr. Mohd. Ashhar, HR Assistant, P.A. College
51. Mr. Ajay, RJ, Radio Mirchi 98.3 FM, Mangaluru
52. Mr. Suraj Kumar Bhat, Marketing Manager, Swiggy, Mangaluru
53. Mr. Rakshith Shetty, CEO, Hakunamatata Inc., Mangaluru
54. Ms. Shruthi Bhat Rai, Freelancer in Accounting, Mangaluru
55. Mr. Manjunath Shenoy M, CEO, Avishjnana the PC Studio, Mangaluru
56. Ms. Soujanya M., Content Editor, Stats Perform Media Pvt. Ltd, Mangaluru
57. Mr. Karthik S Kateel, Founder, Suraksha for Women Trust (R), Mangaluru
58. Mr. Suhan Prasad, Film Director & Producer, Mango Pickle entertainment, Mangaluru
59. Ms. Santhosh Peter D'Souza, Life member – IRCS DK, Mangaluru
60. Ms. Sulaj Kini, Managing Partner, Bell Paints, Mangaluru
61. Mr. Giridhar Salian, Director KGTTI, Mangaluru
62. Dr. Santhosh Pinto, Asst. Professor, GFGC, Haleyangadi
63. Dr. Lokesha, Asst. Professor, GFGC, Punjalakatte
64. Mrs. Nikita Rithvik Nayak, CS, Entrepreneur, Mangaluru
65. Mr. Canute D'costa, Entrepreneur, Mamma's Kitchen, Mangaluru
66. Mr. B.N. Jayaprakash, Treasurer, D.K. Dist. Federation of Consumer Organisation, Mangaluru
67. Ms. Violet Periera, Founder, Parivarthan Charitable Trust, Mangaluru
68. Mr. Praveen Pinto, Advocate, Mangaluru
69. Ms. Stephania Pinto, Associate, Precinct Legal, Mangaluru
70. Dr. Renuka K., Principal, Shree Gokarnanatheshwara College, Mangaluru
71. Ms. Shreeparna S. Holla, Software Analyst, Accenture, Bangalore
72. Dr. Siri P.B., Dentist, Mangaluru

Alumni Guests

1. Mr. Vipin Nambiar, Asst. Vice President, Procam International, Mumbai
2. Mr. Shravan Shetty, Consultant, Skill development and Career Coach, Bengaluru
3. Mr. Padmanabha Bhat AV, MDM Developer, Barclay's India
4. Dr. Jnaneshwar Pai, Associate Professor, JKSHIM, Nitte
5. Mrs. Riddhi Vasani, HR Executive, Coastal Farms, Mangaluru
6. Mr. Shravan Shetty, Managing Director, Atharva Planners, Mangaluru
7. Ms. Sai Sudha DK, System Engineer, Infosys, Mangaluru
8. Mr. Canute D'Costa, Accounts Manager, Zomato.com, Mangaluru
9. Mr. Ganesh Rao P, CA, Mangaluru
10. Ms. B Shruthi Baliga, Tetheri Technology, Mangaluru
11. Ms. Mohammed Ashiq, MD, A.K production, Mangaluru
12. Mr. Vignesh Kamath, Advocate, Mangaluru
13. Mrs. Sanjana M. Shenoy, HOD, FND & FT, Shree Devi College, Mangaluru
14. Ms. Santhosh Kumar V Shet, HR Manager, IDFC First bank, Mangaluru
15. Ms. Shabari Y Ganiga, Artist & Playback Singer, Mangaluru
16. Ms. Shambhu Nath P, Team Manager, Amazon.com, Mangaluru
17. Ms. Prapti Shetty, Lecturer, Shree Devi college, Mangaluru
18. Ms. Sanjeetha Xavier Rodriguez, counselling Psychologist, Mangaluru
19. Ms. Ashwath Hegde H, IT Officer, Karnataka Bank, Mangaluru
20. Ms. Anvitha Acharya, Freelance Graphic Designer, Mangaluru
21. Ms. Manjushree, Entrepreneur, Manjushree Agencies, Mangaluru
22. Ms. Nihal Rao, Customer care Manager, AMR Motors, Mangaluru
23. Mr. Siddharth Vasani, Proprietor, Hi-Tech sales Corporation, Mangaluru
24. Ms. Chrismitha D'Costa, Digital Marketing Manager, Mindstorm, Mangaluru
25. Mr. Shivaprasad Bhat, Former Software Engineer, Envestnet Yodlee, Mangaluru
26. Mr. Rakesh, Deputy Manager, Relationship and Communication, KMC Hospital, Attavara
27. Ms. Shreeparna S. Holla, Software Analyst, Accenture, Bangalore
28. Mrs. Meghashree, Software Quality Engineer, Mangaluru

29. Ms. Manjushree Kamath, Pursuing Company Secretary, Mangaluru
30. Ms. Pooja, Assistant Professor, St Aloysius College, Mangaluru
31. Ms. Karishma K, Network Engineer, DXC technologies, Mangaluru
32. Ms. Sonia Mohan, Senior Software Developer, Mangaluru
33. Ms. Pooja Chowta, Alumna, Mangaluru
34. Ms. Sandesh Shenoy, Proprietor, Upendra Trading Co, Mangaluru
35. Ms. Hysum Danudi, Proprietor, Solid steels, Mangaluru
36. Ms. Rashmi Nahata, CA, KNDC Associates, Mangaluru
37. Mr. Ashik Pinto, System engineer, HPE, Mangaluru
38. Mr. Mohd. Ashiq, Event Head, AK Production, Mangaluru
39. Ms. Saisudha, System Engineer, Infosys, Mudipu
40. Ms. Aditi Harish, Alumna, Mangaluru
41. Ms. Nelson Jack Lobo, Alumnus, Mangaluru
42. Ms. Manjunath Shenoy, Alumni, Mangaluru
43. Ms. Jayant Jain, Alumni, Mangaluru

EVENTS & PROGRAMMES :

National Conference on "Aadhunik Hindi Kaavya : Ek Avalokan" : Language Department in association with University teachers association organised a national conference on "Aadhunik Hindi Kaavya : Ek Avalokan" on 10 January 2020 at SDM Conference Hall, Mangaluru. Dr. P Subramanya Yedapadithaya inaugurated the conference. Prof. Shashidharan, Professor department of Hindi technical University, Kochiwas the Chief guest. Principal Mrs. Aruna P.Kamath presided over the program.

The inaugural was followed by three sessions. The resource person for the first session Dr. Tariq Khan, Office Incharge, National Translate, Central Institute of Language, Mysore spoke about the trends in Hindi poetry. Mr. A K Prasad, Kendriya Vidyalaya, Mangaluru was the resource person for the second session on mediaeval Hindi. The third session on contemporary Hindi poetry was led by Prof. Prabha Bhat, Department of Hindi, Karnataka university, Dharwad. The session was followed by workshop on degree syllabus.

Mr. Ambrish Kumar Singh, Assistant Manager, Corporation Bank was the chief guest for the valedictory programme. The programme was coordinated by Dr. Jyothi HOD department of Hindi, SDMCBM and Dr. Manjunath, President of Hindi Association, Mangaluru University.

National Conference on "Internet of Things" : National Conference on "Internet of Things" was organised by the department of Computer Application on 9 January 2020. Mr. Krishna Puthran, Sr. System Analyst, Toshiba Software India Pvt. Ltd, Bangalore inaugurated the Conference. In his keynote address he spoke on "IoT and Beyond: Cyber Physical systems and sharing economy. Mr. Shreemukha S. Sullia, Entrepreneur, Founder-buttistore.com & Alumni of SDMCBM was the guest of honour. In technical session-2, Mr. Ashwil L. Mendonca, Assistant Professor, Government First Grade College, Haleangadi spoke on "A Hobbyist's Perception of IOT". In Session-3, Prof. Santhosh Rebello, Dean & Chairman; Advisor CSI, IEEE CS, AIMIT, St Aloysius College (Autonomous), Beeri, Kotekar, Mangaluru spoke on "Internet of Things and the Business Value Connectivity". The seminar concluded with paper presentations on various topics by the delegates. Dr. Krishna Prasad K, Associate Professor, Department of Computer and Information Sciences, Srinivas University, Mangaluru was the chairperson. Mrs. Aruna P Kamath, Principal, presided over the function. Mrs. Divya Uchil was the co-ordinator of the Conference.

National Seminar on "Augmenting Employability skills in Management Education" :BBM Department organised an educative seminar on 'Augmenting Employability skills in Management Education' on 30 January 2020. The session was inaugurated by Mr. Giridhar Salian, Director, KGTTI, Mangaluru. Mr. Shravan Shetty, Career Coach and Skill Development Consultant, Bangalore also an alumni of SDMCBM was the guest of honour and Mr. M Janardhan, Executive Director, RUDSETI, Ujire was the keynote speaker. Prof. Aruna P Kamath, Principal SDMCBM presided over the programme. Mrs. Smitha M, staff coordinator was present on the Dias.

The inaugural was followed by technical session-2 on "Role of Academics in leveraging Management Education for skill Enhancements" by Mr. Shravan Shetty, career Coach and Skill Development Consultant, Bangalore and technical session-3 on "Promotion of Quality Base Management Education" by Dr. Jnaneshwar Pai Maroor, Assistant Professor, Justice K S Hegde Institute of Management, Nitte. The seminar concluded with paper presentations on various topics by the delegates. Dr. Lokesh, Assistant Professor, First Grade Government College, Punjalkatte and Dr. Santhosh Pinto, Assistant Professor, First Grade Government College, Haleangadi were the chairpersons.

National Conference on "Social Entrepreneurship - A gateway of societal transformation": National Conference on "Social Entrepreneurship - A gateway of societal transformation" was organised by the department of Commerce on 11 February 2020. The conference was inaugurated by Mr. Ashwath Hegde, Founder & Managing Director, Envi Green Biotech India Pvt.Ltd., Bengaluru. Mr. Sudipta

AGM, SELCO Solar (p) Ltd., Bengaluru delivered the keynote address. Mr. Rakesh, Deputy Manager, Department of relationships and communications KMC Hospital Mangaluru. & Alumni of SDMCBM was the guest of honour. Mr. Sudipta, AGM, SELCO Solar (p) Ltd., Bengaluru. delivered the keynote address. Prof. Aruna P Kamath, Principal SDMCBM presided over the conference.

The inaugural session was followed by sessions on "Social entrepreneurship for Sustainable Development" by Mr. Sudipta AGM, SELCO Solar (p) Ltd.,Bengaluru.," Opportunities & Challenges in Social entrepreneurship" by Mr. Arun Kaulige, Founder & Managing Director,Kaulige Foods, Bangalore Millets, Bengaluru, "Employment generation in Social entrepreneurship" by Mr. Parthsarathy Senior Manager, Projects and Mission Department, SELCO Solar Light (P) Ltd.,Bengaluru. The conference concluded with paper presentations from various delegates chaired by Dr. Harshitha, Dr. Muralidhar Rao & Mrs. GayathriK. The conference was coordinated by Mrs. Manju H.

Add-on Courses:

Going beyond the University Syllabus, 24 short term courses were introduced to give addition input to the students through various Associations/Departments. Through the inter departmental programmes students of BBA were trained in tally and web designing by the computer department. In turn, BCA students benefited from courses on principles of management, marketing skills etc. BAHRD students got input on income tax. This was an attempt to fill the gap in the syllabus and also an opportunity to the students to pursue their areas of interest.

Department	Add on Courses
BBA, BA (HRD) & B.COM (Marketing, HRD,Finance)	Tally Indirect Tax Tourism Corporate Communications & Mass Media Innovation Management Basic of Financial Management Marketing Skills Entrepreneurship Development Retail Management Supply Chain Management Research Methodology Stock Market Operations Personality Development Income Tax Insurance & Risk Management Consumer Protection
BCA	Basics of Microsoft Excel Basics of Microsoft Powerpoint Microsoft Word Programming in C Language Basis of Access Application Basics of Computer Graphics Web Designing
LANGUAGE	Value Education

Academic Programmes & Guest Lectures

Following are some of the Academic Programmes & Guest Lectures organized for the benefit of students by various Associations/Departments :

Finance Association – FONDOS

Capital Market Awareness Programme :The Finance Department organised Capital Market Awareness Programme for III BBA 'B' students on 16 September 2019. Mr. Venogopal, Senior Associate, Lotus Known Wealth, Mumbai was the resource person.

Guest lecture on "Investment Alternatives" was organized by Finance Department for II BA(HRD) students on 6 July 2019. CA Ganesh Rao, CA, Bunts Hostel, Mangaluru was the resource person.

Guest lecture on "Campus to corporate" was organized by Finance Dept. on 26 Sept. 2019 for Final year students. Prof. Raghavendra Rao, ICFAI Business School (IBS), Bengaluru was the Resource person.

Guest lecture on "Eustress" was organized by Finance Department for III BBA students on 16 September 2019. Mr. Sanjeeth X. Rodrigues, Founder of MOM (Mind Over Matter), an international social enterprise to promote mental health, Mangaluru (Alumni of SDMCBM) was the resource person.

Guest lecture on "Stock Market & D-Mat" was organized by Finance Department for III B.Com. students on 9 January 2020. Mr. Praveen Moily, Invest Manager, Mangaluru was the Resource Person.

Finance Department organised a student faculty programme on "Highlights of Budget" for I B.Com. students by Mr. Saurav Kumta of III B.Com on 29 July 2019. The objective of the programme was to increase students' knowledge about current affairs and to give awareness about main highlights of budget 2019.

The Finance Dept. organised a student faculty programme on 'Agricultural Income' by Ms. Bindiya of III BBA C for II BBA A students on 13 August 2019.

The Finance Department organised a student seminar on 'Stock Exchange' by Mr. Saurav Kumta for III B.Com. students on 28 August 2019.

A student faculty programme on "Professionals" was organized by Finance department on 9 October 2019 for I B.Com students by Mr. Samridh Shetty of III BBA 'C'. The objective was to improve the presentation skills.

Finance department organized student faculty programme on "Bank Marketing" to II BBA A students by Mr. Akhil Raj of III BBA A on 20 January 2020. The objective of this programme was to improve students teaching skill.

Finance department organized student faculty programme on "Bank Marketing" to II BBA B students by Mr. Akshay Sharma of III BBA A on 21 January 2020. The objective of this programme was to give an opportunity for advance learners to excel.

Finance department organized student faculty programme on "Leverages" to II BBA B students by Mr. Saurav Kumta of III BBA on 21 January 2020. The objective of this programme was to improve Students teaching skill and it is an opportunity for advance learners to excel.

A student faculty programme on "Capital structure" was organized by finance association to II BBA C by Mr. Saurav Kumta of III B.Com on 13 February 2020. The objective of the programmewas to He explained about various factors affecting capital structure of the company. Sowmya hedge coordinated the programme.

The Finance association organized a student seminar on 'Budget 2020' by Mr. Fardeen of II BBA C on 20 Feb 2020.

Marketing Association – VENTA

Guest lecture on "Judiciary System" was organized by Marketing Dept. on 26 Sept 2019 for I year BBA A & C students. Mr. Vignesh Kamath, Advocate, Mangaluru was the Resource person.

Guest lecture on "Competition Laws" was organized by Marketing Department for III BBA'A' on 22 February 2020. Ms. Nikitha Rithwik Nayak, Managing Partner, Gautham Agencies, Udupi was the Resource Person.

A Student faculty programme on "Redemption of preference share" was organized by Marketing Department for II BBA B students by Ms Shreya of III B.Com on 10 July 2019. The objective of the programme was to inculcate leadership qualities among students.

A Student faculty programme on "Marketing Strategies" was organized by Marketing Department for II BBA A students by Ms. Prashobith and Ms. Shivani of III BBA on 16 July 2019. The objective of the programme was to familiarize the students with various marketing strategies.

Marketing Department organized a student faculty for I B.Com students on "Business and Its Current Issues" by Mr. Akhil Raj K and Mr. Akshay Sharma of III BBA on 8 July 2019. The objective of this programme was to impart to the students the concept of Business from the point of modern view.

The Marketing Department organised a student faculty programme on 'Retail Marketing' by Ms. Prashobitha of III BBM 'B' for II BBA A students on 10 August 2019. The objective of the programme was to inculcate leadership qualities among students.

The Marketing Department organized a student faculty programme on "Current Issues in Human Rights" for I BBA A students on 28 January 2020 by Swathi and Rimsha of II BA (HRD) The objective of this programme was to provide information on widely accepted Human Rights and its importance.

Human Resource Development Association - RESOURCE HUB

Workshop on "How to build a successful work team" : Workshop on "How to build a successful work team"was organized by HR Department for III BBA A&B students on 16 July 2019. Mr. Santhosh Kumar Shet, Current Account Acquisition Officer, IDFC First Bank, Mangaluru and alumni was the resource person.

Guest lecture on "Human Resource Accounting " was organized by HR

Department for I BA(HRD) students on 15 July 2019. Mr. Govindraya Shenoy, Entrepreneur, Amogh Enterprises, Mangaluru was the resource person.

Guest lecture on "Communication in workplace" was organized by HR Dept. on 6 Sept 2019 for I year BBA A & C students. Ms. Sushmitha S., Associate in Audit, KPMG – Global Delivery Centre(P) Ltd., Bengaluru was the Resource person.

Guest lecture on "Business System & its environment" was organized by HR Dept. on 27 Sept 2019 for I year BBA A & C students. Mrs. Manjushree Rai, Proprietor, Manjushree Agency, Mangaluru was the Resource person.

Guest lecture on "How to build a successful work team" was organized by HR Dept. on 6 Sept 2019 for I BA(HRD) students. Ms. Nishmitha, Mangaluru was the Resource person.

Guest lecture on "Strategic Human Resource Management" was organized by HR Department for III BBA 'B' on 12 February 2020. Mr. Canute D'Costa, Proprietor, Big Mama's Kitchen, Mangaluru was the Resource Person.

HR Association organised a student faculty programme on "Glass Ceiling" for I BA(HRD) students by Mr. Aman and Mr. Ananth of III BA (HRD) on 26 July 2019. The objective was to enhance the communication and presentation skills.

HR Association organised a student faculty programme on "Work Life Balance" for I BA(HRD) students by Ms. Pooja of III BBA `C' on 29 July 2019. The objective was to enhance the communication and presentation skills.

A student faculty programme on "Developing positive attitude" was organized by HR Association for I BA(HRD) students on 19 August 2019 by Ms. Adline of II BA(HRD). The objective was providing an opportunity for II year students to improve their presentation skills, at the same time motivating first year students to take up such programmes in future.

The HR association conducted a student faculty programme on "Elements of Insurance" for I BBA 'B' students by Maya D Vyas of III BBA on 16 September 2019. The objective of this programme was to create awareness about fundamental principles of insurance to students.

HR association organized a student faculty programme on "Attitude" for I BA (HRD) students by Ms. Adline of II BAHRD and Mr. Akhil raj III BBA A on 4 September 2019. The objective was to enhance their communication and presentation skills.

Economics Association

Guest lecture on "Role and importance and challenges of insurance companies in present days" was organized by Economics Department for III BBA C students on 16 September 2019. Ms. Riddhi Vasani, HR Executive, Coastal farms, Kannur and alumni of SDMCBM, Mangaluru was the resource person.

Guest lecture on "Role and importance and challenges of insurance companies in present days" was organized by Economics department for III BBA 'C' and III B.Com on 16 September 2019. Mr. Umesh Nayak, Marketing Manager, Bajaj Insurance Ltd, Mangaluru was the resource person.

A student seminar on "Overpopulation and environment" was organized by the Economics department for II BBA B students as a part of the observation of world population day by Ms. Sushmitha of III B.Com on 11 July 2019.

The Economics department conducted student seminar on "Literacy development and Educational level in India" on the occasion of Observation of World literacy day by Ms. Neha and Ms. Vaishnavi of III BBA B on 8 September 2019. The objective of the programme was to spread awareness about Educational level in India.

Commerce Association - COMMERCIO

Guest lecture on "Customer Relationship Management" was organized by Commerce Department for I B.Com. students on 25 July 2019. Mr. Mr.Sharath, Customer Relations Executive, Thomas Cook Private Ltd., Mangaluruwas the resource person.

A student faculty programme on "Treatment of goodwill according to accounting standard 26" was organized by the commerce department for II B.com students by Ms. Pratheeksha of III BCOM on 25 June 2019. The objective of the programme was to motivate the advanced learners and to inculcate teaching skills.

A student faculty programme on "E-Payment" was organised by Commerce department for I BA(HRD) students on 23 June 2019 by Ms. Maya D Vyas and Mr. Gaurav U Rao of III BBA 'A'. The objective of the programme was to make students aware about different types of Electronic Payments and its uses.

Commerce department organized student faculty programme on 'Organizational structure and its merits' for I BA(HRD) students by Ms. Bindya S on 23 July 2019. The objective of the programme was to develop knowledge on importance of organizational structure in companies.

A student faculty programme was organized by Commerce department on "Treatment of goodwill for the II B.com students according to accounting standard 26" by Mrs. Pratheeksha of III BCom on 25 July 2019.

The Commerce department organised student faculty programme on "Self motivation" for I BA(HRD) students by Ms. Chitra Rao and Ms. Vaishnavi Bhat of

III BBA A on 16 September 2019. The objective of the programme was to acquaint the skill on motivational factors and to enrich the knowledge of the students about the various motivational skills.

BCA Department - SCAN Association

Guest lecture on "Conflict Management" was organized by BCA Department for II BCA students on 11 July 2019. Miss. Pooja, Asst. Professor, Department of Commerce, St. Aloysius, Autonomous College, Mangaluru was the resource person.

Guest lecture on "Technologies in Industries" was organized by BCA Department for III BCA B students on 15 July 2019. Ms. Karishma K., Network Engineer, DXC Technologies, Electronic City, Bengaluru and also an alumna was the resource person.

Guest lecture on "E-mail System" was organized by BCA Department for III BCA B students on 22 July 2019. Mr. Sudhir Kumar, Assistant Training Manager, Diya Systems Pvt. Ltd, Maryhill, Mangaluru was the resource person.

Guest lecture on "Big Data Analytics" was organized by BCA Department for III BCA A students on 11 July 2019. Mrs. Prafulla, Assistant Professor, St. Aloysious College (Autonomous), Mangaluru was the resource person.

Guest lecture on "Occupational Safety and Environment" was organized by BCA Department for III BCA A students on 29 July 2019. Mr. Madhava Kalyani, Freelance trainer in HSE-OSHA, Mangaluru was the resource person.

Guest lecture on "Love Life with Programming" was organized by BCA Department for I BCA A students on 24 July 2019. Mrs. Sonia Prasanth, Senior Software Engineering & App Developer, Prime Sophic Technologies, Mangaluru was the resource person.

Guest lecture on "Technologies in Kannada and Wikipedia" was organized by BCA Department for III BCA A & B students on 10 July 2019. Dr. Vishwanath Badikana, Asst. Professor, St. Aloysius College, Mangaluru and Govt. First Grade College for Women, Balmatta, Mangaluruwas the resource person.

Guest lecture on "Procedures to Pursue Higher studies Abroad" was organized by BCA Department for II BCA A students on 17 January 2020. Ms. Ashwini, Operation Associate, ZARA, Canada was the Resource Person.

Guest lecture on "Business Intelligence & Data Analytics" was organized by BCA Department for II BCA B students on 17 January 2020. Ms. Prathiksha Praveen, Trade Processing officer, Australia and New Zealand Banking group, Bengaluru was the Resource Person.

Guest lecture on "Job Opportunities for IT sector students at Australia" was organized by BCA Department for II BCA A students on 4 January 2020. Mr. Ashiq Pinto, System Engineer, H.P., Australia was the Resource Person.

Guest lecture on "Challenges faced by graduate students" was organized by BCA Department for II BCA B students on 17 January 2020. Ms. Amritha Ganiga, Service Process Executive, Envoy Mortgage (P) Ltd., Mangaluru was the Resource Person.

Guest lecture on "Identifying Signs of Depression Among College Going Youth of Mangaluru with an emphasis on their Self-esteem" was organized by BCA Department for II BCA 'A' on 11 February 2020. Mr. Antonio Vian Noronha, Researcher, MSW Department, St. Aloysius College (Autonomous), Mangaluru was the Resource Person.

Alumni interaction programme :

- An alumni interaction programme was organized by BCA Department for II BCA 'A' on 4 August 2019. The alumni was Mr. Muntasar Hamood Al-Zakwani, Business owner of SME business (Computer Sales and Service), Sultanate of Oman, Muscat City. The objective of the programme was to promote a sustained sense of belonging to the Alma Mater and also to provide and disseminate information regarding their Alma Mater.
- BCA Department organised "Alumni Interaction" for III B.C.A. 'A' students on 6 August 2019. The Resource person was Mrs. Karishma Suvarna, Sr.Talent Acquisition Specilaist, M-Result, Mangaluru. The objective of the programme was to impart to the students the importance of strong personality and the interview skills they need to possess while facing an interview.

A student faculty program on "Essentials of interview" was organized by BCA Department for II BCA B students on 28 June 2019 by Ms. Poorvi of III BCA A. The objective of the programmewas to develop the confidence level of the student faculty.

A student faculty program on "Introduction to Hyper-Text Mark UP Language" was organized by BCA Department for II BCA B students on 28 June 2019 by Mr. Sukesh of III BCA A. The objective of the programme was to develop the confidence level of the student faculty.

A student faculty programme on "Introduction to Hyper-Text Mark Up Language" was organized by BCA Department for II BCA B students on 1 July 2019 by Mr. Sukesh of III BCA A. The objective of the programme was to develop the confidence level of the student.

A student faculty programme on various topics of "Database Management System" was organized by BCA Department for I BCA A on 19, 22, 24, 25 of February 2020 by Final BCA Students. The objective of the programme was to

inculcate teaching habits, improving the communication skills, collaborative learning and gain confidence in them.

A student faculty programme on "The emerging technologies of Biometrics" by BCA Department for II BCA 'A' by Ms. Deepthi Nayak of III BCA 'B' on 21 February 2020. The objective of the programme was to enlighten various Technologies of biometrics.

A student faculty programme on "Virtual Brain" by BCA Department for II BCA 'A' by Mr. Kalpitha V Puthran of III BCA 'A' on 21 February 2020. The objective of the programme was to enlighten about various methodologies of Virtual Brain using Artificial Intelligence.

A student faculty programme on "Neon" by BCA Department for II BCA 'A' by Mr, Mohammad Rehan of III BCA 'A' on 21 February 2020. The objective of the programme was to to enlighten students about the practical implementations of humanoid artificial intelligence.

Business Law Department

Guest lecture on "Corporate Social Responsibility and Corporate Governance" was organized by business law department for III BBA A students on 30 August 2019. Mr. Steevan Dsouza, CSR Project consultant, BASF Chemical company India Ltd, Mangaluru was the resource person.

The Business law department organised a student faculty programme on 'Trends in business world' by Mr. Akhil Raj of III BBA A and Ms. Harshitha Bengre of II BA(HRD) for I BBA A students on 22 July 2019. The objective of the programme was to share the knowledge of advanced learners with the peer group.

The Business Law department organised a student seminar on the topic 'Personality Traits' by Ms. Maya Vyas of III BBA 'A' on 3 July 2019. The objective of the programme was to improve the knowledge on the topic and improve the critical thinking ability.

Business Law Department organised a student seminar on 'Motivation' by Chitra Rao of III BBA 'A' on 16 August 2019. The objective of the programme was to make students love the work they do and take things positively in life. Ms. Sanjana coordinated the programme.

Business law department organised a student seminar on "Consumer Rights and Redressal Forum" by Skanda of I BBA 'A' on 30 August 2019. The objective of the program was to provide information on widely accepted basic consumer rights and redressal forums.

The Business law department organised a student faculty programme on 'Promissory Note' by Rimsha and Shvithi of II BA(HRD) for I BBA A on 28 January 2020. The objective of the programme was to inform the students about various Promissory notes accepted in India and need of Bills of Exchange.

The Business law department organised a student seminar on the topic 'Non Profit Organisation' by Manish and Abhishek of I BBA B on 21 January 2020. The

objective of the programme was to create awareness about various non profit organisations working in Mangaluru for the betterment of standard of living.

The Business law department organised a student seminar on the topic 'Consignment in logistics' by Sachin and Suhas of I BBA A students on 21 January 2020. The objective of the programme was to make students understand about consignment form of trade and the business opportunities available in that sector.

The Business Law department organised student faculty programme on "Innovations and Life" for I BBA A by Ms. Sandhya and Mr. Amogh Alva of III BBA A on 13 February 2020. The objective of the programme was to share the knowledge of advanced learners with the peer group.

The Business Law Department organised a student seminar on 'Accounting Standard' by Skanda of I BBA 'A' on 5 February 2020. The objective of the programme was to know the standard for the diverse accounting policies and principles and to put an end to the non-comparability of financial statements.

The Business Law Department organised a student seminar on 'Systematic Investment Plan'by Mr. Manish of I BBA B on 11 February 2020. The objective of the programme was to make students aware about Systematic Investment Plan which is a beneficial way of investing in Mutual funds.

The Business Law department organised a student seminar on 'NGOs of India – Adarsha, Ahwahn, CRY, Hidaya foundation' by Mr. Juman, Ms. Rafa Fathima, Mr. Adam, Ms. Harshitha and Ms. Adline of II BA(HRD) on 17 February 2020. The objective of the programme was to know the achievements and challenges faced by prominent NGOs of India and get inspiration.

A student faculty programme on "Consumer Protection Act" was organized by Business Law Department for I BBA A students on 9 January 2020 by Rafa and Harshitha of II BA(HRD). The objective of the programme was to inform the students about various consumer rights and about consumer redressal forum.

A student seminar on "7 Legal Mistakes Small Business Owners Make" for III BBA C students by Abhijith Pai of III BBA C was conducted on 28 January 2020. The objective of this seminar was to outline the issues surrounding law, human resources, competition and many other sundry issues especially at the very beginning of their business.

Hindi Department -SPURAN

Hindi Day Celebrations :The Hindi Department organized Hindi Day Celebrations on 26 September 2019. The chief guest was Mr. Girijesh Pandey, Asst. Manager, Corporation Bank, Mangaluru. He gave a talk on "Benefits of learning Hindi Language".

Hindi department organized Student Faculty programme on 'Sahaj aur Shub' for I BCA students by Ms. Reshma of III BCom on 17 July 2019.

A student faculty programme on "Entrepreneurial Skills and Competencies" was organised by EDP Cell for I BBA students on 28 August 2019 by Ms. Shreyanka of III BCom.

Kannada Department - VIKASANA

Inter-faculty Guest lecture on "Konkani Language" was organized by Kannada Department for II BCom students on 26 September 2019. Mr. Arun F. Sequeira, Asst. Professor, Dept. of Computer Applications, SDMCBM, Mangaluru was the resource person.

Kannada department organised student faculty programme on "Kannada Bashe Mathu Samakalina Samasyegalu" for I BBA 'A' and 'B' students by Mr. Sandeep Bhandari of II BCA A on 6 July 2019. The objective of this programme was to make the students to know about the Kannada language and its contemporary issues.

Kannada department organised student faculty programme on "Tulunada Sampradaya -- Aliya Kattu" for II B.Com. students by Ms. Suraksha of II B.Com. on 2 July 2019. The objective of the programme was to make the students aware about the culture of Tulunadu and its rituals followed due to some circumstances.

English Department – CROWN OF WISDOM

Guest lecture on "Awareness programme on Substance Use and Related Psychiatric Disorders" was organized by English Department for III BA(HRD) students on 4 July 2019. Dr. Sharol Fernandes, Consultant Psychiatrist, Fr. Muller Medical College, Mangaluru was the resource person.

A student seminar on "Mental stress in urban India" was organized by the English department for I BBA A students by Ms. Maya D Vyas of III BBA A on 12 July 2019.

The English Department organised a student faculty programme on 'Addiction of using cell phones among college students' by Ms. Priyal of III BCA A for I BA(HRD) students on 31 August 2019. The objective of the programme was to make the students aware of the good and bad effects of the usage of the cell phones.

English department organized student faculty programme on "The Effects of Globalization on Indian Farmers" for I BBA 'A' students by Pooja of III BBA'B' on 10 October 2019. The objective was to create awareness among students about the hardships of farmers.

English department conducted student faculty programme on "The Social Cost of Economic Globalization" for I BBA'B' and 'C' students by Pooja of III BBA 'B' on 9 October 2019. The objective was to make the students aware about the pros and cons of economic development.

Value Education Programmes :

We believe that educating the mind without educating the heart is not at all education. Hence, talks on moral education were organized to all the classes. Some of these are:

- Talk on "Stress Management" by Ms. Monisha, Project officer, Osborne Engineering Ltd, Dubai.
- Talk on "Food, Nutrition & Diet" by Dr. Sanjana M Shenoy, HOD, Dept. of Food, Nutrition and Diet, Sridevi College, Mangaluru.
- Talk on "Education, Employment and Ethics" by Mr. Mohammed Fayaz, Asst. Professor, Department of Business Administration, GFGC for Women, Balmatta, Mangaluru.

Orientation & Inauguration of Various Associations :

In order to familiarise the students with various co-curricular and extra-curricular activities of the college, Orientation programmes were organised by various associations.

Commerce Association Inauguration : The Commerce Association was inaugurated on 3 July 2019 by Ms. Manjushree Kamath, alumni of SDMCBM.

Inauguration of Business Law Association : The inauguration of the Business Law association was held on 09 July 2019. Ms. Nelvita Noronha, Advocate was the chief guest.

Inauguration of EDP Association : The inauguration of the EDP association was held on 10 July 2019. Mr. Shravan Shetty, Managing Director, Event Management Company, Mangaluru and alumni of SDMCBM was the chief guest.

Inauguration of Finance Association: Finance Association inauguration and orientation was organized on 6 July 2019. The inaugurator was Mr. Ganesh Rao, Charted Accountant, Mangaluru.

Inauguration of Economics Association : The inauguration of Economics

association was held on 16 July 2019 by Mrs. Meenu Sreekumar, Secretary of Ayudh, Mangaluru.

Inauguration of SCAN Association : The inauguration of the SCAN association of BCA Department was held on 2 July 2019. Ms. Meghashree, Software Quality Engineer, Robosoft, Udupi, also an alumna inaugurated the association.

Inauguration of Literary Association : The Literary Association was inaugurated on 26 June 2019 by Mr. Ravindra Shetty, Editor in Chief, Vijaya Karnataka, Mangaluru. The association was inaugurated by releasing the college magazine "Dynamism Insignia".

Inauguration of HRD Association "Resource Hub": The inauguration of HRD Association "Resource Hub" was held on 8 July 2019. Mr. Arvind Kini, HR Manager, Brevera Technologies Private Ltd., Mangaluru also an alumna was the guest.

Inauguration of Youth Red Cross Unit : The inauguration of Youth Red Cross unit was organised on 15 July 2019. Mr. Prabhakar Sharma S.A., K.A.S (Retd.) Honorary Secretary IRCS and Mr. Santhosh Peter D'Souza, Advocate and Legal Consultant, Life Member-IRCS, Dakshina Kannada District was the chief guests for the program.

Inauguration of Marketing Department : Marketing department inauguration was held on 05 July 2019. The Chief Guest of the programme was Mr.Canute D'Costa, Accounts and Sales Manager, Zomato, Mangaluru Region.

Professional Course Orientation : Commerce department organized professional course orientation for first year students on 25 July 2019 by Mr. Nithin Nayak, Chairman ICSI, Mangaluru. in Conference hall. The objective of the programme was to create awareness on various professional courses for students. The programme was co ordinated by Mrs. Manju.H.

Orientation Programme : Commerce department organized orientation programme for students on various career oriented courses on 10 July 2019 by Jasmon Sharon Serrao, Marketing Executive, Thrisha Institutions, Mangaluru in various classes. The objective of the programme was to create awareness on different courses to all students.

Inauguration of Consumer Club : The Consumer club "Samvradhi" was inaugurated on 20 August 2019 by Mr. M. J. Salian, President, District Consumer Federation, Mangaluru. Mr. M. J. Salian, in his inaugural address, stressed on the need for awareness of consumer rights. Mr. Sumesh and Ms. Sanjana coordinated the programme.

Literary Association Inauguration : The Literary Association was inaugurated on 26 June 2019 by Mr. Ravindra Shetty, Chief Copy Editor, Vijaya Karnataka, Mangaluru. He inaugurated the program by releasing the College Annual Magazine "Dynamism Insignia 2018-19" and English Association. The programme was coordinated by Mrs. Madhumathi J Raja, Mrs. Jeevitha D. and Dr. Jyothi.

Fine Arts Association Inauguration : The Fine Arts association was inaugurated on 28 June 2019. Mr. Suhan Prasad, Film Director and Producer, Mangaluru, and also an alumna of the college was the chief guest.

Professional Course Orientation : Commerce department organized a professional course orientation programme for first year students by CS Chethan Nayak K, Founder – Partner, Chethan Nayak & Associates, Company Secretaries, Mangaluru on 25 June 2019. The objective of the programme was to create awareness about the importance of joining professional courses with the degree course and also the changes in the patterns of examination and the subjects.

Inauguration of NSS Unit : NSS Unit inauguration was held on 9 July 2019. The Chief Guest of the programme was Mr. Paika Venkataramana Bhat, Professor in Sanskrit, Govinda Dasa College, Surathkal.

NSS Orientation Programme : The NSS unit organized an orientation program for first year students on 5 July 2019. Mr. Santhosh Shetty, Faculty, Dept. of Political Science, Sri Dhavala College, Moodbidri was the resource person. The objective of the programme was to enlighten the students about the objectives, motto and activities of NSS.

IQAC Programmes :

With a view to inculcate and sustain quality improvement in all the areas, IQAC chalked out the following programmes :

- Faculty Development Programme on "Quality Improvement Measures" was organized by IQAC on 18 June 2019. The resource person was Prof. Aruna P. Kamath, Principal SDM College of Business Management, Mangaluru. The objective of the workshop was to discuss about the feedback received from the management about the various aspects of the college and suggest quality improvement measures.
- BCA Department organized Faculty Development Programme on "Methodical organisation and uploading of documents under NAAC – New System" for the benefit of the faculty members on 30 July 2019. The resource person was Dr. Naveen Kumar K.R, Associate Professor, Poornaprajna Institute of Management, Udupi. The objective of the programme was enlightening the faculties about preparation of the NAAC. The program was coordinated by Mrs. Divya Uchil.

- Faculty development programme was organized by BBA Department on "Quality Base Management Education" on 30 January 2020. The resource person was Mr. Jnaneshwar Pai, Asst. Professor, Justice K.S. Hegde Institute of Management, Karkala. The objective of the programme was to upgrade teaching pedagogy.
- Faculty development programme was organized by B.Com. Department on "Role of Social Entrepreneurship in Job Creation" on 11 February 2020. The resource person was Mr. Parthsarathy, Senior Manager, Projects and Mission Department, SELCO Solar Light (P) Ltd., Bengaluru. The objective of the programme was to create awareness on job creation through Social Entrepreneurship.
- Faculty development programme was organized by BA(HRD) department on "SEBI initiated Investment Awareness" on 8 February 2020. Mr. Vinod Tantri, founder of 'Knowledge Bell' was the resource person. The objective of this programme was to promote investments in Equity Fund Mrs. Gayathri K coordinated the programme.
- Leadership training programme : IQAC & Students' council organized a half day training programme for members of student council on 20 July 2019. The objective of this programme was to inculcate knowledge on leadership qualities, as council members have the responsibility to assume leadership roles. Mr. Sunil George, Asta Academy, Mangaluru conducted a fruitful and lively session for the students.
- Orientation Programme : On Wednesday, 19 June 2019, Student orientation programme was organized to induct first year students. Principal Prof. Aruna P Kamath created an awareness about institutional vision, mission and objectives. The main objective of the programme was to make students aware of the curricular, co-curricular and extracurricular aspects with the rules and regulations of the college.

Skill enhancement programmes :

Associations conducted a number of competitive activities through which students learn to apply their knowledge and solve practical problems of the corporate world. The associations organized following skill enhancement activities throughout the academic year :

Name of the Association	Activities Conducted
Finance Association ' FONDOS'	Debate Money Talk Quiz Budget Presentation Group Discussion Flipside Argument Crossword Group discussion Allegation Case study Paper presentation Role play
HR Association 'RESOURCE HUB'	Just a minute First Impression Reproach Case Study Book review Paper Presentation Mock Interview Role Play Debate
Marketing Association	Group discussion Video review Brand Wars Pick and Speak Book Review Word Power

Commerce Association	Flipside Debate Video Review Book Review Group Discussion Brainstorm Quiz Pick and Speak Commerce Quiz Blind Presentation Mock Press Case Study Analysis Paper Presentation Poster writing Treasure hunt
SCAN Association	Book Review Paint Brush Guess the Part Captcha Cracker Turn Coat (Toggle Toggle) IT Advertisement Memory Test Quick Hands Paper Presentation Coding Debugging IT Collage
Business Law Association	Video Review Case Study Analysis Business Law Puzzle Essay writing
	Book Review Video Review Collage Legal Business Photography Role Play Business law Quiz Pick and Speak Paper Presentation Group Discussion
Economics Association	Group discussion Debate Quest for knowledge Paper Presentation Turn Coat
English Association	Group discussion Word Puzzle Wrong People at Wrong Job / Wrong Situations Story Writing Poetry Recitation Book Review Group Discussion Poster Writing Slogan Writing Pictionary Debate Essay Writing Article Writing Logo Designing Creative Writing
Kannada Association	Pictionary Writing Essay Writing Book Review Cross Word(Padabandha) Light Music (Bhavageethe) Story Telling (Kathe Heluva Sparde)

	Debate (Charche) Poem Recitation (KavanaVaachana) Story writing Story Narration Elocution
Hindi Association	Slogan Writing Essay Writing Quiz Poetry writing Patriotic Singing Shayari
NSS Unit	Poster making Essay writing Debate
Fine Arts Association	Flower Arrangement Clay Modelling Pencil Sketch Instrumental Playing competition Texture Painting Face Painting Singing competition Mehendi Nail Art Rangoli T-Shirt Painting
Library Association	Essay Competition Library Book Exhibition

Field visit & Industrial Exposures :

Factory Visit : On 29 August 2019, students visited different factories to get practical exposure. First year students visited Canara Workshop, Maroli; Second year students visited to Karnataka Milk Federation (KMF) Kulshekara; Gurucharan Industries, Baikampady and Reliable Cashews, Shakthinagar and Final year students visited Deccan Plast, Baikampady; SSR Industries, Adyar & Sri Anagha Refineries Pvt. Ltd, Baikampady.

- Industrial visit was organised on 25 September 2019 to NMPT Harbour, Panambur, Mangaluru for III BBA C students.
- Scan Association students visited Reliable Cashew Factory, Shakthinagar, Mangaluru on 25 February 2020.
- Industrial Visit to Mangala Cashew Factory : Rovers and Rangers Association organised Industrial visit with 14 students to Mangala cashew factory, Padavinangady, Mangaluru on 16 February 2019.

Extension activities :

Extension Activities were organized by all the associations to make the students realise their social responsibilities and to learn the importance of dignity of labour. Some of the extension activities organized were :

Finance Association – FONDOS

- Organized an extension activity at Shree Gajanana tins, Mangaluru on 2 August 2019.
- Conducted an extension activity on 12 October 2019 in Canara High School, Mangaluru.
- Conducted extension activity on 25 October 2019 to general public of Mangaluru city.
- Attended a National Seminar on "Sustainable Development goals : The Indian story" on 13 and 14 February 2020 at St. Aloysius College, Mangaluru.

Marketing Association – Venta

- Attended a Programme on 'New Marketing Techniques/Thinking in the contemporary Organisations' organized by Kanara Chamber of Commerce & Industry, Mangaluru on 13 August 2019.
- Conducted an extension activity at Bejai Road and Lalbagh area, Mangaluru on 24 August 2019.
- Visited Siri exhibition stall arranged at SDM college of business management, Mangaluru on 19 August 2019.
- Conducted extension activity at Canara Bank, Kodailbail branch, Mangaluru on 26 February 2020.

Human Resource Development Association - Resource Hub

- Conducted an extension activity in Government Primary school, Gandhi Nagar, Urva, Mangaluru on 6 July 2019.
- Visited ESSN Enterprises, Kambla cross Road, Barke, Mangaluru as a part of their extension activity on 8thAugust 2019.

- Conducted extension activity in Government Primary school, Mannagudda, Mangaluru on 14 September 2019.
- Conducted an extension activity for student of Guru Darshan PG on 17 December 2019.
- Conducted an extension activity for the members of Marnabail Quatres, Bantwal on 18 December 2019.
- Conducted extension activity at Shree devi High School, Devinagar, Kunjathbail, Mangaluru on 30 January 2020.
- Conducted extension activity at Sri Rama High School, Farangipet on 22 February 2020.

Economics Association

- Visited Sri Devi Fashion designing College, Mangaluru to spread awareness about CRM and Digital banking on 30 August 2019.
- Organized an extension activity for employees of Rubber Industry and Cooperative Society, Belthangady on 15 October 2019.

Commerce Association – Commercio

- Conducted extension activity on 21 September 2019 at Auto rickshaw park, Bunts hostel, Mangaluru.
- Conducted extension activity on 21 September 2019 at Shetty stores, Mangaluru.
- Conducted extension activity on 23 September 2019 at Padua Primary school, Mangaluru.
- Conducted extension activity at Aided Mogaveera higher primary school, Ullal, Mangaluru on 22 February 2020.
- Conducted an extension activity at DKZP Government Higher Primary School Mullakadu on 22 February 2020.

SCAN Association

- Attended Software Exhibition organized by MCA Dept., Shree Devi Institute of Technology, Kenjar Mangaluru on 28 August 2019.
- Conducted extension activity at Straflex Laminator Pvt Ltd, B155 Industrial area Mangaluru on 8 January 2020.
- Conducted extension activity at "Samvedana"-A Home for children, Mangaluru on 14 January 2020.
- Conducted extension activity at St. Francis Xaviers School, Bejai, Mangaluru on 23 January 2020.
- Conducted extension activity at Government Primary Scool, Kodikal, Mangaluru on 23 January 2020.
- Conducted extension activity at NITK Higher Primary school, Surathkal on 11 January 2020.
- Conducted extension activity at Dakshina Kannada Zilla Panchayath Higher Primary School, Mannagudda, Mangaluru on 20 January 2020.
- Conducted extension activity at Dakshina Kannada Zilla Panchayath Higher Primary School, Ashok Nagar, Mangaluru on 27 January 2020.
- Conducted extension activity at Vidhya Jyothi Primary School, Jyothinagara, Kavoor, Mangaluru on 17 January 2020.
- Conducted extension activity at Sri Ramashrama Higher Primary School, Konchady, Mangaluru on 22 January 2020.
- Conducted extension activity at Govt. U. P School, Gandhinagar, Mangaluru on 16 January 2020.
- Conducted extension activity at Govt. U. P School, Gandhinagar, Mangaluru on 6 January 2020.
- Organized an extension activity at Govt. Higher Primary School, Chithrapura, Baikampady, Mangaluru on 11 January 2020.
- Conducted extension activity at NMPT School, Panamboor on 18 January 2020.
- Conducted extension activity at Government Higher Primary School, Kapikad, Mangaluru on 6 January 2020.
- Conducted extension activity at Padavu Higher Primary School, Padavu, Nathoor, Mangaluru on 3 January 2020.
- Conducted extension activity at St Lawrence Unaided English Medium School, Mangaluru on 20 January 2020.
- Organized an extension activity at Shri Ramakrishna High School, Bunts Hostel, Mangaluru on 10 January 2020.
- Conducted extension activity at St. Peter's Higher Primary School, Kottara, Derebail, Mangaluru on 1 February 2020.
- Conducted extension activity at Samboy S.S.T. Food Products, Industrial Estate, Baikampady, Mangaluru on 19 February 2020.
- Visited Sovereign Tile Works, Sultan Battery Road, Boloor, Mangaluru on 6 February 2020.
- Conducted extension activity at Panjimoger Govt school,Kulur-Kavoor road,Vidyanagara, Mangaluru on 24 February 2020.

Business Law Department

- Attended 'Student knowledge sharing Programme' organized by IBS – ICFAI Business School on 23 September 2019 at Deepa Comforts, Mangaluru.

Language Department

Kannada Department -

- Conducted extension activity at Govt. Higher Primary school, Gandinagar, Mangaluru on 28 September 2019.

English Department –

- Conducted an awareness programme at Diamond Gifts and Stationery shop, Kodikal, Mangaluru on 3 October 2019.
- Conducted an awareness programme at HotSpot Cafe, Mannagudda, Mangaluru on 4 October 2019.
- Conducted an awareness programme at Yash Deep Enterprises, Falnir, Mangaluru on 7 October 2019.

Fest Forum :

Management training

Fest forum of the college conducted a training programme for the first year students in their respective classes from 24 June to 28 June. The main objective of the training was to give experience and knowledge of what exactly happens in the corporate world and the challenges which are faced in a working environment.

IT Training

A training programme was organized for I BCA on 26 and 27 June, 2019 by Fest Forum in their respective class rooms. The objective of this training programme was to enlighten the students about the various events organized by SCAN association and IT Fest events organized by the college and other colleges.

Placement & Career Guidance Cell :

Guest lecture on "Career Guidance" was organized on 19 August 2019. Mr. L. Dhanasekara, Senior manager, Business Development South India, BC Examination and English service India Pvt. Ltd., Chennai was the Resource person.

Guest lecture on "Employability Skills for Corporates" was organized on 4 September 2019. Rajkumar Iyyengar, Director of Bosch India & Vice-president of Bosch Rexroth, Bengaluru was the Resource person. Dr. B Yashovarma, Secretary, SDME Society, Ujire and Principal Prof. Aruna P. Kamath were present in the programme. Mr. Sumesh & Mr. Prassanna staff-coordinators organized the programme.

Guest lecture on "Effective Communication Skills and Writing Skills" was organized on 14 September 2019 in association with ITM group Bangalore. Mr. Vinod Patil, Executive-Academic Relation, ITM Group, Bengaluru was the resource person.

SDMIMD conducted an orientation programme for III BBA on 18 December 2019. Dr. Gandhi, Asst. Professor, SDMIMD was the resource person. He gave insights about SDMIMD and business schools in India.

Workshop on "Awareness on Answering Aptitude Test" by Mr. Ganesh Hebbar, Director, TIME Institute, Mangaluru was organized on 3 February 2020 for final BBA, BCA and B.Com students .

A guest lecture on "Awareness on Higher Education in abroad" by Mr. Imran, planet Education, Mangaluru was organized on 10 February 2020 for the final year B.Com and BA (HRD) students.

NSS Unit

Blood Donation Camp : The blood donation camp was organized by NSS unit in association with Wenlock Hospital, Mangaluru on 18 July 2019 in the college auditorium. The objective of the programme was to motivate the students to donate blood. Dr. Sharath Kumar Rao, Medical Officer, Blood Bank, Wenlock Hospital, Mangaluru inaugurated the programme. 126 students voluntarily donated the Blood.

Soft Skill Training Programme : The NSS unit organized a soft skill development programme on 22 July 2019 for I and II year students. Mr. Yathish Baikampady, Mangaluru was the resource person. The objective was to develop self confidence among the volunteers.

Vanamahotsava and Swacchatha Abhiyan : The NSS unit organized Vanamahotsava and Swacchatha Abhiyan programme on 28 July 2019 at Srimanthi Bai Memorial Govt. Museum, Bejai. The chief guest of the programme Mrs. Dhanalaxmi Ammal, Archeologist inaugurated the programme by planting the sapling. Around 25 saplings of plants were planted by NSS volunteers in the surroundings of the museum.

Aids Awareness Programme : NSS Unit organized Aids awareness programme to NSS students on 26 August 2019. The resource person was Mr. Mahesh U.K., District Supervisor, Aids Prevention and Control Unit, District Health Office, Mangaluru.

NSS One Day Camp at Govt. U.P. School Gandhi Nagar, Mangaluru : NSS One Day Camp was held on 7 September 2019 at Govt. U.P. School Gandhi Nagar. The objective was to conserve ecosystem. Around 80 NSS Volunteers actively

participated in the camp. The NSS volunteers cleaned the school campus. The NSS officer Dr. Shalini M coordinated the camp.

NSS One Day Camp at Junior Technical School Kadri Hills, Mangaluru: NSS second One day camp was held on 8 September 2019 at Junior Technical School Kadri Hills, Mangaluru. The objective of the programme was to keep the surroundings clean. 70 NSS volunteers participated in the camp. Mrs. Renuthakshi coordinated the camp.

Campus Cleaning : NSS unit of the college organized campus cleaning on 14 September 2019. Around 85 volunteers participated in the programme. Dr. Shalini M and Mrs. Renuthakshi, NSS programme officers organized the event.

NSS Annual Special Camp : It was held at Government High School, Suda, Belman, KarkalaTq for a period of 6 days from 23 to 28 Dec. 2019. 125 volunteers participated in the camp. Inaugural function of the annual special camp took place on 23 Dec,2019. Mr. Jayasheela Hegde, Managing Trustee, Shree Subrahmanya Temple, Suda inaugurated and shared his experiences. Smt. Aruna P. Kamath, Principal presided over the function. Dignitaries from various fields were also present and wished success to all the campers.

Rovers & Rangers Association:

- Guest lecture on "Career Opportunities in Indian Army" was organized by Rovers & Rangers for Rovers & Rangers Association students on 11 July 2020. Lietuenant Col. Glacian Sequeira, Indian Army was the resource person.

Red Cross Unit

- Blood donation camp : Youth Red cross unit in association with KMC Hospital, Mangaluru organised blood donation camp in the college auditorium on 31 January 2020. Dr. Deepa Adiga, Assistant Professor, Director Blood bank, KMC hospital was the chief guest. Principal, Prof. Aruna P Kamath presided over the programme.
- Traffic Awareness Programme: Youth Red cross unit organised a traffic awareness programme in collaboration with Mangaluru Traffic department to observe National Road Safety Week on 16 January 2020 at SDM college campus. Mr. Manjunath Shetty, Assistant Commissioner of Police and Mr. Ganapathi Bhat were the resource persons.
- First Aid Training Programme: Youth Red Cross unit organized First Aid Training Program on 15 July 2019 The Resource person was Mr. Sacheth Suvarna, MC Member IRCS, Dakshina Kannada District.

Fine Arts Association

- Interclass Variety Entertainment Competition : Fine Arts association organized most awaited event of the year, interclass variety competition on 22 August 2019. The theme of the competition was "Use of social media in community services" for the first year students, "Harmony between nature and life" for the second years and "Youth and Swaach Soch" for the third year students. The objective of the programme was to develop patriotism and create positive attitude.
- Traditional Day : The Traditional Day was celebrated on 7 September 2019 by the Fine Arts Association. The objective was to create awareness about our culture and tradition. The staff and students dressed up to portray cultures of various states.

Women Cell

- Self defence training programme: The women cell organized Self Defence training programme for the female students on 22 June 2019 in the college auditorium. A martial art expert, Mr. Karthik S Kateel was the trainer. He demonstrated various self defence techniques to the students.
- Attended a half day workshop on "Financial schemes and opportunities for aspiring women entrepreneurs"organised by Kanara Chamber of Commerce and Industry, Mangaluru on 3 July 2019.

EDP Cell

- Guest lecture on "Entrepreneurship Qualities" was organized by EDP Cell on 3 Sept 2019 for III year BBA B students. Ms. B Sushmitha Achar, Asst Professor, Kings Cornerstone International College, Chennai was the Resource person.
- EDP Cell organized a Student Faculty Programme on "Present trends in Business" to I BBA B students by Mr. Akhil and Mr. Akshay Sharma of III BBA A on July 8 2019. The objective of the programme was to inculcate experiential marketing as a regular thing in te competitive market among students.
- EDP Cell organised student faculty programme on "Green entrepreneurs" for Il BA(HRD) students by Mr Ashwin Prabhu of ll BBA A, Mrs Vinutha of lll BBA A and Mr Akhil Raj of lll BBA on 19 July 2019. The objective behind this programme was to inculcate the effective presentation skills and improve communication skills among the students.
- EDP Cell organised a student faculty programme on "Entrepreneurship qualities" for I BBA B students by Mr Ashwin Prabhu of ll BBA A, Mrs Vinutha

of lll BBA A on 23 July 2019. The main objective behind this programme was to improve communication skills among the students.

- The EDP Cell organised a student faculty programme on 'Brain Storming session on Entrepreneurial opportunities' by Ms. Shreya and Ms. Pooja of III BBM 'B' for II BA(HRD) students on 19 August 2019.
- The EDP Cell organised a student faculty programme on 'Role and Responsibilities of an Entrepreneur' by Ms. Pooja and Ms. Prashobitha of III BBM 'B' for II BA(HRD) students on 13 August 2019. The objective of the programme was to inculcate a series of responsibilities required for an entrepreneur among the aspiring students.
- A student faculty programme on "Entrepreneurial Skills and Competencies" was organised by EDP Cell for I BBA students on 28 August 2019 by Ms. Shreyanka of III BCom.
- Visited Pawan Marbles, Hosabettu, Surathkal on 28 September 2019 as part of an extension activity.

Human Rights Cell

- Human Rights cell conducted an extension activity at Sri Devi Fashion Designing College, Mangaluru on 30 August 2019 to create awareness on women rights for college students.

Consumer Club

- Workshop on "Know Your Rights": A One day workshop on "Know Your Rights" was organized by the consumer club 'SAMVRADHI' on 19 February 2020. The objective of the programme was to promote and to protect the rights of consumers and the rights to be informed about the quality, quantity, potency, purity, standard and price of goods. Mr. Ajith Kumar Hegde, Commissioner of Mangaluru City Corporation was the inaugurator & Mr. M.J. Salian, President of DKDFC was the chief guest for the programme. The inaugural was followed by I session on "Gender Equity and Human Rights" by Violet Pereira, founder of Parivarthan Charitable Trust and Ms. Sanjana, Secretary of Parivarthan Charitable Trust; II session on "Misleading Advertisement" by Mr. Praveen Pinto, Advocate, Mangaluru. Mr. Sumesh Matada and Ms. Sanjana coordinated the programme.
- The College Consumer Club "Samvridhi" was awarded III place in Best College Consumer Club award in Dakshina Kannada by Dakshina Kannada Consumer Federation organization.
- Students of Consumer Club were awarded I place in Best Consumer Club Project titled "Issues & Challenges Faced by Transgenders with respect to Dakshina Kannada."
- Mr.Sumesh, Course Director was awarded III place in Best Consumer Course Director.
- Ms.Vaishnavi Bhat of III BBA 'A' member of consumer club was awarded a silver medal for highest score in written exam.
- National Consumer Week :Dakshina Kannada District Consumer Federation along with District Administration Department organized the National Consumer's week from 26 December 2019 to 02 January 2020at Besant women's college, Mangaluru. Students of consumer club took active part in this program. It was co-ordinated by Mr.Sumesh and Ms.Sanjana.
- The students of consumer club attended the National consumer day celebration and certificate distribution ceremony organized by District consumer federation (R) Mangaluru at District consumer information centre, Anegundi Road on 24 December 2019.
- The students of consumer club conducted a seminar on "Waste to wealth" at Shree Devi College, Ballalbagh. The main objective of this seminar was to create awareness about the exploitation of resources and various methods and techniques to overcome the problem through optimum utilization of resources.
- The students of consumer club visited Aster Banquet Hall's food department in the month of February 2019.
- The students of consumer club visited Empire Mall food court in the month of October 2019.
- The students of consumer club visited Sri Rama Higher Primary School in the month of February to conduct various activities related to consumer education.
- The students of consumer club conducted a street play at Lions Club on the topic "Jaago Grahak Jaago" with intent of spreading awareness about the consumer exploitation and the mode of seeking redressal.
- One of our college student has also started a new venture at chikMangaluru name 'Spice Store'. She has conducted an extension activity by making all the consumers briefly aware about the food adulteration

Thus all the Associations took part in discharging ISR i.e., Institutional Social Responsibilities. Our students also participated in the programmes

organised by Professional Organisations like MMA and NIPM which were conducted in the college campus.

Sports Association :

Annual Sports Day Celebrations : The Annual Sports Meet was held on 13 January 2020. Mr. Arthur D'Souza, Former International Weight Lifter, Mangaluru inaugurated it. After the march past, various track & field events were held.

Students' Council Programmes :

Students' Council was headed by the following leaders who provided the dynamic leadership to the student community.

Sangeetha, III B.Com. - President

Mahima, II BBA 'A' - Secretary

Progenitor– Orientation by Students

The Final Year students of the college organised orientation programme for the First Year students. The students were briefed about the various skill enhancement activities and fests organised by the college viz. Genesis, Synergy & Sygma.

Inauguration of Student Council

The Students' Council Inauguration for the year 2019-20 was held on 20 July 2019 in the college Auditorium. The programme was inaugurated by Mr. D. B. Mehta, Chairman, Allegro Ventures India (P) Ltd., Mangaluru. Mr. Narendra Prabhu, Partner, M/s Vinayaka Enterprises, Mangaluru and also on alumini of SDMCBM was the guest of honour.

The programme was presided over by the Principal Mrs. Aruna P. Kamath. Oath for the council members was administered by the student council staff coordinators Mrs. Shashikala Shetty and Mrs. Veena Kotian. Ms. Sangeetha, Students' Council President; Ms. Mahima, Students' Council Secretary were present on the dais.

"GENESIS 2019" University Level Management Fest

College organised University Level Management Fest – Genesis 2019 on 27 August, 2019. The theme for Genesis 2019 was "ZΩH", Live and Let Live. It was inaugurated by Ms. SulajKini, Managing Partner, Bell Paints, Mangaluru. Mr.Shambhunath Pradip, Team Manager, Operations Division, Amazon development center India, Coimbatore (Alumnus of SDMCBM) was the guest of honour. In the Valedictory function, Mr. Sanjith Xavier Rodriguez, Founder of MOM (Mind Over Matter), an international social enterprise to promote mental health, (Alumnus of SDMCBM) was the guest of honour. The overall trophy was bagged by the St. Aloysius college - B.Com and St. Aloysius college - BBA were the runners up. Mr. Gururaj G. & Mrs. Parinita Salian co-ordinated the programme.

INSPIRE 2019

INSPIRE 2019 is an interclass fest organised on 27 August, 2019 by the final year BCA students to train second years of BCA to teach how to organize the fest and first years of BCA to take part in the fest as a competent. It was inaugurated by Ms. Shruthi Baliga, Senior Quality Analyst, Tetherfi Technology, Mangaluru and alumna of SDMCBM. Mrs. Sowmya Jyothi co-ordinated the programme.

"SYNERGY 2020" – A National Level Management Fest

Synergy 2020, two days National Level Management Fest exclusively for undergraduate management students was held on 23 & 24 January 2020 in the college auditorium. It was inaugurated by Mr. B. Harikrishna Thodinnaya, Proprietor, Ecchanna Dairy Services, Pakshikere. Mr. Vipin Nambiar, Asst. Vice President, Procam International, Mumbai also an alumni of the college was the Chief Guest on the occasion. Mrs. Aruna P. Kamath, Principal of the college presided over the function. Mrs. Supritha & Mrs. Kavitha Prabhu were the staff co-ordinators of the fest. The theme of Synergy 2020 was "Corporate Alchemist" – aims to create transformation in the corporate world with the combination of data and knowledge. The various events held were Best manager, Marketing, Finance, Public Relations, Human Resources, Entrepreneurship, Quiz and Research and Development.

The valedictory programme was held on 24 January at 4.30 pm. The chief guest was Mr. Vignesh Kamath, Advocate, Mangaluru and also alumni of the college. The overall winners were Dept. of Professional Studies, Christ University, Bengaluru and Dept. of Management Studies, Christ University, Bengaluru were the runners-up.

"SYGMA 2020" – State Level IT Fest

Sygma 2020, a State Level IT Fest for computer science students was held on 24 January 2020 in the college auditorium. Sygma 2019 was inaugurated by Mrs. Roopalaxmi Pedamale, Software Development Manager, Eitan Software Labs LLP, Mangaluru. Mr. Padmanabha Bhat A V, Master Data Management developer, Barclays Global service centre, India also an alumni of SDMCBM was the guest of honour. Mrs. Aruna P. Kamath, Principal of the college presided over the function. Mrs. DivyaUchil& Mr. Arun F Sequeira were the staff co-ordinators of the fest.

The theme of Sygma 2020 was "Transcendence - over the Eras".Sygma 2020 hosted various events on different areas such as coding & debugging, web designing, IT quiz, IT debate, E-news, etc. St. Aloysius College, Mangaluru won Overall Trophy and runners-up were Sridevi College, Mangaluru.

VIVEKOTSAVA 2020

On the eve of 157 birth centenary of Swami Vivekananda, Rovers and Rangers association and Student council of the college jointly organised "VIVEKOTSAVA – 2020" a one day university level fest on 27 January 2020. The programme was inaugurated by Mr. Chakravarhi Soolibele, Speaker, Writer, Social worker, Founder of 'Yuva Brigade". The inaugural ceremony was followed by various competitions for the students from different colleges in and around Mangaluru. Book on preaching and teachings of Swami Vivekanandaji were exhibited in the library. Mr. Shiva Prasad Bhat, Software engineer. Yodly Pvt. Ltd., and alumni of the college, was the chief guest for the valedictory ceremony.

College Annual Day Celebrations

College annual day celebrations was held on 28 February 2020 at 4.30 p.m. in the college premises. Prof. Karanam Uma Maheshwar Rao, Director, NITK, Surathkal and Mr. Bharath Shivappa, Chief Strategy Officer,JSA Law, Bengaluru (Alumna of SDMCBM) were the Chief Guests. Principal Prof.Aruna P. Kamath presented the college annual report. Rank students were honoured in this programme. Scholarships and awards were distributed to the students. The brief formal function was followed by variety entertainment performed by the students.

Prize Distribution Ceremony

College Annual Day prize distribution ceremony was held on 28 February 2020 at 9.15a.m. in the College Auditorium. Dr Renuka K, Principal, Shree Gokarnanatheshwara College, Mangaluru & Mrs. Shreeparna Holla, Security Analyst, Accenture Bengaluru (Alumnus of SDMCBM) were the Guests of honour. Prof. Aruna P. Kamath, Principal, presided over the function. Prizes were awarded for General Proficiency and Best Outgoing Students. Winners of the various competitions conducted by different associations like Management Association, Scan Association, HRD Association, Fine Arts Association, Sports Association, Commerce Dept. and Literary Association were also awarded prizes.

Whiz Quiz Competition

On 25 February 2020 Sahyadri College of Engineering and Management, Dept of Business Administration in association with our college organized I & II phase of Whiz Quiz Competition for all final year BBM and BA(HRD) students.

Career Guidance &Placement Cell

YASHA - An Interface with Industries and Students : YASHA - An Interface with Industries and Students was organized on 31 August 2019 at the college conference hall for all the final year students. The programme was inaugurated by Mr. Pradeep Raj. Operations Manager, CEOL Incubation Centre, Mangaluru. He enlightened the students on various opportunities to transform their business ideas to reality. In the first session, Mr. Ashwath Hegde H, IT Officer of Karnataka Bank, Mangaluru and alumni of SDMCBM spoke on "Career in Banking". In the second session, Mr. Hilary Donald D'Souza, Sr. Training Manager, Aditya Birla Sun Life Insurance, Mangaluru addressed the students on "Career Opportunities in Insurance Sector". Mrs. Divya Uchil and Mrs. Smitha M. coordinated the programme.

POOL DRIVE :

- The Career Guidance and Placement Cell organized on-campus placement by Goan Institute International Consociation of Education [GICE] on 9 February 2020 for the post of 'Skill development faculty trainer'. Six students of BA(HRD) and BBA were shortlisted in the programme.
- The Career Guidance and Placement Cell organised on-campus placement by Infosys Campus Recruitment Program 2020 on 07 January 2020 at SDM College. Out of 45 BCA students who have attended the interview, 15 students have been selected.
- The Career Guidance and Placement Cell organised on-campus placement by TCS company on 25 January 2020. In the interview and test conducted in our organization, III BCA students have been shortlisted.
- Prashobhitha Prabhakar of III BBA 'B' was selected in off-campus placement held at St. Joseph Engineering College on 30 January 2020 for the post of non-officer cadre in Federal Bank.

Observation of Important Days

Independence Day Celebrations

73rd Independence Day was celebrated in the college premises on 15th August 2019. The chief guest Sergeant Shrikanth Shetty Bala, Ex-Serviceman, Indian Airforce & Prop: M/s Singara Readymades, Surathkal hoisted the flag.

Observation of Sthavana Dina

"Sthavana Dina" to commemorate the Founder's Day was observed on 19th August 2019. The institution was established in the year 1978 and the Course was formally inaugurated in the month of August. Hence the students sang the College Anthem which embodies the vision and mission of the college in the interclass singing competition. Reputed artists Mrs. Geetha Uday Bhat, compeerer at All India Radio & Music Teacher, Ashoknagar English Medium School; Ms. Shabari Ganiga, International level female speed painter of India and playback singer and Ms. Shreeprajna, Faculty were the judges.

International Yoga Day Celebrations

On the occasion of International Yoga Day, ourNSS Unit organized yoga training programme from 21 June to 28 June 2019 in the college auditorium. Yogarathna Gopala Krishna Delampadi, Kasargod was the resource person. The objective of the camp was to enhance concentration and to maintain physical and mental health.95 NSS volunteers participated in this yoga camp. Dr.Shalini M and Mrs. Renuthakshi co-ordinated the camp.

International Anti-Drug Day

On the occasion of International Anti-Drug Day, Rovers and Rangers Unit of our college in association with Laxmi Memorial College conducted an awareness programme on "Drug Abuse and Illicit Trafficking". The inauguration of the programme was by Inspector Ramakrishna and Dr. Caroline Dsouza. Principal Smt. Aruna P Kamath presided over the function. The students of Laxmi memorial college performed a role play on "Say no to drugs and alcohol" which was followed by a powerpoint presentation by Dr Caroline Dsouza on the topic "Addiction".

World Entrepreneurship Day

World Entrepreneurship Day was observed by EDP Cell on 11 September 2019. The objective was to encourage new start up among students. Ms. Anvitha Acharya, Freelance graphic designer and crafts woman, alumni of the college who is an entrepreneur was the chief guest.

National Consumer's Day

Dakshina Kannada District Consumer Federation along with District Administration Department organized the National Consumer's Day on 24 December 2019 at DKDCF office, Bejai, Mangaluru. SDMCBM Consumer Club students took part in the program.

Martyrs day

Rovers and Rangers association organised Martyrs day – We remember Pulwama attack on 14 February 2020. Mr. Santhosh Thammiah, renowned journalist was the chief guest.

Interaction with Parents

PTA Annual General Body Meeting : The PTA annual general meeting was held on 6 September 2019 in the Conference Hall. Students of present second and final year BBM, BCA, B.COM. and BA(HRD) were felicitated by giving merit certificates. 54 students of BBA, 102 students of BCA, 100 students of B.Com. and 13 BA(HRD) students who secured distinction in the Mangaluru University examinations conducted during the April/May 2019 were awarded Merit Certificate. The distinction holders gave their feedback. 3 staff members were also felicitated for their achievements during the academic year 2018-19. The election of new office bearers was conducted by the Principal. Parents also gave their valuable suggestions and feedback. Principal Mrs. Aruna P. Kamath welcomed the gathering.

COLLEGE LIBRARY

The College Library has a collection of over 24,218 valuable volumes of books on different disciplines values of which is Rs. 40,10,539/-. It has a subscription of 16 Newspaper and 76 Periodicals. It has acquired the most recent publications in diverse areas of management discipline. Fully computerized library is well stocked with numerous management related, social science books, CD ROMs and cassettes spanning all aspects of management and IT related topics along with a rich collection of project reports, Industries and Company information. It also subscribes to 22 National and International Journals, Periodicals and business publications.

Library Automation

Library is using EERPMS, in house developed software, for storing and retrieving the bibliographical information, maintaining circulation desk and for providing OPAC services. OPAC is accessible over the internet through our college website. Intranet facility allows users to access digital resources such as video, audio and e-books inside the campus.

IT ZONE FOR ACCESSING E RESOURCES:

E-library section consists of 4 computers with internet connection facilitates online access to e-journals; web OPAC, databases and other e-resources have been provided.

EBSCO Business Source Elite(BSE) provides access to 4200 + scholarly journals covering the management and allied subjects like Marketing, Finance, Law, Operations, Systems and other fusion areas of Management.

J-Gate Social & Mgt. Science (JSMS) provides full text access to 6000+ journals from disciplines of business, economics, management, social science, law and library & information science.

N-LIST : The college subscribes to National Library and Information Service Infrastructure for Scholarly Content (N-LIST). It is funded by the Ministry of Human Resources Development under its National Mission on Education through ICT. It provides access to more than 6,000 e-journals (including current issues with 5-10 years back file) and more than 3,00,000 e-books.

The library provides both print and online access to 10 journals from Sage publications.

The library has an airy and a spacious reading room, which provides a quiet ambience for serious study. It is well equipped with computers and Internet connectivity to facilitate data collection and research. Cubicles for individual

study, new arrival display rack, terminals for OPAC access, magazine and journal display rack are some of the facilities available. The library is open from 8.00a.m. to 8.00p.m. every day.

Institutional Membership

The library has inter-library loan facility from the following libraries-

1. SDM Institute for Management Development Library, Mysore.
2. SDM Law College Mangaluru

The members of SDM College of Business Management Library can access to the resource in the above libraries with the permission from the librarian of the Institute.

INSTITUTIONAL REPOSITORY:

Dspace- is an open source repository software package. At present Students project report, Question papers and other information related to Business Management subject are collected and allow the library users to browse that information.

Reprographic Service: The reprographic service is available in library at nominal charges.

Learning Resource Centre

The learning resource centre equipped with 17 terminals with latest hardware and software is made available for the entire user group.

SCHOLARSHIPS AND PRIZES :

Our Students have been awarded with following scholarships.

1. Government of India National Merit Scholarships
2. Government of Karnataka Post Metric Scholarships
3. G.S.B. League Scholarship
4. Beedi Scholarship
5. SC/ST Scholarship from the Corporation
6. Post Metric Scholarship to the Scheduled Caste
7. K.S.T.S.B. Fund to the student
8. Varalakshmi foundation Scholarship
9. A prize announced by Mr. Jayavanth Kamath comprising of Rs. 1000/- in the name of Late. Swasthik Subraya Kamath to a student scoring highest marks in all the semesters of BBM Examinations of Mangaluru University is secured by **Ms. P. Vaishnavi Bhat**
10. Mr. Narayan Rao, Proprietor, Udaya Printers has instituted a Scholarship to student scoring highest marks in all the semesters of BBM Examinations of Mangaluru University which is secured by **Ms. P. Vaishnavi Bhat**
11. Prize instituted by Mrs. Deepa D. Hegde & family (in the name of her husband Late Deepakraj Hegde) to be awarded to the highest scorer in BCA is secured by **Ms. Kalpitha V Puthran**
12. Prize instituted by Mr. Ravindra Shet in the name of "S.L. Shet Jewellers, Mangaluru" to the highest scorer in all six semesters of BA(HRD) is secured by **Ms. Advitha A**
13. A Scholarship instituted by 2 well wishers Sri Suresh Chandrana (in the name of his mother Late Mrs. Muktha Bai D. Chandrana) to be awarded to the Best Outgoing student of the college on the basis of most admirable conduct and academic excellence shared between

BBA - Chitra Rao K P
BCA - Aditya
BA(HRD) - Ananth P Valke
B.COM. - Saurav Sathish Kumta

RESULTS

College bagged following ranks during April/May 2018 University Examinations.

Sl. No.	Course	Name of the Student	Rank
1	**BBM**	Deeksha V.	I Rank
2		Nishmitha B	VIII Rank
3	**BCA**	Sushmitha P Bolar	V Rank
4	**BA(HRD)**	Advitha A	III Rank

UNIVERSITY EXAMINATION RESULTS

The University Examinations results of Final year students held in April/May 2019

Course	Distinction	First Class	Second Class	Pass Class
BBM	44	61	44	01
BCA	53	32	01	--
BA(HRD)	04	08	09	01
BCOM	56	11	02	--

Staff Empowerment

MRS. ARUNA P. KAMATH

- Attended Academic Council Meeting held at Senate Hall, Mangaluru University, Mangalagangothri on 19 June 2019.
- Attended Syndicate Meeting held at Mangaluru University, Mangalagangothri on 25 June 2019.
- Attended one day National Level Seminar on the topic "Ïnsights on CBCS and MOOC in Higher Education System" organized by Association of Mangaluru University College Teachers- AMUCT in association with St. Agnes College (Autonomous), Mangaluru on 28 June 2019 at St. Agnes College, Mangaluru.
- Attended one day conference on the topic "New Education Policy" organized by SDM College (Autonomous) on 29 July 2019
- Attended Syndicate Meeting at Mangaluru University on 3 August 2019.
- Attended the Advisory Committee Meeting of Konkani Language Peeta at Mangaluru University on 26 August 2019.
- Attended Academic Council Meeting at Mangaluru University on 18 September 2019.
- Attended Syndicate Meeting at Mangaluru University on 23 September 2019.
- Attended BOS Meeting at Mangaluru University on 23 December 2019.
- Attended the Yakshagana Academy Meeting at Mangaluru University on 6 November 2019.
- Attended Syndicate Meeting at Mangaluru University on 7 November 2019.
- Attended the Sports Advisory Committee Meeting at Mangaluru University on 16 November 2019.
- Attended a workshop on "Institutional preparedness in the implementation of the new education policy of India" organized by SDM College, Ujire on 28th November 2019.
- Attended UG BOS meeting of Department of Business Management held at Mangaluru University, Konaje on 22 January 2020.
- Attended BOS Meeting of Economics held at St. Agnes College, Mangaluru on 24 January 2020.
- Attended one day Stakeholders Workshop on "Development of Knowledge and Health Corridor between Manipal and Konaje" organized by Karnataka Urban Infrastructure Development and Finance Corporation, Bengaluru at Hotel Deepa Comforts, Mangaluru on 31 January 2020.

DR. MURALIDHAR RAO K. S.

- Presented a paper on the topic "Impact of deploying 'Artificial Intelligence Techniques' in the future class rooms at Higher Education Level" at two days International Conference on "Emerging Trends in Management, Information Technology and Education" organized by Shrinivas University, College of Management and Commerce held on 16th and 17th August 2019.
- Attended a workshop on "Institutional preparedness in the implementation of the new education policy of India" organized by SDM College, Ujire on 28th November 2019.
- Attended and presented a paper on "Strategies for Bridging the Employability Skill Gap in Higher Education", in National Conference on "Augmenting Employability Skills in Management Education" at SDM College of Business Management, Mangaluru on 30 January 2020.
- Moderator for paper presentation Session in National Conference on 'Augmenting Employability Skills in Management Education' at SDM College of Business Management, Mangaluru on 30 January 2020.
- Attended and presented a paper on "Bancassurance in a Digital Era" in National Conference on 'Internet of Things' organised by Department of Computer Application, SDM College of Business Management, Mangaluru on 9 January 2020.
- Attended and presented a paper on "Social Entrepreneurship in India" in a National Conference on "Social Entrepreneurship – A Gateway Societal Transformation organized by Department of Commerce, SDM College of Business Management, Mangaluru on 11 February2020.
- Moderator for paper presentation session in a National Conference on "Social Entrepreneurship – A Gateway Societal Transformation organised by Department of Commerce, SDM College of Business Management, Mangaluru on 11February2020.
- Attended and presented a paper on "Next Generation Innovation with a Purpose: The Role of Technology in Accelerating Communication" in the 3rd International Conference on "Innovation and Digitalisation – Strategies for Global Collaboration" held at The Post Graduate Department of Commerce, St. Agnes College (Autonomous) Mangaluru on 20January2020.
- Moderator for paper presentation session in the 3rd International Conference on "Innovation and Digitalisation – Strategies for Global Collaboration" held at The Post Graduate Department of Commerce, St. Agnes College (Autonomous) Mangaluru on 20January 2020.

- Attended BOE meeting of BBA course at St. Aloysious College, Mangaluru on 29 February 2020.

DEPARTMENT OF FINANCIAL MANAGEMENT

MRS. SMITHA M.

- Attended and presented a paper, titled "Design and Implementation of a cloud Based Health Care Information System Model" at HALO -2019 organized by A. J. Institute of Medical Sciences, Mangaluru on 14 and 15 June 2019.
- Attended and presented a paper titled "A comparative study of health insurance schemes offered by public and private sector " at HALO-2019 organized by A. J. Institute of Medical Sciences, Mangaluru on 14 and 15 June 2019.
- Presented a paper on "A Study on Customer Awareness And Satisfaction Towards E- Banking Facilities Provided By Banks In Digital Era" at one day national conference on "Innovative Banking In Digital Era" organized By Poornaprajna College And Post Graduate Centre Udupi, on 10 April 2019.
- Attended a workshop on "Institutional preparedness in the implementation of the new education policy of India" organized by SDM College, Ujire on 28th November 2019.
- Coordinated one day Seminar on "Augmenting Employability Skills in Management Education" on 30 January 2020.
- Presented & published a paper on "Consumer Awareness on Green Banking Initiatives By selected Private Sector Banks" in International Conference on "Emerging issue and trends in intellectual Capital and Innovative Management Practices in the Global Economy" on 13 & 14 January 2020 at Govinda Dasa College, Surathkal with ISBN No. 978-96-5396-158-9
- Attended National Conference on "Contemporary Issues in Commerce and Management" and published a paper on "Customer Perception on Digital Banking" on 31 January 2020 at Ajjarakadu Women's College, Udupi with ISSN: 2320-5504.
- Presented paper on "Consumer Awareness on E-Banking", at one day National Conference on 'Internet of Things' held at SDM College of Business Management, Mangaluru on 9 January 2020.
- Attended and presented a paper on "A Study on Self-Employment" at a one-day National Conference on "Social Entrepreneurship - A Gateway of Social Transformation" organised by SDM College of Business Management in association with SELCO Foundation on 11 February 2020.
- Attended and presented a paper on "Customer Perception Towards Modern Banking" at one day national conference on "Techno 2020" held at SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangaluru on 6 March 2020.

MRS. GAYATHRI K.

- Attended and presented a paper titled "A comparative study of health insurance schemes offered by public and private sector" at HALO-2019 organized by A. J. Institute of Medical Sciences, Mangaluru on 14 and 15 June 2019.
- Attended a workshop on "Institutional preparedness in the implementation of the new education policy of India" organized by SDM College, Ujire on 28th November 2019.
- Attended and presented paper on "Consumer Awareness on E-Banking", at one day National Conference on 'Internet of Things' held at SDM College of Business Management, Mangaluru on 9 January 2020.
- Participated and presented a paper titled "A study on Growing Trends of Online Hotel Booking in Mangaluru" in the National Conference on "Women Entrepreneurship in Tourism & Hospitality Industry in India" held on 01 February 2020 organized by Moti Mahal College of Hotel Management, Mangaluru.
- Presented paper on "A Study on Skill India Schemes for Entrepreneurship Development in India" at one-day Seminar on "Augmenting Employability Skills in Management Education" held at SDMCBM on 30th January 2020
- Presented and published a paper on "A Study on Factors Affecting Consumer's Willingness to Buy Organic Products" at one-day National Conference on "Contemporary issues in Commerce and Management" held at Dr. G. Shankar Govt. Women's First Grade College & P.G. Study Centre, Ajjarkadu on 31 January 2020 with E-ISSN-2347-4793, Impact Factor 6.58
- Moderator for paper presentation session in a National Conference on "Social Entrepreneurship – A Gateway Societal Transformation organised by Department of Commerce, SDM College of Business Management, Mangaluru on 11 February 2020.
- Presented a paper titled "Challenges and Opportunities of Social Entrepreneurship in India" at one-day National Conference on "Social Entrepreneurship- A Gateway of Societal Transformation" held at SDM College of Business Management in association with Selco Foundation on 11 February 2020

MS. SOWMYA HEGDE

- Attended one day workshop on 'First Semester CBCS B.com Programme' organized by Mangaluru University Commerce Teachers Association (MUCTA) on 29 June 2019 at Sri Durga Parameshwari Temple First Grade College, Kateel.
- Published a paper on the topic "Talent Management Programme and its impact on the Employee Retention and Performance in Health Care Centres in Mangaluru City" in SDM Journal of Management.
- Attended one day workshop on 'First Semester CBCS B.com Programme' organized by Mangaluru University Commerce Teachers Association (MUCTA) on 29 June 2019 at Sri Durga Parameshwari Temple First Grade College, Kateel.
- Published paper on the topic 'Digitalisation in Banking: Customer experience on banking services' in SJOM with ISSN number 2456-9151.
- Published a research article titled "The Influence of Work Environmental Factors on Motivation to Transfer of Management Trainees" with ISBN: 978-93-88805-50-6 Pp: 28-33.
- Attended Faculty Development programme on 'Innovative Teaching Strategies' on 23 August organized by IBS, Bengaluru.
- Attended one day state level programmes on "SWAYAM/NPTEL: An Online Course" organized by St. Agnes College on 14th August 2019.
- Registered for Ph.D. programme in Commerce department of Mangaluru University Attended and presented paper on the topic "Impact of E-Commerce: Issues and challenges" at one day national conference on "Internet of Things" organized by SDM college of Business Management, Mangaluru on 09 January 2020.
- Attended and presented a paper titled "A study on Programmes to Enhance Skill and Entrepreneurship Potentials among Undergraduates" in the National Conference on Challenges of Higher Education: Teachers Initiatives held on 11 January 2020 organised by Karnataka Rajya Mahavidyalaya Shikshaka Sangha, Mangaluru.
- Attended and presented paper on the topic "Entrepreneurial skills and entrepreneurial education : A review" at one day seminar on "Augmenting Employability Skills In Management Education" organized by SDM college of Business Management Mangaluru on 30 January 2020.
- Attended and presented a paper titled "Social Entrepreneurship: A path way for sustainable development" at one day national conference on "Social Entrepreneurship –A Gate of Societal Transformation" organized by SDM college of Business Management Mangaluru in association with SELCO foundation on 11 February 2020.
- Attended a 10 days research methodology course for M.phil/Ph.d/ PDF scholars organized by Yogic science department of Mangaluru University from 4th to 13th March 2020.
- Presented a paper on "A Review on Competency Mapping- the Path for Organizational development" at two days national conference on "Emerging Business Trends-2020" organized by Department of Commerce, Mangaluru University on 4th and 5th March 2020.
- Attended and presented a paper on "Blockchain Technology: Issues and Challenges in India" at one day national conference on "Techno 2020" held at SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangaluru on 6 March 2020.

MR. GURURAJ G.

- Attended and presented a paper on "CSR and SME in India" at one day Seminar on "Augmenting Employability Skills in Management Education" held at SDM College of Business Management, Mangaluru on 30 January 2020.
- Participated as a delegate in one-day workshop on "Choice based credit System(CBCS) of II sem BBA" organised by Poornaprajna College and PG Centre, Udupi and FOBMAT, Mangaluru University on 4 January 2020 at Poornaprajna, College, Udupi.

MR. PRAVEEN D.

- Attended and presented a paper tiltled "Does India Really Need a Direct Tax Code?-A Study with Special Reference to Tax Planners of Mangaluru City" at a National Conference "Anuvarthi" organized by SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangaluru in association with The Institute of Company Secretaries India on 1 & 2 November 2019.
- Passed UGC-NET examination held in the month of December 2019.
- Attended a B.Com syllabus revision workshop organized by St. Aloysius Evening College, Mangaluru on 3 January 2020.
- Presented a paper on "Is skill development making the youth employable?" at one day Seminar on "Augmenting Employability Skills in Management Education" held at SDM College of Business Management, Mangaluru on 30 January 2020.

- Attended, presented and published a paper titled "Impact of Amul products and its operation on the economy of Dakshina kannada District" in two days National conference on "Indian Economy in transition : Prospectus and Challenges of Co-operatives" organised by Mangaluru University Economics Association held on 19 and 20 February 2020.

MS. SHREEPRAJNA

- Presented a paper on the topic "Is Education Being Disrupted by Digital Technology" at two days International Conference on "Emerging Trends in Management, Information Technology and Education" organized by Shrinivas University, College of Management and Commerce held on 16th and 17th August 2019.
- Attended one day faculty development programme on "Innovative Pedagogy" on 18th October 2019 at MSNM Besant Institute of PG Studies, Mangaluru.
- Presented a paper titled "Recruiting and Retaining Millennial Talent" at a two days National Conference on "Role of Institutional Functioning in the Development of Agriculture and Business Dynamics" organized by the Department of Post Graduate Studies and Research in Commerce, Mangalagangothri, Mangaluru University on 25 and 26 October 2019.
- Attended and presented a paper tiltled "Net Stable Fund Ratio" at a National Conference "Anuvarthi" organized by SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangaluru in association with The Institute of Company Secretaries India on 1 & 2 November 2019.
- Attended a one day workshop on HUMANO -2k19 organized by Human Rights Committee at Shri Dharmasthala Manjunatheshwara Law College, Mangaluru on 10th December 2019.
- Presented a paper titled "A Study on Role of Indian Constitution to Empower Women in Corporate Sector with special reference to Dakshina Kannada District" at two days National Level Conference on "Crime against women: Laws and its Implementation" organized by Shri Dharmasthala Manjunatheshwara Law College Center for Post Graduate Studies and Research in Law, Mangaluru on 14 and 15 December 2019.
- Attended and presented a paper titled "Artificial Intelligence to Super Intelligence" at III International Conference on "Innovation and Digitalisation-Strategies for Global Collaboration" organized by St. Agnes College, Mangaluru on 20 January 2020.
- Attended, Presented and Published research paper titled "A study on Socio Economic impact of MGNREGA on beneficiaries in Dakshina Kannada District" in International Conference on "Emerging issue and trends in intellectual Capital and Innovative Management Practices in the Global Economy" held on 13 & 14 January 2020 at Govinda Dasa College, Surathkal with ISBN No. 978-96-5396-158-9
- Attended a National Conference on the topic "Challenges of Higher Eduation - Teacher Initiatives: Quality-Curriculum-Ethics" organized by Karnataka Rajya Mahavidyalaya Shikshak Sangha ® in collaboration with Mangaluru University, Mangaluru and National Assessment and Accreditation Council (NAAC), Bengaluru on 11th January 2020 and presented a paper titled "Innovation In Education" at SDM College Auditorium, Mangaluru.
- Attended and presented a paper titled "Whether Digitalization is a solution to our learning models ?" at one day National Conference on "Internet of Things" at SDM College of Business Management, Mangaluru on 09 January 2020.
- Presented a paper on "Is skill development making the youth employable?" at one day Seminar on "Augmenting Employability Skills in Management Education" held at SDM College of Business Management, Mangaluru on 30 January 2020.
- Presented and published paper titled " A study on Socio Economic impact of MGNREGA on beneficiaries in Dakshina Kannada District" at national conference organised by Dr. G Shankar govt. women's first grade college & P.G Study Centre, Ajjarkadu, Udupi on 31 January 2020 with ISSN 2320-5504.
- Attended, presented and published a paper titled "A study on art of balancing tradition and technology in food service with special reference to Dakshina Kannada Mobile kitchens" in one day National Conference on "Women Entrepreneurship in Tourism and Hospitality Industry in India" organised by Moti Mahal College of Hotel Management, Mangaluru on 1 February 2020.
- Attended, presented and published a paper titled "Role of Women in sustainable Development" in two days National Seminar on "Sustainable Development Goals : The Indian Story" organised by Indian School of Institute, Bangalore held at St. Aloysius college, Mangaluru on 13 and 14 February 2020.
- Attended and presented a joint paper titled "Recruiting and Retaining millennial talent – A study with reference to Dakshina Kannada" at National seminar on Transforming India: Issues and Challenges organized by Besant Evening College, Mangaluru on 15 February 2020.

- Attended and presented a joint paper titled "Impact of social entrepreneurship on start up business" at national conference on Social Entrepreneurship – A gateway of Societal Transformation organised by SDM College of Business Management in association with Selco Foundation on 11 February 2020
- Attended, presented and published a joint paper titled "Impact of Social Entrepreneurship on Start up Business with special reference to Dakshina Kananda District" at one day National level conference on "Start ups in India" organised by MSNM Besant Institute of PG studies, Mangaluru held on 20 February 2020. ISBN:978-93-5396-791-8.
- Attended, presented and published a paper titled "Impact of Amul products and its operation on the economy of Dakshina kannada District" in two days National conference on "Indian Economy in transition : Prospectus and Challenges of Co-operatives" organised by Mangaluru University Economics Association held on 19 and 20 February 2020.
- Attended one day workshop on 'NAAC peer team visit – Issues and concern' organized by SDM College of Business Management Post Graduate Centre for Management studies and research, Mangaluru on 15 February 2020.
- Attended and presented a paper titled "Recruiting and Retaining millennial talent – A study with reference to Dakshina Kannada" at national seminar on Transforming India: Issues and Challenges organized by Dept. of PG Studies in commerce and Research and development cell, Besant Evening College, Mangaluru on 15 February 2020.

DEPARTMENT OF MARKETING MANAGEMENT

MRS. KAVITHA PRABHU

- Attended and presented a paper on "An Empirical Study on Mobile Banking Services and Applications" at one day national conference on "Internet Of Things" organized by SDM college of Business Management, Mangaluru on 9 January 2020.
- Attended and presented a paper on "An Insight to National Skill Development in India" at one day seminar on "Augmenting Employability Skills In Management Education" organized by SDM college of Business Management, Mangaluru on 30 January 2020.
- Presented and published a paper on "Students Discernment towards Ethics and CSR – A study with reference to Mangaluru City" at one day national conference on "Contemporary Issues In Commerce And Management " organized by Dr G Shankar Govt Women's First Grade College and P G Study Centre, Ajjarkadu, Udupi on 31 January 2020 with ISSN: 2320-5504.
- Attended and presented a paper titled "The Role of Youth Entrepreneurship and its effect for the Indian economy" at one day national conference on "Social Entrepreneurship – A Gate of Societal Transformation" organized by SDM college of Business Management, Mangaluru in association with SELCO foundation on 11 February 2020.
- Published a paper titled "Students' Perception towards Ethics and CSR- A Study with reference to Mangaluru City in ISBN Journal No: 978-81-92-4545-0-4.
- Presented a paper on "An Empirical study on Artificial Intelligence and Human Resource Management in IT Sector" at two-days National Conference on "Emerging Business Trends [EBT]-2020" held at Mangaluru University, Mangalagangothri, Konaje on 4 and 5 March 2020.

MRS. SHWETHA Y.

- Attended BBA First semester CBCS subject workshop organized by Forum of business management Teachers, Mangaluru University, Mangaluru at Dr. NSAM First Grade College, Nitte on 6 July 2019.
- Attended one day faculty development programme on "Innovative Pedagogy" on 18 October 2019 at MSNM Besant Institute of PG Studies, Mangaluru
- Attended and presented a paper on "Enrichment of Employability Skill among Management Students" at one day National conference on "Internet of Things" organized by SDM college of Business Management, Mangaluru on 30 January 2020.
- Attended and presented a paper on "A Study on Consumer Satisfaction on Online Shopping" at one day National conference on "Internet of Things" organized by SDM College of Business Management, Mangaluru on 9 January 2020.
- Presented and published a paper titled "A Study on Consumer Satisfaction on Online Shopping" in National Conference on "Contemporary Issues in Commerce and Management" organized by Dr. G. Shankar Govt Women's First Grade College of P.G. Study Centre, Ajjarkadu, Udupi on 31 January 2020 with E- ISSN : 2347-4793 impact factor 6.58
- Attended a B.Com syllabus revision workshop organized by St. Aloysius Evening College, Mangaluru on 3 January 2020.
- Attended and presented a paper on "Social Entrepreneurship and its future opportunities" at one day National conference on "Social Entreprenuership – A gateway of societal Transformation" organized by SDM college of Business Management B.Com Department on 11th February 2020.

- Attended and presented a paper on "A Study On Consumer Satisfaction On E -Shopping" at one day National conference on "Techno 2020" organized by SDM PG Centre for management studies and research on 6 March 2020.

MRS. DEEPASHREE SHENOY

- Attended and presented paper on "A study on perception of youth entrepreneurs of small scale industries towards Government funds" at one day seminar on "Augmenting Employability Skills In Management Education" organized by SDM college of Business Management, Mangaluru on 30 January 2020.
- Attended, Presented and Published research paper titled "A study on Consumer behavior towards fast moving consumer goods with reference to rural areas of Dakshina Kannada District" at National conference on "Contemporary Issues in Commerce and Management" organised by Dr. G Shankar govt. women's first grade college & P.G study centre, Ajjarkadu, Udupi on 31 January 2020with ISSN: 2320-5504 impact factor 6.58.
- Attended and presented a paper titled "Whether Digitalization is a solution to our learning models ?" at one day National Conference on "Internet of Things" at SDM College of Business Management, Mangaluru on 09 January 2020.
- Participated as a delegate in one-day workshop on "Choice based credit System(CBCS) of II sem BBA" organised by Poornaprajna College and PG Centre,Udupi and FOBMAT, Mangaluru University on 4 January 2020 at Poornaprajna, College, Udupi.
- Attended and presented a joint paper titled "Impact of social entrepreneurship on start up business" at national conference on Social Entrepreneurship – A gateway of Societal Transformation organised by SDM College of Business Management in association with Selco Foundation on 11 February 2020

MRS. RASHMI T.

- Attended one day faculty development programme on "Innovative Pedagogy" on 18 October 2019 at MSNM Besant Institute of PG Studies, Mangaluru.
- Was a resource person for conducting a workshop on "E-Banking Services" at SDM P.G. Centre for Management Studies and Research, Mangaluru on 16 September 2019.
- Attended and Presented a paper on "Consumer Perception towards E-Banking Services with reference to Mangaluru Region, Dakshina Kannada" at one day Seminar on "Internet of Things" at SDM College of Business Management, Mangaluru on 09 January 2020
- Attended, presented & published a paper titled "Impact of work – Life balance among women teaching faculty in undergraduate educational institutions with special reference to Mangaluru city"at a National conference organised by Dr. G Shankar govt. women's first grade college & P.G study centre Ajjarkadu, Udupi on 31 January 2020with ISSN: 2347-4793(Online)impact factor 6.58.
- Presented a paper on "Is skill development making the youth employable?" at one day Seminar on "Augmenting Employability Skills in Management Education" held at SDM College of Business Management, Mangaluru on 30 January 2020.

MR. AKSHITH KUMAR K.

- Attended faculty development programme on "Advanced trading strategies in Futures and options" organized by Mangaluru Institute of Technology and Engineering college, Moodabidri on 23rd August 2019.
- Presented a paper titled "The Role of Industry 4.0 in Sustainable development of India- A Study with Special Reference to Mangaluru City" at a two days National Conference on "Role of Institutional Functioning in the Development of Agriculture and Business Dynamics" organized by the Department of Post Graduate Studies and Research in Commerce, Mangalagangothri, Mangaluru University on 25 and 26 October 2019.
- Attended and presented a paper titled "The impact of industry 4.0 in sustainable development of nation – a study with reference of Mangaluru city" at one day national conference on "Internet Of Things" organized by SDM college of Business Management, Mangaluru on 09 January 2020.
- Attended and presented and published research paper titled "A study on customers attitude and perception towards digital food delivery apps – Zomato and Swiggy in Mangaluru" at National conference on "Contemporary Issues in Commerce and Management" organised by Dr. G Shankar Govt. women's First Grade College & P.G Study Centre, Ajjarkadu, Udupi on 31 January 2020 with ISSN: 2320-5504 impact factor 6.58.
- Attended and presented a paper titled "Innovation in Education"at a national conference organised by Karnataka Rajya Mahavidyalaya Shikshakasangha in collaboration with Mangaluru University, Mangaluru and NAAC Bengaluru at SDM College Auditorium, Mangaluru on 11 January 2020.
- Attended, presented and published a paper titled "A study on awareness while investing in real estate and gold among the middle classes in dakshinakannada district" at a international conference organised by Govindadasa college Surathkal, Mangaluru on 13 and 14 January 2020 with ISSN No. 0474-9030.

- Attended and presented a joint paper titled "Social Entrepreneurship – A path for Sustainable Socio – economic development and environmental protection" at national conference on Social Entrepreneurship – A gateway of Societal Transformation organised by SDM College of Business Management in association with Selco Foundation on 11 February 2020.
- Attended one day workshop on 'NAAC peer team visit – Issues and concern' organized by SDM College of Business Management Post Graduate Centre for Management studies and research, Mangaluru on 15 February 2020.

DEPARTMENT OF HUMAN RESOURCE MANAGEMENT

MRS. ANASUYA

- Attended one day faculty development programme on "Innovative Pedagogy" on 18 October 2019 at MSNM Besant Institute of PG Studies, Mangaluru.
- Presented and Published a research paper titled "A Study of Challenges and Opportunities of High Tech Entrepreneurship in India" in National Conference on "Contemporary Issues in Commerce and Management" organized by Dr. G. Shankar Govt Women's First Grade College of P.G. Study Centre, Ajjarkadu, Udupi on 31 January 2020 with E- ISSN : 2347-4793 impact factor 6.58
- Attended one day seminar on "Augmenting Employability Skills in Management Education" organized by the Department Management, SDM College of Business Management, Mangaluru on 30th January 2020 and presented a paper titled "Innovative Technology Enterprenurial Skill Orientation among the Students".
- Attended one day National Conference on "Internet of Things" organized by SDM College of Business Management, Mangaluru on 9 January 2019 and presented a research paper entitled "A Study of Online Gaming Disorder Prevalence among Youth of Mangaluru."
- Attended a B.Com syllabus revision workshop organized by St. Aloysius Evening College, Mangaluru on 3 January 2020.
- Attended a National Conference on "Social Entrepreneurship - A Gateway of Social Transformation" organised by SDM College of Business Management in association with Selco Foundation on 11 February 2020 and presented a paper titled "Human Resource Management and Social Media".
- Published a paper titled "Next Generation Innovations in Agriculture: The role of Technology in Sustainable Economic Development" in ISBN Journal No: 978-81-92-4545-0-4

MRS. PREETHIKA DHARMAPAL

- Presented a paper on "E-Banking Challenges and Opportunities in India" at one day national conference on "Innovative Banking In Digital Era" organized by Poornaprajna College and Post Graduate Centre, Udupi, on 10 April 2019.
- Attended and presented a paper on "An Empirical Study On Online Banking –Challenges And Opportunities in the Indian Banking Sector " at one day national conference on "Internet Of Things" organized by SDM college of Business Management Mangaluru on 09 January 2020.
- Attended and presented a paper on "A Study on the Requirement Of Skill Development For The Success Of "Make In India Project" at one day seminar on "Augmenting Employability Skills In Management Education" organized by SDM college of Business Management, Mangaluru on 30 January 2020.
- Presented & published a paper on "Role of Microfinance Institutions In Rural Entrepreneurship- Challenges & Suggestions" at one day national conference on "Contemporary Issues In Commerce And Management" organized by Dr. G Shankar Govt Women's First Grade College And P G Study Centre, Ajjarkadu, Udupi on 31 January 2020 with ISSN: 2320-5504 impact factor 6.58.
- Attended and presented a paper titled "Role of Entrepreneur towards Economic Development in India" at one day national conference on "Social Entrepreneurship –A Gate of Societal Transformation" organized by SDM college of Business Management, Mangaluru in association with SELCO foundation on 11 February 2020.

MS. PARINITA SALIAN

- Presented a paper titled "A Survey Analysing the Students' Awareness on Usage of Cloud Computing in Higher Education" at a two days National Conference on "Role of Institutional Functioning in the Development of Agriculture and Business Dynamics" organized by the Department of Post Graduate Studies and Research in Commerce, Mangalagangothri, Mangaluru University on 25 and 26 October 2019.
- Attended and presented a paper on "A Study on Consumer Behaviour towards Online Shopping of Apparels" at one-day National Conference on "Internet of Things" held at SDMCBM on 9 January 2020
- Attended and presented a paper on "A Study on Skill India Schemes for Entrepreneurship Development in India" at one-day Seminar on "Augmenting Employability Skills in Management Education" held at SDMCBM on 30th January 2020

- Presented and published a paper on "A Study on Factors Affecting Consumer's Willingness to Buy Organic Products" at one-day National Conference on "Contemporary issues in Commerce and Management" held at Dr. G. Shankar Govt. Women's First Grade College & P.G. Study Centre, Ajjarkadu on 31 January 2020 with E-ISSN-2347-4793, Impact Factor 6.58
- Attended and presented a paper titled "Challenges and Opportunities of Social Entrepreneurship in India" at one-day National Conference on "Social Entrepreneurship –A Gate of Societal Transformation" organized by SDM college of Business Management Mangaluru in association with SELCO foundation on 11 February 2020.

DEPARTMENT OF COMMERCE

MRS. MANJU H.

- Attended and presented a paper, titled "Design and Implementation of a cloud Based Health Care Information System Model" at HALO -2019 organized by A. J. Institute of Medical Sciences, Mangaluru on 14 and 15 June 2019.
- Attended one day workshop on 'First Semester CBCS B.com Programme' organized by Mangaluru University Commerce Teachers Association (MUCTA) on 29 June 2019 at Sri Durga Parameshwari Temple First Grade College, Kateel.
- Attended BBA First semester CBCS subject workshop organized by Forum of business management Teachers, Mangaluru University, Mangaluru at Dr. NSAM First Grade College, Nitte on 6 July 2019.
- Attended BOS meeting of BA (HRD) held at SDM college on 4th September 2019.
- Attended BOE BA(HRD) meeting on 12 September 2019 at SDM College of Business Management, Mangaluru.
- Attended a workshop on "Institutional preparedness in the implementation of the new education policy of India" organized by SDM College, Ujire on 28th November 2019.
- Presented paper on "Importance of enriching employability skills among management graduates", at one day seminar on 'Augmenting Employability Skills in Management Education' held at SDM College of Business Management, Mangaluru on 30 January 2020.
- Presented & published a paper on "Consumer Awareness on Green Banking Initiatives By selected Private Sector Banks"in International Conference on "Emerging issue and trends in intellectual Capital and Innovative Management Practices in the Global Economy" on 13 & 14 January 2020 at Govinda Dasa College, Surathkal with ISBN No. 978-96-5396-158-9
- Attended National Conference on "Contemporary Issues in Commerce and Management" and published a paper on "Customer Perception on Digital Banking" on 31 January 2020 at Ajjarakadu Women's College, Udupi with ISSN: 2320-5504.
- Presented paper on "Consumer Awareness on E-Banking", at one day National Conference on 'Internet of Things' held at SDM College of Business Management, Mangaluru on 9 January 2020.
- Participated as a delegate in one-day workshop on "Choice based credit System(CBCS) of II sem BBA" organised by Poornaprajna College and PG Centre,Udupi and FOBMAT, Mangaluru University on 4 January 2020 at Poornaprajna, College, Udupi.
- Attended a B.Com syllabus revision workshop organized by St. Aloysius Evening College, Mangaluru on 3 January 2020.
- Coordinated a National Conference on "Social Entrepreneurship - A Gateway of Social Transformation" organised by SDM College of Business Management in association with Selco Foundation on 11 February 2020.
- Attended and presented a paper on "Customer Perception Towards Modern Banking" at one day national conference on "Techno 2020" held at SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangaluru on 6 March 2020.

MR. THILAK RAJ

- Attended one day workshop on 'First Semester CBCS B.com Programme' organized by Mangaluru University Commerce Teachers Association (MUCTA) on 29 June 2019 at Sri Durga Parameshwari Temple First Grade College, Kateel.
- Presented a paper on "A Study On Customer Awareness And Satisfaction Towards E- Banking Facilities Provided By Banks In Digital Era" at one day national conference on "Innovative Banking In Digital Era" organized By Poornaprajna College And Post Graduate Centre Udupi on 10 April 2019.
- Attended BOE meeting of BA (HRD) on 12 September 2019 at SDM College of Business Management, Mangaluru.
- Participated and presented a paper titled "A study on Cyber Crimes and Information Security : Threats and Solutions" in the National Conference on "Internet of Things" held on 09 January 2020 organized by SDM College of Business Management, Mangaluru.
- Participated and presented a paper titled "A study on Professional Development

of Teachers in Higher Education" in the National Conference on "Challenges of Higher Education: Teachers Inititative" held on 11 January 2020 organized by Karnataka Rajya Mahavidyalaya Shikshaka Sangha, Mangaluru.

- Participated and presented a paper titled "A study on Analysis of GAP between Management education and Employability" in the National Conference on "Augment Employability Skills in Management Education" held on 30 January 2020 organized by SDM College of Business Management, Mangaluru.
- Presented and published a paper on "A study on Customer Perception towards Green Banking" at one-day National Conference on "Contemporary issues in Commerce and Management" held at Dr. G. Shankar Govt. Women's First Grade College & P.G. Study Centre, Ajjarkadu on 31 January 2020 with E-ISSN-2347-4793, Impact Factor 6.58
- Participated and presented a paper titled "A study on Growing Trends of Online Hotel Booking in Mangaluru" in the National Conference on "Women Entrepreneurship in Tourism & Hospitality Industry in India" held on 01 February 2020 organized by Moti Mahal College of Hotel Management, Mangaluru.
- Participated and presented a paper titled "A study on Social Entrepreneurships: A Critical Review of the Concept" in the National Conference on "Social Entrepreneurships – A Gateway of Social Transformation" held on 11 February 2020 organized by SDM College of Business Management, Mangaluru.
- Attended and presented a paper on "Customer Perception Towards Modern Banking" at one day national conference on "Techno 2020" held at SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangaluru on 6 March 2020.
- Attended one day faculty development programme on "Innovative Pedagogy" on 18 October 2019 at MSNM Besant Institute of PG Studies, Mangaluru.
- Attended and presented a paper tiltled "A Study on Performance of Selected Mutual Fund Schemes in India using Sharpe Ratio" at a National Conference "Anuvarthi" organized by SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangaluru in association with The Institute of Company Secretaries India on 1 & 2 November 2019.
- Attended and presented a paper on "Enrichment of Employability Skill among Management Students" at one day National conference on "Internet of Things" organized by SDM college of Business Management, Mangaluru on 30 January 2020.
- Attended and presented a paper on "A Study on Consumer Satisfaction on Online Shopping" at one day National conference on "Internet of Things" organized by SDM College of Business Management, Mangaluru on 9 January 2020.
- Presented and published a paper titled "A Study on Consumer Satisfaction on Online Shopping" in National Conference on "Contemporary Issues in Commerce and Management" organized by Dr. G. Shankar Govt Women's First Grade College of P.G. Study Centre, Ajjarkadu, Udupi on 31 January 2020 with E- ISSN : 2347-4793 impact factor 6.58
- Attended and presented a paper on "Social Entrepreneurship and its future opportunities" at one day National conference on "Social Entreprenuership – A gateway of societal Transformation" organized by SDM college of Business Management BCom Department on 11th February 2020.

MRS VEENA D. KOTIAN

- Attended one day faculty development programme on "Innovative Pedagogy" on 18 October 2019 at MSNM Besant Institute of PG Studies, Mangalore.
- Attended and presented a paper tiltled "A Study on Performance of Selected Mutual Fund Schemes in India using Sharpe Ratio" at a National Conference "Anuvarthi" organized by SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangalore in association with The Institute of Company Secretaries India on 1 & 2 November 2019.
- Attended and presented a paper on "Enrichment of Employability Skill among Management Students" at one day National conference on "Internet of Things" organized by SDM college of Business Management, Mangaluru on 30 January 2020.
- Attended and presented a paper on "A Study on Consumer Satisfaction on Online Shopping" at one day National conference on "Internet of Things" organized by SDM College of Business Management, Mangaluru on 9 January 2020.
- Presented and published a paper titled "A Study on Consumer Satisfaction on Online Shopping" in National Conference on "Contemporary Issues in Commerce and Management" organized by Dr. G. Shankar Govt Women's First Grade College of P.G. Study Centre, Ajjarkadu, Udupi on 31 January 2020 with E- ISSN : 2347-4793 impact factor 6.58
- Attended and presented a paper on "Social Entrepreneurship and its future opportunities" at one day National conference on "Social Entreprenuership – A gateway of societal Transformation" organized by SDM college of Business Management BCom Department on 11 February 2020.

MR. SUMESH MATADA

- Attended faculty development programme on "Advanced trading strategies in Futures and options" organized by Mangaluru Institute of Technology and Engineering college, Moodabidri on 23 August 2019.
- Presented a paper titled "Recruiting and Retaining Millennial Talent" at a two days National Conference on "Role of Institutional Functioning in the Development of Agriculture and Business Dynamics" organized by the Department of Post Graduate Studies and Research in Commerce, Mangalagangothri, Mangaluru University on 25 and 26 October 2019.
- Presented & Published a paper on "A study on socio-economic status of rural entrepreneurship with reference to Dakshina Kannada" in International Conference on "Emerging issues and trends in intellectual capital and innovative management practices in the Global economy" organised by Govindadasa College, Surathkal on 13 & 14 January 2020 with ISBN No. 978-96-5396-158-9
- Presented a paper on "Application of Data Mining Techniques for Graduates Employability" at one day Seminar on "Augmenting Employability Skills in Management Education" held at SDM College of Business Management, Mangaluru on 30 January 2020.
- Attended and Presented a paper on "Role of IT in Indian Textile Industry" at one day National Conference on "Internet of Things" at SDM College of Business Management, Mangaluru on 09 January 2020.
- Attended a National conference on "Challenges of higher education: Teacher initiatives" organised by Karnataka Rajya Mahavidyalaya Shikshakasangha on 11 January 2020 at SDM Law College, Mangaluru.
- Attended a B.Com syllabus revision workshop organized by St. Aloysius Evening College, Mangaluru on 3 January 2020.
- Presented and published a paper titled "A Study on Women Empowerment in Corporate Sector and Indian Constitution Role with Special Reference to Dakshina Kannada District" at one day National Conference on "Women Entrepreneurship in Tourism & Hospitality Industry in India" organised by Mothi Mahal College of Hotel Management, Mangaluru on 01 February 2020. ISBN:9788194034506
- Presented a paper titled "Role of Social Entrepreneur Creating Employment in Underserved Areas- A Conceptual Study" at one day National Conference on "Social Entrepreneurship – A Gateway of Societal" organized by SDM College of Business Management, Mangaluru in association with SELCO foundation on 11 February 2020.
- Attended, presented and published a joint paper titled "Impact of social entrepreneurship on start up business with special reference to Dakshina Kananda District" at one day National level conference on "Start ups in India" organised by MSNM Besant Institute of PG studies, Mangaluru held on 20 February 2020. ISBN:978-93-5396-791-8.
- Organized one day Workshop on "Know Your Rights" at SDM College of Business Management, Mangaluru in association with D.K. District Consumer Information Centre and D.K. District Federation of Consumer Organization on 19 February 2020.
- Was awarded III place in "Best District Consumer Course Director" by D.K. District Consumer Information Centre and D.K. District Federation of Consumer Organization.

DEPARTMENT OF ECONOMICS

MRS. SHASHIKALA K.G.

- Attended one-day CBCS syllabus based workshop organized by Mangaluru University Economics Association on 25 June 2019 at University College, Mangaluru.
- Was the resource person in one day BBA First semester CBCS subject workshop organized by Forum of business management Teachers, Mangaluru University, Mangaluru at Dr. NSAM First Grade College, Nitte on 6 July 2019.
- Attended a National seminar on "Banking before and after Nationalisation" organized by St. Aloysius College (Autonomous) Mangaluru, on 19 July 2019.
- Attended one day training programme on Electors Verification Programme organized by SWEEP Club, Dakshina Kannada District, Mangaluru at University College, Mangaluru on 11 September 2019
- Presented a paper on "An Empirical Study on Online Banking –Challenges and Opportunities in the Indian Banking Sector" in National Conference on "Internet of Things" organized by SDM College of Business Management, Mangaluru on 9 January 2020.
- Presented and published a paper on "Inventive Teaching and Learning Methodologies for Higher Education Institutions "at one day National conference on "Contemporary issues in commerce and Management" organized by Dr. G. Shankar Govt. Women's First Grade College and P.G Center Ajjarkadu, Udupi on 31 January 2020 with ISSN:2320-5504, impact factor 6.58.

- Presented a paper on "Importance of Employability Skills Enriching among Management Graduates" at one day seminar on "Augmenting Employability Skills in Management Education" organized by SDM College of Business Management, Mangaluru on 30 January 2020.
- Presented a paper on "Women Entrepreneurs in India - Emerging Issues and Challenges"at one day National conference on "Social Entrepreneurship-A Gate of social Transformation" organized by SDM College Of Business Management, Mangaluru in association with SELCO foundation on 11 February 2020.
- Attended a Zoom meeting for Rovers and Rangers leaders headed by M. Prabhakara Bhat on the topic D. K. District RSL and RL on 4 May 2020.

MR.PRASANNA KUMAR T.

- Attended as International Education Meet, on 12 September 2019 at Hotel Lalit Ashoka organized by K2K Education.
- Presented a paper on "Impact of vocational courses on talent management students at selected degree colleges in Kodagu District" at one day Seminar on "Augmenting Employability Skills in Management Education" held at SDM College of Business Management, Mangaluru on 30 January 2020.
- Attended, presented & published a paper titled "Impact of work – Life balance among women teaching faculty in undergraduate educational institutions with special reference to Mangaluru city"at a National conference organised by Dr. G. Shankar govt. women's first grade college & P.G study centre Ajjarkadu, Udupi on 31 January 2020with ISSN: 2347-4793(Online)impact factor 6.58.
- Presented and published a paper on "Customer Loyality in Buying through E-Commerce Websites: A Study with Special Reference to Mangaluru Taluk " at one day National Conference on Contemporary Issues in Commerce and Management , at Dr. G. Shanker Govt Women's First Grade College & P.G Study Center, Ajjarkadu Udupi on 31 January 2020with ISSN: 2347-4793(Online) impact factor 6.58..
- Attended and Presented a paper on "Role of IT in Indian Textile Industry" at one day National Conference on "Internet of Things" at SDM College of Business Management, Mangaluru on 09 January 2020
- Participated as a delegate in one-day workshop on "Choice based credit System(CBCS) of II sem BBA" organised by Poornaprajna College and PG Centre,Udupi and FOBMAT, Mangaluru University on 4 January 2020 at Poornaprajna, College, Udupi.

DEPARTMENT OF BUSINESS LAW

MRS. SUPRITHA

- Attended BOS meeting of BA (HRD) held at SDM college on 4th September 2019.
- Was a resource person on for conducting a workshop on "Awareness on Investment in Stocks" at SDM P.G. Centre on 16 September 2019.
- Attended and presented paper on the topic "A study on Issues and challenges of ICT in student learning and evaluation with reference to University affiliated Colleges in Mangaluru City" at one day national conference on "Internet of Things" organized by SDM College of Business Management, Mangaluru on 09 January 2020.
- Attended and presented paper on "A study on perception of youth entrepreneurs of small scale industries towards Government funds" at one day seminar on "Augmenting Employability Skills In Management Education" organized by SDM college of Business Management, Mangaluru on 30 January 2020.
- Attended, Presented and Published research paper titled "A study on Consumer behavior towards fast moving consumer goods with reference to rural areas of Dakshina Kannada District" at National conference on "Contemporary Issues in Commerce and Management" organised by Dr. G Shankar govt. women's first grade college & P.G study centre, Ajjarkadu, Udupi on 31 January 2020with ISSN: 2320-5504 impact factor 6.58.
- Participated as a delegate in one-day workshop on "Choice based credit System(CBCS) of II sem BBA" organised by Poornaprajna College and PG Centre, Udupi and FOBMAT, Mangaluru University on 4 January 2020 at Poornaprajna, College, Udupi.
- Attended and presented a joint paper titled "Impact of social entrepreneurship on start up business" at national conference on Social Entrepreneurship – A gateway of Societal Transformation organised by SDM College of Business Management in association with Selco Foundation on 11 February 2020
- Published a paper titled "Students' Perception towards Ethics and CSR- A Study with reference to Mangaluru City in ISBN Journal No: 978-81-92-4545-0-4

MS. SANJANA

- Attended one day workshop on 'First Semester CBCS B.com Programme' organized by Mangaluru University Commerce Teachers Association (MUCTA) on 29 June 2019 at Sri Durga Parameshwari Temple First Grade College, Kateel.

- Participated in 'Faculty Knowledge Sharing Program on Innovative Teaching Strategies' that improve student engagement organized by ICFAI Business School at Hotel Deepa Comforts, Mangaluru on 23 August 2019.
- Participated in Journalism Course-2019 organized by Sandesha Foundation, Mangaluru in collaboration with Canara Communication Centre and St. Agnes College, Mangaluru from 15 July to 02 August 2019.
- Attended one day faculty development programme on "Innovative Pedagogy" on 18 October 2019 at MSNM Besant Institute of PG Studies, Mangaluru.
- Attended and Presented paper titled 'The role of Industry 4.0 in sustainable development of India – A study with special reference to Mangaluru City' at National conference on Role of institutional financing in the development of agriculture organised by Dept of PG studies and Research in commerce, Mangaluru University, Mangalagangothri on 25th and 26th October 2019 at Mangaluru University, Mangalagangothri.
- Attended and Presented paper titled 'Does India really need a Direct Tax Code? – A study with special reference to Tax planners of Mangaluru city' at National conference on ANUVARTHI (Business Needs Governance) organised by SDM college of business management post graduate centre for management studies and research on 1st and 2nd November 2019 at SDM college, Mangaluru.
- Participated in Nitte – KBL MSME Conclave 2019 organised by Justice K.S.Hegde Institute of Management, Nitte, on 7th December 2019 at Hotel Ocean Pearl, Mangaluru.
- Attended a conference on "Future of primary and high school education" organised by Mangala English Medium School, Mangaluru, on 13th December 2019 at Samaja Bhavana, Mangaluru.
- Participated as a delegate in one-day workshop on "Choice based credit system(CBCS) of II sem BBA" organised by Poornaprajna College and PG centre, Udupi and FOBMAT, Mangaluru university on 4th January 2020 at Poornaprajna college, Udupi.
- Attended and presented a paper titled "The impact of industry 4.0 in sustainable development of nation – a study with reference of Mangaluru city" at one day national conference on "Internet Of Things" organized by SDM college of Business Management, Mangaluru on 09 January 2020.
- Attended and presented paper titled "Dealing with envious colleagues in teaching profession – a study on perception of faculties in Mangaluru city" at National conference on "Challenges of higher education: Teacher initiatives" organised by Karnataka Rajya Mahavidyalaya Shikshaka Sangha on 11 January 2020 at SDM Law College, Mangaluru.
- Attended, presented & published a paper titled 'Impact of Digitalization on Kirana Stores – A study with reference to Mangaluru city' at International conference on emerging issues and trends in intellectual capital and innovative management practices in the global economy organised by Govinda Dasa College, Surathkal on 13 and 14 January 2020 at Govinda Dasa college, Surathkal with ISSN 0474-9030.
- Attended and presented a paper titled "Government Initiatives for developing skills of Indian youth" at one day Seminar on "Augmenting Employability Skills in Management Education" held at SDM College of Business Management, Mangaluru on 30 January 2020.
- Attended, Presented and Published research paper titled "A study on customers attitude and perception towards digital food delivery apps – Zomato and Swiggy in Mangaluru" at National conference on "Contemporary Issues in Commerce and Management" organised by Dr. G Shankar govt. women's first grade college & P.G study centre, Ajjarkadu, Udupi on 31 January 2020with ISSN: 2320-5504 impact factor 6.58.
- Attended and presented a paper titled "Social Entrepreneurship – A path for Sustainable Socio – economic development and environmental protection" at national conference on Social Entrepreneurship – A gateway of Societal Transformation organised by SDM College of Business Management in association with Selco Foundation on 11 February 2020.
- Attended and presented a paper titled "Recruiting and Retaining millennial talent – A study with reference to Dakshina Kannada" at National seminar on Transforming India: Issues and Challenges organized by Besant Evening College, Mangaluru on 15 February 2020.
- Attended one day workshop on 'NAAC peer team visit – Issues and concern' organized by SDM College of Business Management Post Graduate Centre for Management studies and research, Mangaluru on 15 February 2020.
- Organized one day Workshop on "Know Your Rights" at SDM College of Business Management, Mangaluru in association with D.K. District Consumer Information Centre and D.K. District Federation of Consumer Organization on 19 February 2020.
- Attended a one day seminar 'INSIGHT 2020 on 'Women's Wellbeing' organised by Lions Club International at Lions Seva Mandir, Mallikatte, Mangaluru on 9 March 2020.

DEPARTMENT OF COMPUTER APPLICATION

MRS. DIVYA UCHIL

- Attended a "Workshop on Choice Based Credit System in Undergraduate Degree Programme" on 7 June 2019 at Besant Evening College, Mangaluru.
- Attended and presented a paper, titled "Design and Implementation of a cloud Based Health Care Information System Model" at HALO -2019 organized by A.J. Institute of Medical Sciences, Mangaluru on 14 and 15 June 2019.
- Attended a one day workshop on "Choice Based Credit System in First Semester BCA, B.Sc. Computer Science, B.Com-Computer Application and B.A.- Data Processing" held on 5 July 2019 at Canara First Grade College, Mangaluru.
- Coordinated one day National Conference on "Internet of Things" on 9 January 2020 and presented a research paper entitled "Cloud Computing for Rural India."
- Participated at the III International Conference on "Innovation and Digitalisation-Strategies for Global Collaboration" at St.Agnes College, Centre for Post Graduate Studies and Research, Mangaluru and presented a paper titled "Next Generation Innovation with a purpose: The role of Technology in Accelerating Communication" on 20 January 2020.
- Participated in one day seminar on "Augmenting Employablity skills in Management Education" at SDM College of Business Management, Mangaluru and presented a paper titled on "Current Scenario of e-waste management in India :Issues and Strategies" on 30 January 2020.
- Attended and presented a paper titled "Transaction Security for Internet E-Commerce Application" at one-day National Conference on "Social Entrepreneurship- A Gateway of Societal Transformation" held at SDM College of Business Management in association with Selco Foundation on 11 February 2020
- Published a paper on "Next Generation Innovations in Agriculture: The Role of Technology In Sustainable Economic Development" in UGC recognized Journal of Emerging Technologies and Innovative Research (JETIR), Journal No: 63975, ISSN: 2349-5162 with Impact Factor :5.87, Volume 7, Issue 3 , March 2020.
- Attended and presented a paper on "Design for a Parking System Using Internet of Things Integrated With Cloud " at one day national conference on "Techno 2020" held at SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangaluru on 6 March 2020.

MR. ARUN F. SEQUEIRA

- Attended one day National Level Seminar on the topic "Ïnsights on CBCS and MOOC in Higher Education System" organized by Association of Mangaluru University College Teachers- AMUCT in association with St. Agnes College (Autonomous), Mangaluru on 28 June 2019 at St. Agnes College, Mangaluru.
- Attended one day conference on the topic "New Education Policy" organized by SDM College (Autonomous), Ujire on 29 July 2019.
- Appointed as a Board of Examiners in Computer Application at St. Agnes College (Autonomous), Mangaluru and attended the BOE meeting on 30th August 2019.
- Attended one day National Conference on "Internet of Things" organized by SDM College of Business Management, Mangaluru on 9 January 2019 and presented a research paper entitled "A Study of Online Gaming Disorder Prevalence among Youth of Mangaluru."
- Attended a National Conference on the topic "Challenges of Higher Eduation - Teacher Initiatives: Quality-Curriculum-Ethics" organized by Karnataka Rajya Mahavidyalaya Shikshak Sangha ® in collaboration with Mangaluru University, Mangaluru and National Assessment and Accreditation Council (NAAC), Bengaluru on 11th January 2020 and presented a paper titled "Innovaton In Education" at SDM College Auditorium, Mangaluru.
- Attended one day seminar on "Augmenting Employability Skills in Management Education" organized by the Department Management, SDM College of Business Management, Mangaluru on 30th January 2020 and presented a paper titled "Innovative Technology Enterprenurial Skill Orientation among the Students".
- Attended a National Conference on the topic "Contemporary Issues in Commerce and Management" organized by the Department Commerce and Management, Dr. G. Shankar Govt. Women's First Grade College & P.G. Centre, Ajjarakadu, Udupi on 31 January 2020 and published a paper titled "A Study on Consumer Awareness Among Rural Women of Karkala Taluk" with ISSN: 2320-5504.
- Appointed as a Board of Examiners in Computer Application at St. Agnes College (Autonomous), Mangaluru and attended the BOE meeting on 3rd February 2020.
- Attended a National Conference on "Social Entrepreneurship - A Gateway of

Social Transformation" organised by SDM College of Business Management in association with Selco Foundation on 11 February 2020 and presented a joint paper titled "Human Resource Management and Social Media"

- Published a paper titled "Next Generation Innovations in Agriculture: The role of Technology in Sustainable Economic Development" in ISBN Journal No: 978-81-92-4545-0-4

MRS. SHASHIKALA SHETTY

- Attended a one day workshop on "Choice Based Credit System in First Semester BCA, B.Sc. Computer Science, B.Com-Computer Application and B.A.- Data Processing" held on 5 July 2019 at Canara First Grade College, Mangaluru.
- Presented a paper on the topic "Impact of deploying 'Artificial Intelligence Techniques' in the future class rooms at Higher Education Level" at two days International Conference on "Emerging Trends in Management, Information Technology and Education" organized by Shrinivas University, College of Management and Commerce held on 16th and 17th August 2019.
- Attended & presented a research paper entitled "Internet of Things: Ethical Challenges and Opportunities" in National Conference on "Internet of Things" organized by SDM College of Business Management, Mangaluru on 9 January 2020.
- Attended and presented a paper on "Role of Information Technology in Skill Development: Challenges and Opportunities" at one day seminar on "Augmenting Employability Skills in Management Education" organized by SDM College of Business Management, Mangaluru on 30 January 2020
- Attended and presented paper titled "Social Entrepreneurship& Digital innovation" at National Conference "Social Entrepreneurship – A Gateway of Social Transformation" held at SDM College of Business Management, Mangaluru on 11th February2020.
- Attended and presented paper titled "E-Commerce Revolution in Digital India Initiatives: Challenges and Opportunities" at National Seminar on "Transforming India : Issues & Challenges" organized by the Department of PG Studies in Commerce and Research and Development Cell, Besant Evening College in association with Mangaluru University Commerce Teachers' Association on 15th February 2020.
- Attended one day workshop on NAAC peer team visit – Issues and Concerns" organized by SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangaluru on 15th February 2020.

MRS. DEEPA D. HEGDE

- Attended a one day workshop on "Choice Based Credit System in First Semester BCA, B.Sc. Computer Science, B.Com-Computer Application and B.A.- Data Processing" held on 5 July 2019 at Canara First Grade College, Mangaluru.
- Attended and presented a paper on "Smart Home Automation based on IoT and the Future" at one day Seminar on "Internet of Things" at Shri Dharmasthala Manjunatheswara College of Business Management, Mangaluru on 09 January 2020
- Presented and Published a paper on "Customer Loyality in Buying through E-Commerce Websites: A Study with Special Reference to Mangaluru Taluk" at one day National Conference on Contemporary Issues in Commerce and Management, at Dr. G. Shanker Govt Women's First Grade College & P.G Study Center, Ajjarkadu Udupi on 31 January 2020with ISSN: 2320-5504
- Presented a paper on "Application of Data Mining Techniques for Graduates Employability" at one day Seminar on "Augmenting Employability Skills in Management Education" held at SDM College of Business Management, Mangaluru on 30 January 2020.
- Presented and published a paper titled "A Study on Women Empowerment in Corporate Sector and Indian Constitution Role with Special Reference to Dakshina Kannada District" at one day National Conference on "Women Entrepreneurship in Tourism & Hospitality Industry in India" organised by Moti Mahal College of Hotel Management, Mangaluru on 01 February 2020. ISBN:9788194034506
- Presented a paper titled "Role of Social Entrepreneur Creating Employment in Underserved Areas- A Conceptual Study" at one day National Conference on "Social Entrepreneurship – A Gateway of Societal" organized by SDM College of Business Management, Mangaluru in association with SELCO foundation on 11 February 2020.
- Presented a paper on "An Empirical study on Artificial Intelligence and Human Resource Management in IT Sector" at two-days National Conference on "Emerging Business Trends [EBT]-2020" held at Managalore University, Mangalagangothri, Konaje on 4 and 5 March 2020.

MRS. SOWMYA JYOTHI

- Presented a paper titled "A Survey Analysing the Students' Awareness on Usage

of Cloud Computing in Higher Education" at a two days National Conference on "Role of Institutional Functioning in the Development of Agriculture and Business Dynamics" organized by the Department of Post Graduate Studies and Research in Commerce, Mangalagangothri, Mangaluru University on 25 and 26 October 2019.

- Attended & presented a research paper entitled "Merging Cloud with Internet of Things" in National Conference on "Internet of Things" organized by SDM College of Business Management, Mangaluru on 9 January 2020.
- Attended and presented a paper on "Information Technology and Youth Empowerment" at one day seminar on "Augmenting Employability Skills in Management Education" organized by SDM College of Business Management, Mangaluru on 30 January 2020
- Attended and presented a paper titled "Opportunities and Challenges for Rural Women Empowerment" at a one-day National Conference on "Social Entrepreneurship - A Gateway of Social Transformation" organised by SDM College of Business Management in association with SELCO Foundation on 11 February 2020.
- Presented a paper titled "Applications of Digital Twin Technology" at a one-day International Conference on "Innovations in Technology, Business and Management" organised by Nagarjuna group of Institutions in collaboration with Dhaka International University, Bangladesh at Nagarjuna Degree College, Bengaluru on 7 February 2020.

MRS. SHASHIPRABHA

- Invited as a chief guest for the 75th annual celebration of Kannada Moily Samaja Sudharaka Sangha, Urwa, Mangaluru on 2 June 2019.
- Published a research article titled "Teaching with Innovation- A study on Impact of Innovation in Teaching" with ISBN: 978-93-88805-50-6 Pp: 193-197.
- Presented a paper titled "A Switch from Traditional to Digital mode of Payment: An Assessment of Working Women of Mangaluru City" at a two days National Conference on "Role of Institutional Functioning in the Development of Agriculture and Business Dynamics" organized by the Department of Post Graduate Studies and Research in Commerce, Mangalagangothri, Mangaluru University on 25 and 26 October 2019.
- Attended and presented a paper titled "Accounting for Social Responsibility- An Evaluation of Mangaluru Refiner Petrochemicals Limited, Mangaluru" at a National Conference "Anuvarthi" organized by SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangaluru in association with The Institute of Company Secretaries India on 1 & 2 November 2019.
- Attended Orientation Programme in connection with the State Scholarship for the Principals and E-Attestation Officers organized by Government of Karnataka at Manipal University, Manipal on 22 November 2019.
- Presented a paper on the topic "A study on Impact of Information Explosion on Technological Innovations" at a National Conference on "Internet of Things" organized by SDM College of Business Management, Mangaluru on 9 January 2019.
- Attended and presented a paper on "Internship as a tool in enhancing employability skill- A Study on Alumni of Colleges in Mangaluru" at one day seminar on "Augmenting Employability Skills in Management Education" organized by SDM College of Business Management, Mangaluru, on 30 January 2020
- Presented a paper titled "Social Entrepreneurship as a tool in Amplifying Social Change- A Conceptual Study" at one-day National Conference on "Social Entrepreneurship - A Gateway of Social Transformation" organised by SDM College of Business Management in association with SELCO Foundation on 11 February 2020.
- Published a paper titled "Students' Perception towards Ethics and CSR- A Study with reference to Mangaluru City in ISBN Journal No: 978-81-92-4545-0-4.
- Attended a training programme on "Seva Sindhu" on 11 March 2020 organized by Mangaluru University, Mangalagangothri, Konaje.

MRS. RESHMI B.R.

- Authored a book titled "E-Commerce" for I B.Com (2019-20) affiliated to Mangaluru University with ISBN No: 978-93-89334-05-0 and was released on 19 August 2019.
- Attended and Presented a paper on "IOT on E-Marketing: The study on helping customers in choosing the best product" at one day Seminar on "Internet of Things" at Shri Dharmasthala Manjunatheswara College of Business Management, Mangaluru on 09 Jan. 2020.
- Presented a paper on "Impact of skill India initiatives on future professionals" at one day Seminar on "Augmenting Employability Skills in Management Education" held at Shri Dharmasthala Manjunatheswara College of Business Management, Mangaluru on 30 January 2020.
- Presented and Published a paper on "Customer Loyalty in Buying through

E-Commerce Websites: A Study with Special Reference to Mangaluru Taluk " at one day National Conference on Contemporary Issues in Commerce and Management , at Dr. G. Shanker Govt Women's First Grade College & P.G Study Center, Ajjarkadu Udupi on 31 January 2020 with ISSN: 2320-5504

- Attended and presented a paper titled "Protection Through Commercialisation of Traditional Knowledge and Patent Issues in India" in the National Conference on "Intellectual Property Rights" held on 06 February 2020 organized by Government First Grade College, Bantwal.
- Attended and presented a paper titled "Role of Social Entrepreneurship and its impact of Rural Development" in the National Conference on "Social Entrepreneurship – A Gateway of Societal Transformation" on 11 February 2020 organized by SDM College of Business Management, Mangaluru.

MRS. BHAT S SNEHA GANESH

- Was the resource person for Two days of workshop named "Krishi Badukina paata shibira" organized by Savayaha Grahaka Balaga, Mangaluru at Irdhegrama of Puttur on 30th April and 1 May 2019, on the topic "Kaithotadalli namma aahaarada belegala Krishi".
- Presented a paper titled "A Study on Contributions of Financial Institutional Towards Small Scale Industries with Reference to Dakshina Kannada District" at a two days National Conference on "Role of Institutional Functioning in the Development of Agriculture and Business Dynamics" organized by the Department of Post Graduate Studies and Research in Commerce, Mangalagangothri, Mangaluru University on 25 and 26 October 2019.
- Presented and published a paper on "The Strategic Approaches To Implement An Innovative Paradigm For Smart Tourism And Sustainable Development" at two days Inter-National seminar on "Tourism and Sustainable Development-Issues, Challenges and Best Practices" held at Mangaluru University, Mangalagangothri, Mangaluru on 27 and 28 December 2019.
- Attended and Presented a paper on "Secure Privacy Framework and Risk Management in Mobile Computing" at one day Seminar on "Internet of Things" at SDM College of Business Management, Mangaluru on 09 January 2020.
- Presented a paper on "A Detailed Study on the importance of soft skill for Enhancing Employability" at one day Seminar on "Augmenting Employability Skills in Management Education" held at SDM College of Business Management, Mangaluru on 30 January 2020.
- Sample of my kitchen garden photos where exhibited at Kadri Phala Pushpa Paradarshana 2020 by the horticulture department, Mangaluru.
- Presented a paper titled "A brief study of creating social impact in India by social tech entrepreneurship" at one day National Conference on "Social Entrepreneurship-A gateway of Social Transformation" organised by SDM College of Business Management in association with Selco Foundation on 11 February 2020.

DEPARTMENT OF ENGLISH

MRS. MADHUMATHI J. RAJA

- Mrs. Madhumathi J. Raja
- Presented a paper on "E-Banking Challenges and Opportunities in India" at one day national conference on "Innovative Banking in Digital Era" organized by Poornaprajna College and Post Graduate Centre, Udupi on 10 April 2019.
- Attended and presented a paper on "An Empirical Study on Mobile Banking Services and Applications" at one day national conference on "Internet Of Things" organized by SDM college of Business Management, Mangaluru on 9 January 2020.
- Attended and presented a paper on "An Insight to National Skill Development in India" at one day seminar on "Augmenting Employability Skills In Management Education" organized by SDM College of Business Management, Mangaluru on 30 January 2020.
- Presented and published a paper on "Students Discernment towards Ethics and CSR – A study with reference to Mangaluru City" at one day national conference on "Contemporary Issues In Commerce And Management " organized by Dr G Shankar Govt Women's First Grade College and P G Study Centre, Ajjarkadu, Udupi on 31 January 2020 with ISSN: 2320-5504.
- Attended "Second Semester English Syllabus" workshop organized by Canara College, Mangaluru on 28 January 2020.
- Attended and presented a paper titled "Status of Women Entrepreneurship In India" at one day national conference on "Social Entrepreneurship –A Gate Of Societal Transformation" organized by SDM college of Business Management, Mangaluru in association with SELCO foundation on 11 February 2020.
- Attended and presented a paper titled "Reflection of Globalisation on Indian Culture and literature with reference to Jhumpa Lahari's Namesake and Aravind Adiga's The white Tiger" at one day International conference

on "Basha Sangam 2020" organized by Milagres College, Mangaluru on 10 February 2020.

- Attended and presented a paper titled "E-Commerce Revolution in Digital India Initiatives: Challenges and opportunities" at one day national seminar on "Transforming India: Issues and Challenges" organized by Besant Evening College, Mangaluru on 15 February 2020.

MRS. KAVYA U.

- Attended and presented a paper on "Empowering Rural India –A Path Towards Digital Payments" at one day national conference on "Internet Of Things " organized by SDM college of Business Management, Mangaluru on 09 January 2020.
- Attended and presented a paper on "A Study on the Requirement Of Skill Development For The Success Of "Make In India Project" at one day seminar on "Augmenting Employability Skills In Management Education" organized by SDM college of Business Management, Mangaluru on 30 January 2020.
- Presented & published a paper on "Role of Microfinance Institutions In Rural Entrepreneurship- Challenges & Suggestions" at one day national conference on "Contemporary Issues In Commerce And Management" organized by Dr. G Shankar Govt Women's First Grade College And P G Study Centre, Ajjarkadu, Udupi on 31 January 2020 with ISSN: 2320-5504 impact factor 6.58.
- Attended "Second Semester English Syllabus" workshop organized by Canara College, Mangaluru on 28 January 2020.
- Attended and presented a paper titled "Women Entrepreneurs in India - Emerging Issues and Challenges" at one day national conference on "Social Entrepreneurship –A Gate of Societal Transformation" organized by SDM College of Business Management, Mangaluru in association with SELCO foundation on 11 February 2020.
- Attended and presented a paper titled "Literature - the Mirror of Culture" at one day International conference on "Basha Sangam 2020" organized by Milagres College, Mangaluru on 10 February 2020.
- Attended one day workshop on 'NAAC peer team visit – Issues and concern' organized by SDM College of Business Management Post Graduate Centre for Management studies and research, Mangaluru on 15 February 2020.

DEPARTMENT OF KANNADA

MRS. JEEVITHA

- Invited as a judge for the event Art on Floor (Rangoli) competition at A.J. Hospital and Research Centre, Mangaluru on 5th October 2019.
- Invited as judge by Shri Dharmasthala Manjunatheshwara Law College and Centre for Post Graduate Studies and Research in Law to judge the event Bhajan, organized on the occasion of Sharadha Mahothsav on 5th October 2019.
- Invited as judge by Shri Dharmasthala Manjunatheshwara Law College and Centre for Post Graduate Studies and Research in Law to judge the event Vocal Light Music Competition, organized on the occasion of "Ithihas 2019" on 3rd October 2019.
- Attended a workshop on "Institutional preparedness in the implementation of the new education policy of India" organized by SDM College, Ujire on 28th November 2019.
- Attended one day Seminar on "Augmenting Employability Skills in Management Education on 30th Jan 2020 at SDM Conference hall and presented paper titled "A Study on Enhancement of skill in Management Education"
- Attended a National Conference on the topic "Contemporary Issues in Commerce and Management" organized by the Department Commerce and Management, Dr. G. Shankar Govt. Women's First Grade College & P.G. Centre, Ajjarakadu, Udupi on 31 January 2020 and published a paper titled "A Study on Consumer Awareness Among Rural Women of Karkala Taluk" with ISSN: 2320-5504.
- Attended and presented research paper on "Impact of Cyber Security in Business" in one day national conference on "Internet of Things" held at SDM College of Business Management, Mangaluru on 09January 2020
- Attended and presented paper titled "Dealing with envious colleagues in teaching profession – a study on perception of faculties in Mangaluru city" at National conference on "Challenges of higher education: Teacher initiatives" organised by Karnataka Rajya Mahavidyalaya Shikshaka Sangha on 11 January 2020 at SDM college, Mangaluru.
- Attended and presented a paper titled "A Study on Social Entrepreneurship in Business" at one day national conference on "Social Entrepreneurship –A Gate Of Societal Transformation" organized by SDM college of Business Management, Mangaluru in association with SELCO foundation on 11 February 2020.

MRS. RENUTHAKSHI

- Was the resource person and guest for 'Ati donji dhina celebration' organized by Karnataka Rajya Devadigara Sanga, Surathkal on 21 July 2019.
- Attended five days' workshop on "Pampa Bharatha Upanyasa Maalike organized by Ranga Sangathai Samskruthika Prathistana(R) and Kannada Department, St. Aloysius College, Mangaluru on 22 July 2019
- Attended one day University level conference 'Swacch Soch' organized by Ramakrishna Mission, Mangaluru on 9 August 2019 at Ramakrishna Math, Mangaluru
- Attended one day conference on "Future of Primary and High School Education" organized by Mangala English Medium High School, Mannagudda on 13 December 2019.
- Attended and presented research paper on "Impact of Cyber Security in Business" in one day national conference on "Internet of Things" held at SDM College of Business Management, Mangaluru on 09January 2020
- Attended 7 days 'National Integration Camp' organised by NSS Unit of Shimoga University Jnana Sahyadri Shankara Gatta, Shimogga from12 to 18 February 2020.
- Attended one day workshop on 'Samvidhana oadu' organised by NSS Unit of Mangaluru University at University College Mangaluru on 7 March 2020.
- Organised online Covid-19 awareness programme for NSS volunteers through Zoom App on 21 April 2020.

DEPARTMENT OF HINDI

DR. JYOTHI

- Attended a one day Hindi Workshop on revised syllabus (CBCS) on 19 September 2019 organized at GFGC Carsteet, Mangaluru.
- Felicitated for acquiring Ph.D in Hindi on on 19 September 2019 organized at GFGC Carsteet, Mangaluru.
- Coordinated one day National Level Hindi Seminar on "Adhunik Hindi Kaavya : EkAvalokan", at SDM College Conference Hall, Mangaluru on 10 January 2020.
- Attended One day Seminar on "Augmenting Employability Skills in Management Education" and presented paper on "A Study on Enhancement of skill in Management Education" held on 30th January 2020 at SDM College Conference Hall, Mangaluru.
- Presented paper on "A Study on Consumer Behaviour towards Online Shopping of Apparels" at one-day National Conference on "Internet of Things" held at SDMCBM on 9 January 2020.
- Attended and presented a paper on "A Study on Self-Employment" at a one-day National Conference on "Social Entrepreneurship - A Gateway of Social Transformation" organised by SDM College of Business Management in association with SELCO Foundation on 11 February 2020.

DR. SHALINI DEVADIGA

- Attended one day University level conference 'Swacch Soch' organized by Ramakrishna Mission, Mangaluru on 9 August 2019 at Ramakrishna Math, Mangaluru
- Attended one day state level training programme 'Enhancing Knowledge and Skill of NSS Programme Officers to Educate Community on Prevention and Control of Common Cancers' on 19 August 2019 at University College, Mangaluru organized by National Service Scheme, Department of Youth Empowerment and Sports Govt. of Karnataka in collaboration with Yenepoya University, Mangaluru.
- Attended a one day Hindi Workshop on revised syllabus (CBCS) on 19 September 2019 organized at GFGC Carsteet, Mangaluru.
- Felicitated for acquiring Ph.D in Hindi on 19 September 2019 at GFGC Carsteet, Mangaluru.
- Attended one day work shop on "National Tobacco Control Programme" organized by District Health and Family Welfare Services, Dakshina Kannada District Tobacco Control Cell, held on 21 September 2019 at Mangaluru University
- Was the resource person and guest for Hindi Day Celebration organized by Hindi Department, Sri Ramakrishna College, Mangaluru on 20 September 2019.
- Attended and presented a paper titled "Hindi Sahithya our SamasikSamskruthi" in one day Multilingual International Conference "Bhasha Sangham 2020 on Language, Multiculturism in Language and Literature" organized by Milagres College Mangaluru on 10 February 2020.
- Organised online Covid-19 awareness programme for NSS volunteers through Zoom App on 21 April 2020.

LIBRARY DEPARTMENT

MR. MURALIDHAR HEGDE

- Attended one day workshop on "Digital Informatics" organised by Dakshina

Kannada, Kodagu Library Association at University College Mangaluru on 10 May 2019.

- Attended one day state level programme demonstration on SWAYAM/ NPTEL: An online course at St. Agnes College, Mangaluru on14 August 2019.
- Attended an orientation programme in connection with the State Scholarship for the Principals and E-Attestation Officers organized by Government of Karnataka at Manipal University, Manipal on 22 November 2019.
- Attended a national conference on "Challenges of Higher Education: Teacher Initiatives" organised by Karnataka Rajya Mahavidyalaya Shikshakasangha on 11 January 2020 at SDM Law College, Mangaluru.
- Published a paper on the topic "The Newspaper Reading Habits among Undergraduate Audiology Speech Language-Pathology Students in Mangaluru: A Case Study" in KIIT - Journal of Library and Information Management ISSN Number-2455-8060

Students Achievement

Adithya of III BCA 'B' represented as a delegate from India in Indian Youth Delegation to Russia organized by Government of India, Ministry of Youth Affairs and Sports in association with Government Russia from 27 July to 3 August 2019.

The following students brought laurels to the college by securing ranks in the Mangalore University examinations of April 2018-19.

✓	**Deeksha V.**	**I Rank**	**BBM**
✓	**Nishmitha B.**	**VIII Rank**	**BBM**
✓	**Sushmitha P. Bolar**	**V Rank**	**BCA**
✓	**Advitha**	**III Rank**	**BA (HRD)**

College won **10 Overall Championship** and **5 Runners Up** Trophies in the fests organized by various colleges.

- Students won **Overall Championship** in **"ABHIGYAAN 2K19"**, a National Level Intercollegiate fest organized by SDMIMD, Mysore held on 10 and 11 October 2019.
- Students won **Overall Championship** in Intercollegiate Literary Fest **"VIVARTHA 2020"** organised by Vivekananda College, Puttur on 7 January 2020.
- Students won **Overall Championship** in Intercollegiate Fest **"PADUA VERVE 2020"** organised by Padua College, Mangaluru on 14 January 2020.
- Students won **Overall Championship** in Intercollegiate Fest **"VENTURA 2020"** organised by SDM College, Ujire on 16 January 2020.
- Students won **Overall Championship** in National level Intercollegiate IT Fest **"COMPOSITE 2020"** organised by St. Aloysius College, Mangaluru on 30 & 31 January 2020.
- Students won **Overall Championship** in National level IT fest **"TECHTRIX'20"** organized by Greenwoods College, Kasargod on22 and 23 January 2020.
- Students won **Overall Championship** in Intercollegiate Cultural fest **"ASTHITHVA"** organized by St. Aloysius College, Mangalore on 31 January and 1st February 2020
- Students won **Overall Runners Up Championship** in Intercollegiate Fest **"SRUJANA 2020"** organised by Canara College, Mangaluru on 16 January 2020.
- Students won **Overall Runners Up Championship** in Intercollegiate IT Fest **"TECHNO TARANG 2020"** organised by Vivekananda College, Puttur on 16 January 2020.
- Students won **Overall Runners Up Championship** in National level Intercollegiate Fest **"ACME"** organised by St. Aloysius College, Mangaluru on 30 & 31 January 2020.
- Students won **Overall Second Runner's Up** in **Intercollegiate Variety Competition** organized by Sri Niranjana Swamy First Grade College, Sunkadakatte, Bajpe, Mangalore on 29 January 2020.
- Students won **Overall Championship** in State level Intercollegiate Commerce Fest **"AMBIORA 2020"** organised by St. Philomena College, Puttur on 11 February 2020.
- Students won **Overall Championship** in Intercollegiate Cultural Fest **"SWAR TAANDAV 3.0"** organised by Department of Commerce, Manipal Academy of Higher Education, Manipal on 19 February 2020
- Students won **Overall Championship** in **"ECHELON 2020"** a national level intercollegiate fest organized by Shree Devi College of Management and Post Graduate Studies on 12 and 13 March 2020.
- Students won **Overall Runners up** in **"FLAMES 2020",** a national level intercollegiate fest organized in PA College of Management Studies on 5March 2020.
- Students participated in intercollegiate Fine Arts fest competition **"CHITHARA – 2019"**, organized by Directorate of Student Welfare Mangalore University, Konaje and Canara College, Mangalore on 16 August 2019 and won the following prizes:

Cartooning :	Smrithi S. Shettigar	II BCA 'B'	I Place
Rangoli :	Poojashree	II B.Com	III Place

❖ Students participated in **"ECONOVANZA 2k19",** a State Level Intercollegiate Economics Fest organized by Aloysius College, Economics Department, held on 21 August 2019 and won the following prizes

Event Name	Student Name	Class	Prize
Mocklamation	Meghana Rao	II B.Com	I
Quiz	Akhil Raj K Samridh S Shetty	III BBA 'A' III BBA 'C'	II
Advertising	Mayank Patodi Jay Karia	III BBA 'C' III BBA 'C'	II

❖ Sharath Rao of III BCA 'A' and Elvis Rego of III BCA 'B' attended a two days State Level Workshop on IoT Applications and Mobile Application Development organized by Department of Computer Science and IT Club at Vivekananda College, Puttur.

❖ Students participated in **"RENDEZVOUS 2K19",** a National Level Intercollegiate fest organized by Sarosh College of Hotel Management, held on 4 September 2019 and won following prizes.

Event Name	Student Name	Class	Prize
Mr/Ms Rendezvous	Akshay L Sharma	III BBA 'A'	I
Dumb Charades	Vinutha Rao Vaishnavi Bhat	III BBA 'A' III BBA 'A'	II
Advertising	Mayank Patodi Jay Karia	III BBA 'C' III BBA 'C'	II

➢ Students participated in **"EXCELSO 2K19",** a National Level Intercollegiate Commerce, Literary and Cultural Fest organized by Milagres College, Mangalore, held on 6 September 2019 and won following prizes.

Event Name	Participant Name	Class	Prize
Product Launch	Akhil Raj K Mohammed Sahil	III BBA 'A' II BBA 'C'	II

❖ Students won II place in the Inter-Collegiate Indian Music Singing competition organized by St. Aloysius College Managlore on 13th September 2019. The Students.

❖ Sharath Rao A. and Sukesh K. won first place, in **"TECK-KNO 19"** and IT related technical competition organized by Department of MCA, NMAM Institute of Technology, Nitte, in association with Thought Grains Solutions, Udupi on 9 September 2019.

❖ Students participated in **"INCEPTION 2020"** a state level intercollegiate fest organised by St. Aloysius College of Post Graduation Studies, Mangalore on 10 March 2020 and won following prizes

Event Name	Place	Participants Name	Class
Marketing	I	Ashwin Prabhu	II BBA 'A'
Film Making	I	Chandan Shetty	II BBA 'C'
Public Relations	II	Sahil Mohammed	II BBA 'C'
Ice Breakers	I II	Ashwin Prabhu Dhanya Saalihah Skanda N	II BBA 'A' I BBA 'B' I B.Com I BBA 'A'

❖ Students participated in an intercollegiate IT fest **"DIGANTHA 2020"** organized by GovindaDasa College, Surathkal on 9 January 2020.

❖ Students participated in an intercollegiate IT fest **"SCIENTICA 2020"** organized by Canara College, Mangalore on 13 and 14 January 2020.

❖ Students participated in an intercollegiate IT fest **"PINNACLE 2020"** organized by St. Philomena College, Puttur on 10 January 2020.

❖ Students participated in national level intercollegiate IT Fest **"COMPOSITE 2020"** organised by St. Aloysius College, Mangalore on 30& 31 January 2020.

❖ Students participated in intercollegiate Music competition organized by Mangalore University, Mangalore on 17 January 2020 and won following prizes,

Event Name	Place	Participant Name
Patriotic Song (Group)	III	Prashobitha& Group
Folk Song (Group)	III	Anviksha&Group

❖ Students participated in national level Intercollegiate fest "CAN Fest 2k20 organized at Canara College, Mangalore on 13th and 14th January 2020 and won following prizes

Event Name	Place	Participants Name	Class
Marketing	I	Ashwin Prabhu	II BBA 'A'

- Students participated in a state level intercollegiate fest **"SAMSTHITI 2K20",** organized in NITTE College, on 16 and 17 January 2020 and won following prizes

Event Name	Place	Participants Name	Class
Roadies	I	Chandan Shetty	II BBA 'C'
Finance	II	Archana Baliga	I B.Com
Face Painting	II	Karthik	III BCA 'B'

- Students participated in a national level management fest "SPINOUT", organized in St. Aloysius College, (Autonomous) , Mangalore held on 30 and 31 January 2020 and won following prizes

Event Name	Place	Participants Name	Class
Marketing	I	Shreyanka Rao Saalihah	II BBA 'C' I B.Com

- Students participated in **"SARWASHRESTA 2020"** a national level intercollegiate quiz competition organised by SDM College of Post Graduation Studies, Mangalore on 10 March 2020.
- Students participated in **"SCINTILLATE 2020"** a national level intercollegiate fest organised by SDM Law College, Mangalore on 12 March 2020 and won following prizes

Event Name	Place	Participants Name	Class
Marketing	II	AshwinPrabhu Sahil Mohammed MayankPatodi	II BBA 'A' II BBA 'C' III BBA 'C'
Negotiation	I	Adline D'Souza Jay Karia	II BA(HRD) III BBA 'C'
Star Entrepreneur	I	SauravKumta MeghanaRao	III B.Com II B.Com
Brand Ambassador	II	Satwik Ganesh Nafeesath Hanna	II BBA 'C' II BBA 'C'

- Students participated in dance competition **"Nrittanveshana",** organized by, Besant College, Mangalore on 12 February 2020.
- Students participated in an inter-collegiate fest **"UDIPU-2020"** organized by Shree Bharathi College, Mangalore on 15February 2020.
- Students participated in **"Navigate 2020"** a national level intercollegiate management fest organized in MapsCollege, Mangalore which was held on 11 February 2020.
- The College Consumer Club **"Samvridhi"** was awarded III place in Best College Consumer Club award in Dakshina Kannada by Dakshina Kannada Consumer Federation organization.
- Students of Consumer Club were awarded I place in Best Consumer Club Project titled "Issues & Challenges Faced by Transgenders with respect to Dakshina Kannada."
- Mr.Sumesh, Course Director was awarded III place in Best Consumer Course Director.
- Ms.Vaishnavi Bhat of III BBA 'A' member of consumer club was awarded a silver medal for highest score in written exam.

NSS

Leadership camp and Selection camp

Leadership camp and selection camp was held from 10 July 2019 to 16 July 2019 at Mangalore University Konaje. Niriksha Shetty II BCOM and Akash Shetty





Major



MAJOR HIGHLIGHTS OF THE YEAR

National Conference on Internet of Things

The college organised a National Conference on "Internet of Things" on 9 January 2020. Mr. Krishna Puthran, Sr. System Analyst, Toshiba Software India Pvt. Ltd, Bangalore in his keynote address spoke about "IoT and Beyond :Physical and Sharing Economy". He dealt with how IoT can be effectively used in variousday to day activities. He also highlighted the issues regarding market trends relating to IoT. Mr. Shreemukha Sullia, Entrepreneur, Founder of buttistore.com and also an Alumnus, expressed his views and ideas in this regard. He gave various examples on how IoT is in use in the present world. Principal, Prof. Aruna P. Kamath, in her presidential address highlighted the uses and benefits of IoT. The inaugural session was followed by technical sessions.

In the first technical session Prof. Santhosh Rebello, Dean & Chairman, AIMIT, St Aloysius College (Autonomous) Beeri,, spoke on the topic "Internet of Things and the Business Value Connectivity". He also addressed the future benefits of IoT. The second session was by Mr. Ashwin L. Mendonca, Assistant Professor, Govt. First Grade College, Haleyangadi on the topic "A Hobbyist's Perception of IoT". He shared his insights on how IoT is evolving among hobbyists. He explained about the experimental IoT devices used for home automation. The conference concluded with paper presentations from various delegates and chaired by Dr. Krishna Prasad K, Associate Professor, Department of Computer and Information Sciences, Srinivas University, Mangaluru. The conference was coordinated by Mrs. Divya Uchil.

National Conference on Aadhunik Hindi Kaavya : Ek Avalokan

Language Department in association with University Teachers' Association organised a national conference on "Aadhunik Hindi Kaavya : Ek Avalokan" on 10 January 2020 at conference hall. Dr. P. Subramanya Yedapadithaya inaugurated the conference. Prof. Shashidharan, Professor, Department of Hindi Technical University, Kochi was the chief guest. Principal, Mrs. Aruna P. Kamath presided over the programme.

The inaugural was followed by three sessions. The resource person for the first session was Dr. Tariq Khan, Office Incharge, National Translate, Central Institute of Language, Mysore, spoke about the trends in Hindi poetry. Mr. A. K. Prasad, Kendriya Vidyalaya, Mangalore was the resource person for the second session on Mediaeval Hindi. The third session on contemporary Hindi poetry was led by Prof. Prabha Bhat, Department of Hindi, Karnataka University, Dharwad. The session was followed by workshop on degree syllabus.

Mr. Ambrish Kumar Singh, Assistant Manager, Corporation Bank was the chief guest for the valedictory programme. The programme was coordinated by Dr. Jyothi, HOD, Department of Hindi, SDMCBM and Dr. Manjunath, President of Hindi Association, Mangalore University.

Augmenting Employability Skills in Management Education

The college organized a seminar on "Augmenting Employability Skills in Management Education" on 30 January 2020. The session was inaugurated by Mr. Giridhar Salian, Director, KGTTI, Mangaluru. Mr. Shravan Shetty, Career Coach and Skill Development Consultant, Bangalore also an alumnus was the guest of honour and Mr. M. Janardhan, Executive Director, RUDSETI, Ujire was the keynote speaker. Prof. Aruna P. Kamath, Principal presided over the programme. Mrs. Smitha M., staff coordinator was present on the dais.

The inaugurator, Mr. Giridhar Salian, said that it is important to turn spotlight onto the actions of today's youth, bestowing on them the attitude of having a better aptitude through auxiliary skills in today's corporate world. He also stressed on acquiring additional skills which enhance ones' employability skills. Mr. Shravan Shetty, said that it is important to focus on a particular skill and develop it phase wise to create an impact in the world. He added that to master any skill one has to put in hours of practice. Mr. M. Janardhan, said that understanding the requirements of the employer and enhancing our skills are vital in the present job market. He added that success comes to us through hard work. Prof. Aruna P. Kamath, in her presidential remarks said that going beyond education and acquiring employability skills will bridge the gap between theory and practice.

The inaugural was followed by technical sessions by Mr. Shravan Shetty, career Coach and Skill Development Consultant, Bangalore and Dr. Jnaneshwar Pai Maroor, Assistant Professor, Justice K. S. Hegde Institute of Management Karkala on the topics Role of Academics in Leveraging Management Education for Skill Enhancement and Promotion of Quality Based Management Education respectively. The seminar concluded with paper presentations on various topics by the delegates. Dr. Lokesh, Assistant Professor, Government First Grade College, Punjalkatte and Dr. Santhosh Pinto, Assistant Professor, First Grade Government College, Haleangadi were the chairpersons.

Social Entrepreneurship - A gateway of societal transformation

A national conference on "Social Entrepreneurship - A gateway of societal transformation" was organised on 11 February 2020. The conference was inaugurated

by Mr. Ashwath Hegde, Founder & Managing Director EnviGreen Biotech India Pvt. Ltd. Mr. Sudipta AGM, SELCO Solar (p) Ltd., Bengaluru. delivered the keynote address. Mr. Rakesh, Deputy Manager, Department of relationships and communications, KMC Hospital Mangaluru. & Alumnus was the guest of honour. Mr. Sudipta AGM, SELCO Solar (p) Ltd., Bengaluru, delivered the keynote address. Prof. Aruna P. Kamath, Principal, presided over the conference. Mrs. Manju H. staff coordinator welcomed the gathering.

Mr. Ashwath Hegde, in his inaugural address said that it is important to identify the trouble and try to tackle it with technology. He added that one can achieve their dream through dedication, desire and knowing our responsibilities. Guest of honour, Mr Rakesh, highlighted that the success of social entrepreneurship depends on like minded people working together for a social cause. Keynote speaker Mr. Sudipta, said that there is a need to apply sense in their endeavours. He added that it important to identify the problem and try seeking solutions for them. Prof. Aruna P. Kamath in her presidential remarks emphasized on the need to equip people with skills and quoted " Don't give them fish, teach them how to do fishing."

The inaugural session was followed by sessions on "Social Entrepreneurship for Sustainable Development" by Mr. Sudipta AGM, SELCO Solar (p) Ltd., Bengaluru.," Opportunities & Challenges in Social entrepreneurship" by Mr. Arun Kaulige, Founder & Managing Director, Kaulige Foods, Bangalore Millets, Bengaluru, "Employment Generation in Social Entrepreneurship" by Mr. Parthsarathy Senior Manager, Projects and Mission Department , SELCO Solar Light (P) Ltd. The conference concluded with paper presentations from various delegates and chaired by Dr. Harshitha, Dr .Muralidhar Rao and Mrs. Gayathri. K. The conference was coordinated by Mrs. Manju H.

GENESIS 2019

Genesis 2019, a university level management inter collegiate fest organized on 27 August 2019 exclusively for the first-year students. The theme chosen for Genesis 2019 was "ZΩH-Live and Let Live". While the trend in the market is 'To eat or be eaten', the fest tries to project a Win-Win situation. Ms. Sulaj Kini, Managing Partner, Bell Paints, Mangaluru was the chief guest and inaugurator of the fest. Mr. Shambhunath Pradip, Team Manager, Operations Division, Amazon development Center India, Coimbatore also the alumnus was the guest of honour. Ms. Sulaj Kini in her inaugural address said that love what you do and look forward to every morning with a smile. She also added that fests bring out the real person and helps in shaping oneself. She pointed out that, the budding youth should follow their passion and gain from the experience. The guest of honour, Mr. Shambhunath Pradip in his address, narrated how his involvement in college activities helped him to gain confidence. He added that life is all about opportunities and what one makes out of it. He pointed out that in class one learns things and in management fests like Genesis one can implement the same and get best exposure. Mrs. Aruna P..Kamath, in her presidential address said that students should learn from the experience and urged the students to grab the opportunities around to excel. Fests like genesis provides a platform to discover the strength, competency and build up much needed confidence among the students. Mr. Vikas Varma S, CEO Genesis2019 gave a brief introduction about genesis and the theme – ZΩH. Events like Best Manager, Finance, Human Resource, Marketing, Public Relation, Quiz and Photography were organized with an objective of inculcating learning and exploring more information about various areas and interest. Ms. Mansi Jain proposed the vote of thanks. The programme was compeered by Ms. Pooja Acharya. The inaugural ceremony concluded with the unveiling of the overall winner's trophy by the CEOs of genesis 2019, Mr. Akshay L. Sharma and Mr. Vikas Varma S.The valedictory programme was held at 4.15 p.m. in the auditorium. Mr. Sanjith Xavier Rodriguez, Founder of MOM (Mind Over Matter), International Social Enterprise to promote mental health, also the alumnus was the chief guest. Mr. Sanjith Xavier Rodriguez highlighted the importance of organizing fest in the college. Participants gave their feedback about the programme and participation certificates were distributed by the guest. The overall trophy was bagged by the St. Aloysius College - B.Com. and St. Aloysius College - BBA were the runners up. The staff coordinators Mr. Gururaj G. and Mrs. Parinita Salian, the student coordinators Mr. Akshay L. Sharma and Mr. Vikas Varma S. were also present.

INSPIRE 2019

The SCAN association organized an inter-class IT fest 'Inspire 2019' on 27 August 2019. Ms. ShruthiBaliga, Senior Quality Analyst, Tetherfi Technology, Mangalore, inaugurated the programme at the conference hall. The chief guest in her inaugural address said that innovative and creative ability of minds of budding professionals will be moulded through such IT events, where exchange of talent through interaction at student level makes a prominent beginning. Principal, Prof. Aruna P. Kamath added that fests like Inspire help the students to excel soft skills. She also advised the students to make the good use of ample opportunities provided by the college. The events were IT Chaser, Coding and Debugging, Web Designing, It Quiz, Paper Presentation, Photography and Video Editing. Ms. Arpitha and Ms. Megha Prabhu evoked god's blessings. Elvis Rego and Sharath Rao student coordinators of SCAN association welcomed the gathering and briefed us about Inspire 2019 respectively. Ms. Boomika introduced the guest. Ms. Rushali proposed the vote of thanks. Mrs. Sowmya Jyothi coordinated the programme.

Yasha-An interface with industry and students.

YASHA-An Interface with Industries and students was organized on 31 August 2019. The programme was inaugurated by Mr. Pradeep Raj, Operations Manager, CEOL Incubation Centre, Mangalore. Mr. Pradeep Raj, in his inaugural address enlightened the students on various opportunities to transform their business ideas to reality. Quoting success stories, he encouraged the students to foster an entrepreneurial culture by inculcating urge for innovation. He also enlisted some of the government schemes and subsidies offered to young budding entrepreneurs with innovative ideas. The programme was divided into two sessions. In the first session, Mr. Ahwath Hegde H, IT Officer of Karnataka Bank, Mangalore spoke on "Career in Banking". He highlighted on the various opportunities available in banking sector and also enlightened the students regarding the competitive exams. In the second session, Mr. Yashwant Rao and Mr. Hilary Donald D'Souza addressed the students on " Career Opportunities in Insurance Sector". Mr. Hilary Donald spoke about the skills required to serve insurance sector. He also spoke on various certification exams to enter the field. The objective of this programme was to make students aware of job requirements in different sectors and make them job ready. The Staff coordinators were Mrs. Divya Uchil and Mrs. Smitha M.

SYNERGY 2020

A National Level Management Fest :Synergy 2020, two days National Level Management Fest exclusively for undergraduate management students was held on 23 & 24 January 2020 in the college auditorium. It was inaugurated by Mr. B. Harikrishna Thodinnaya, Proprietor, Ecchanna Dairy Services, Pakshikere. Mr. Vipin Nambiar, Asst. Vice President, Procam International, Mumbai also an alumni of the college was the Chief Guest on the occasion. Mrs. Aruna P. Kamath, Principal of the college presided over the function. Mrs. Supritha & Mrs. Kavitha Prabhu were the staff co-ordinators of the fest. The theme of Synergy 2020 was "Corporate Alchemist" – aims to create transformation in the corporate world with the combination of data and knowledte. The various events held were Best manager, Marketing, Finance, Public Relations, Human Resources, Entrepreneurship, Quiz and Research and Development.

SYGMA 2020

Sygma 2020, a one day state level IT fest for BCA and B.Sc Computer science at SDM College of Business Management with the theme Sygma:Transcendence - Over the Eras was inaugurated by Mrs. Roopalaxmi Pedamale, Software Development Manager, Eitan Software Labs LLP, Mangaluru on 24 January 2020 at 9:15 a.m. Mr. Padmanabha Bhat A V, Master Data Management developer, Barclays Global service centre, India also an alumni of SDMCBM was the distinguished chief guest. In her inaugural address, Mrs. Roopalaxmi Pedamale, said that innovation in the digital era should be source of inspiration for budding technocrats. She appreciated the efforts of the organising committee for hosting sygma 2020 and added that fests like sygma provide opportunities to share innovative ideas of the students.

Chief guest Mr. Padmanabha Bhat, motivated the students take the experiences of fests as it is a platform to learn various skills as it will expose the students to the outer world. He pointed out that there is a need to embrace limelight opportunities as it will help individuals to socialize, grow their skills and move towards a greater goal. Principal Prof. Aruna P Kamath in her presidential remarks addressed the students and said that in current era technology is one such aspect which binds all the professions around the globe. She added that individuals should be prepared to take up challenges in life as it will shape their career. Various events like coding and debugging, web designing, IT quiz, Photography, Video Editing, Paper presentation and IT Manager were organized.

The Staff coordinators Mrs. Divya Uchil, Mr. Arun F. Sequeira and the student coordinator Ms. Smriti Shettigar were present on the dais. Akash Shetty welcomed the gathering, Pavana and Sonalika introduced the guests, Smriti Shettigar gave an introduction to Sygma, Alfin Banu proposed the vote of thanks and Aditya compeered the programme.

Valedictory ceremony of Synergy 2020 and Sygma 2020 was held at 5:00 pm in the college auditorium. Mr .Vignesh Kamath, Advocate, Mangalore and also an alumnus was the chief guest. The overall winners of Synergy were Dept. of Professional Studies, Christ University, Bengaluru and Dept. of Management Studies, Christ University, Bengaluru were the runners-up. The Overall Championship trophy of Sygma 2020 was won by St. Aloysius College, Mangalore. The runners up trophy was won by Shree Devi College of Information Science, Mangalore.

VIVEKOTSAVA – 2020

On the eve of 157 birth centenary of Swami Vivekananda, Rovers and Rangers association and Student council of the college organised "VIVEKOTSAVA – 2020" a one day university level fest on 27 January 2020. The programme was inaugurated by Mr. Chakravarhi Soolibele, Speaker, Writer, Social worker, Founder of 'Yuva Brigade". The inaugural ceremony was followed by various competitions for the students from different colleges in and around Mangalore. Book on preaching and teachings of Swami Vivekananda were exhibited in the library. The valedictory and prize distribution ceremony was held at 3.30 p.m. in the college conference hall. Mr. Shiva Prasad Bhat, Software engineer, Yodly Pvt. Ltd., and alumni of the college, was the chief guest for the valedictory ceremony. Mr. Praveen D. association in-charge of rovers and rangers and Mrs. Shashikala Shetty staff in-charge of student council coordinated the programme.

IQAC PROGRAMMES

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

The office bearers of the student council, Ms. Sangeetha, Ms. Mahima, Mr. Akshay L. Sharma and Mr. Vikas Varma S. along with the Principal, Mrs. Aruna P. Kamath the Staff Coordinator of Students' Council Mrs. Shashikala Shetty visited Shri Kshethra Dharmasthala on 8 July 2019. The visit was intended to seek the blessings of reverend President Dr. D. Veerendra Heggade for the activities planned for academic year 2019-2020. He expressed his happiness for well planning and presented plan of action for the year. He guided the students on importance practical knowledge to be successful in achieving their goals. Later, the group sought the blessings of Lord Manjunatha Swamy for a bright and successful year for the entire student community. This visit enabled the students to get an insight in to the vision of the management and encouraged them to work towards achieving it.

Student orientation Programme

Orientation programme for the new entrants of the institution was held on 19 June 2019 at 9:15 a.m. in college auditorium. The main objective of the programme was to make students aware of the academic aspects of courses offered with the rules and regulations of the college. Principal, Prof. Aruna P. Kamath, welcomed and addressed the students by stated being admitted to management institution students should develop entrepreneurial outlook and managerial capabilities in all the streams, to develop positive thinking and self-discipline. She motivated students to grab the opportunities as they came in their way. She also cited few anecdotes to describe the important of hard work and dedication. Followed by this faculties introduced themselves, the staff in-charge of the various associations gave a detailed presentation of the skill enhancement activities. In addition to this, a brief insight about the various fests organized by the college like Genesis, Synergy and Sygma by the respective staff in-charges. Alumni of the college Mr. Roshin Alex, Mr. Nelson Jack Lobo, Mr. Amar and Ms. Sanjana shared their experiences and memories associated with the college and motivated the students. Mrs. Smitha M delivered the vote of thanks, Mrs. Madhumathi J. Raja compeered the programme. Mrs. Shashikala Shetty and Mrs. Veena D. Kotian coordinated the programme.

Brain Storming for Action Plan by SQAC

A brain storming session was held on 21st June 2019. The staff coordinators and secretaries of all association were present on the occasion. The session was held to decide the theme, motto, and objectives of association. Planning of association activities for the academic year 2019-20 was also undertaken. The participants proposed different skill-based activities, events and extension activities to be held by the respective associations. At the end of the session, each association staff coordinators finalized and drafted the activities for the year.

Leadership Training Programme

Student council in association with IQAC organized a half day training programme for members of Students' Council on 10 July 2019 in the college auditorium. Ms. Sangeetha, President, Students' Council welcomed the gathering. She introduced trainer, Sunil George to the members of the Council. The Principal Mrs. Aruna P. Kamath addressed the students and highlighted the difference between hard work and smart work. Trainer for the day was Mr. Sunil George, ASTA Academy, Mangaluru conducted a fruitful and lively session for students. He trained the leaders with his unique training techniques with few activities carried out to make them understand the importance of listening and maintaining their role as leaders. He conveyed the importance of listening skills. Through activity he highlighted the importance of motivational attitude within a leader as in the caterpillar. He also pointed out the importance of coordination. As representatives of students, council members have the responsibility to assume leadership roles when needed. Acquainting them with required knowledge on leadership qualities is the objective of the programme. He enlightened students with qualities such as communication skills, listening skills, team buildings, patience etc. which are most important in leader. This session taught students the qualities needed to manage various situations. Mrs. Shashikala Shetty and Mrs. Veena D. Kotian coordinated the programme.

Student council in association with IQAC organized a half day training programme for members of Students' Council on 10 July 2019 in the college auditorium. Ms. Sangeetha, President, Students' Council welcomed the gathering. She introduced trainer, Sunil George to the members of the Council. The Principal Mrs. Aruna P. Kamath addressed the students and highlighted the difference between hard work and smart work. Trainer for the day was Mr. Sunil George, ASTA Academy, Mangaluru conducted a fruitful and lively session for students. He trained the leaders with his unique training techniques with few activities carried out to make them understand the importance of listening and maintaining their role as leaders. He conveyed the importance of listening skills. Through activity he highlighted the importance of motivational attitude within a leader as in the caterpillar. He also pointed out the importance of coordination. As representatives of students, council members have the responsibility to assume leadership roles when needed. Acquainting them with required knowledge on leadership qualities is the objective of the programme. He enlightened students with qualities such as communication skills, listening skills, team buildings, patience etc. which are most important in leader. This session taught students the qualities needed to manage various situations. Mrs. Shashikala Shetty and Mrs. Veena D. Kotian coordinated

the programme.

FACULTY DEVELOPMENT PROGRAMME

Quality Improvement Measures

The faculty development programme on the topic "Quality Improvement Measures" was organized by IQAC on 18 June 2019 in conference hall. Principal Prof. Aruna P. Kamath was the resource person. The objective was to discuss about the feedback received from the management about the various aspects of the college and suggest quality improvement measures. The principal, while addressing, highlighted the various evaluation points through presentation. Faculties were divided into groups led by Deans. After a thorough discussion, they presented their Quality Improvement Measures, which NAAC coordinator Mr. Arun F. Sequeira recorded. Mrs. Divya Uchil delivered vote of thanks. IQAC coordinator Mrs. Shashikala Shetty coordinated the programme.

Methodical organization and Uploading of NAAC New System

A faculty development programme on the topic "Methodical organization and Uploading of NAAC New System" was organized by the department of Computer Application on 30th July 2019 at the conference hall. The resource person was Dr. Naveen Kumar K. R., Associate Professor, Dept. of Commerce, Poornaprajna Institute of Management, Udupi. Prof. Naveen addressing the faculties opined that the NAAC new way of accreditation of the colleges includes online submission of documents at NAAC portal and the peer team visit to the college. He addressed the special features of the new system like, the introduction of system generated scores, different metrics weightage and scores. He also spoke on the process of assessment which includes Institutional Information for Quality Assessment and Self Study Report. The resource person gave useful tips to the faculties for the preparation of the upcoming 4th cycle of NAAC reaccreditation. The programme was coordinated by Mrs. Divya Uchil.

Health Care for Teachers

A faculty development programme on the topic "Health Care for teachers" was organized by BBA department on 6 June 2019 in conference hall for the faculties. The resource person was Dr. P. P. Devan, Head of ENT Department, A.J. Institute of Medical Science. The objective of the FDP was to discuss about the health issues of the teachers. Thereafter, Dr. P.P. Devan captured the attention of audience through his excellent speech. He emphasized that a teacher should always give importance to students, institution, and at the same time should never lose their dignity. He provided few tips to the teachers about how to maintain a good health by dieting. He also provided information about the tablet to be carried out in an emergency. The vote of thanks was proposed by Mr. Pavan. Mrs. Smitha coordinated the programme.

Promotion of "Quality Based Management Education

A faculty development programme was organized by BBA Department on "Quality Base Management Education" on 30 January 2020. The resource person was Mr. Jnaneshwar Pai, Asst. Professor, Justice K.S. Hegde Institute of Management, Karkala. The objective of the programme was to upgrade teaching pedagogy. Mrs. Smitha coordinated the programme.

Role of Social Entrepreneurship in Job Creation

A faculty development programme was organized by B.Com. Department on "Role of Social Entrepreneurship in Job Creation" on 11 February 2020. The resource person was Mr. Parthsarathy, Senior Manager, Projects and Mission Department, SELCO Solar Light (P) Ltd., Bengaluru. . The objective of the programme was create awareness on job creation through Social Entrepreneurship.

SEBI Initiated Investment Awareness Programme

The BA (HRD) department organized a faculty development programme on 8th February, 2020, on "SEBI initiated investment awareness programme". Mr. Vinod Tantri, founder of 'Knowledge Bell' was the resource person. This was a one hour programme where resource person spoke about areas like, impact of inflation on financial goal and financial discipline, investment options available for individuals, risk and return involved in each of asset class and asset allocation based on individual financial goal. He emphasized on the importance of investing in equities and mutual funds and urged everyone one to invest in equities. Mrs. Parinita Salian introduced the resource person and Mrs. Anasuya proposed vote of thanks. Mrs. Gayathri K. coordinated the programme.

VALUE EDUCATION PROGRAMMES

Identifying Signs of Depression among Youth of Mangaluru with an emphasis on their Self-esteem

A value education guest lecture was organized on 11 February 2020 for II BCA 'A' on the topic "Identifying Signs of Depression Among Youth of Mangaluru with an

emphasis on their Self-esteem". The objective of this session was to identify the signs of depression prevalent among the present-day youth and finding amicable solution to the problems faced by the youngsters and build up their self-esteem. Mr. Antonio Vian Noronha, Researcher, MSW, Department, St. Aloysius College (Autonomous), Mangaluru was the resource person. The speaker gave insights into levels, types of depression and causes for depression. Athul welcomed and introduced the resource person. Sakshy Baliga proposed vote of thanks. The programme was coordinated by Mr. Arun F. Sequeira.

Education, Employment and Ethics

A value education guest lecture was organized on the topic "Education, Employment and Ethics" on 22 January 2020 for II BCA 'A'. The objective was to familiarize students with the higher education, and to develop work ethics. Mr. Mohammed Fayaz, Asst. Professor, Department of Business Administration, GFGC for Women, Balmatta, Mangalore was the resource person. He asked the students to do the work they want to, with full dedication. He concluded the session with a story of rabbit and tortoise and expressed by explaining the four versions of in connection with work ethics. Mrs.Reshmi B R coordinated the programme.

ACADAMIC AUDIT

Academic Audits were held on 12th September 2019 and 5 & 6 June 2020 to verify important records and documents maintained by the faculties. All the faculties submitted documents/report to the IQAC members. Later the documents were kept in an orderly manner, and members of the committee submitted the report to IQAC which was presented in the meeting.

HUMAN RIGHTS CELL

Staff Coordinators : **Mrs. Shashikala K.G.**
Mr. Praveen D.

Awareness on Women Right's

The Human Rights cell conducted an extension activity at Sri Devi Fashion Designing College, Mangalore on 30 August 2019 to create awareness on women rights for college students. The objective of the programme was to provide information on widely accepted basic women rights and redressal agencies. The




SDM COLLEGE OF
BUSINESS MANAGEMENT

STUDENT COUNCIL

Motto / Vision: **Working Together Works**

Theme: **Nurturing Skills through Perseverance**

Objectives:

- To represent the student body in matters pertaining to their betterment.
- To promote, organize, and execute various activities that promote the personality development of the students.
- To imbibe democratic ideals and provide a forum for expression.
- To provide students with unique opportunities to develop life skills and leadership qualities by organizing activities and hosting events of interest to the students.

Staff Co-ordinators : **Mrs. Shashikala Shetty**
Mrs. Veena D. Kotian

Student Co-ordinators : **Ms. Sangeetha** III B.COM.
Ms. Mahima II BBA 'A'

Student Secretaries:

III BBM 'A'	Pejathaya Jayaraja Saraswathi K. & Kaveramma K.S.
III BBM 'B'	Shivani Shetty & Yashwith Adappa
III BBM 'C'	Gaurav & Bindya R.
III B.Com	Mansi Jain & Jeethesh
III BCA 'A'	Varun Kumar K. & Thanisha H.
III BCA 'B'	Nihal K. & Jevitha
III BA(HRD)	Aman & Deekshitha
II BBM 'A'	Dhanush Kamath & Junima &
II BBM 'B'	Sahara & Hankeh
II BBM 'C'	Dhanya & Chandan
II B.Com	Shreyas & Manasa
II BCA 'A'	Athul S.K. & Sakshy Baliga
II BCA 'B'	Varshitha & Geethesh B.V.
II BA(HRD)	Harshita Bangera & Nithin Kumar
I BBM 'A'	Vikyath Ullal & Soundharya Y.
I BBM 'B'	Anusha Shetty & Humaid Raafi
I BBM 'C'	Manvith & Shrajana Karkera
I B.Com	Omshree & Lenish Flavia D'Souza
I BCA 'A'	Bhoomika & Tanuj B Shrivan
I BCA 'B'	Nanadan Bha & Meghana Karker
I BA(HRD)	Zain Hakeema & Harshith B. Chal

ACTIVITIES

Student Orientation Programme

Orientation programme for the new entrants of the institution was held on 19 June 2019 at 9:15 a.m. in college auditorium. The main objective of the programme was to make students aware of the academic aspects of courses offered with the rules and regulations of the college. Principal, Prof. Aruna P. Kamath, welcomed and addressed the students by stated being admitted to management institution students should develop entrepreneurial outlook and managerial capabilities in all the streams, to develop positive thinking and self-discipline. She motivated students to grab the opportunities as they came in their way. She also cited few anecdotes to describe the important of hard work and dedication. Followed by this faculties introduced themselves, the staff in-charge of the various associations gave a detailed presentation of the skill enhancement activities. In addition to this, a brief insight about the various fests organized by the college like Genesis, Synergy and Sygma by the respective staff in-charges. Alumni of the college Mr. Roshin Alex, Mr. Nelson Jack Lobo, Mr. Amar and Ms. Sanjana shared their experiences and memories associated with the college and motivated the students. Mrs. Smitha M delivered the vote of thanks, Mrs. Madhumathi J. Raja compeered the programme. Mrs. Shashikala Shetty and Mrs. Veena D. Kotian coordinated the programme.

Progenitor– Orientation by Students

After the formal programme, the Final Year and Second year students of the college organized an orientation programme for the first year students. Samridh S. Shetty briefed about the college and events. This was followed by information relating to the various fests organized by the college like Genesis, a University level Management Fest for the first year students of various colleges; Synergy, a National level Management Fest organized for the Undergraduate students which has attracted premier institutions across the country; SYGMA, a State level IT

fest organized for the undergraduate students. After the briefing session, an Ice-breaking session was conducted for the first year students with the objective of inducing the spirit and essence of the corporate world in them. Maya D. Vyas and Adithya coordinated the session.

Brain Storming for Action Plan by SQAC

A brain storming session was held on 21st June 2019. The staff coordinators and secretaries of all association were present on the occasion. The session was held to decide the theme, motto, and objectives of association. Planning of association activities for the academic year 2019-20 was also undertaken. The participants proposed different skill-based activities, events and extension activities to be held by the respective associations. At the end of the session, each association staff coordinators finalized and drafted the activities for the year.

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

The office bearers of the student council, Ms. Sangeetha, Ms. Mahima, Mr. Akshay L. Sharma and Mr. Vikas Varma S. along with the Principal, Mrs. Aruna P Kamath the Staff Coordinator of Students' Council Mrs.Shashikala Shetty visited Shri Kshethra Dharmasthala on 8 July, 2019. The visit was intended to seek the blessings of reverend President Dr. D. Veerendra Heggade for the activities planned for academic year 2019-2020. He expressed his happiness for well planning and presented plan of action for the year. He guided the students on importance practical knowledge to be successful in achieving their goals. Later, the group sought the blessings of Lord Manjunatha Swamy for a bright and successful year for the entire student community. This visit enabled the students to get an insight in to the vision of the management and encouraged them to work towards achieving it.

Student Council Inauguration

The student council was inaugurated on 10 July 2019 in the college auditorium. The inaugurator Mr. D.B. Mehta handed over the badges to the office bearers and the Oath to the staff in charge Mrs. Shashikala Shetty. The Oath taking ceremony was led by student council coordinator Shashikala Shetty. The inaugurator stressed on changing positions of the business world and how to develop the skills to pace with the changing business world. He shared his life experiences in the journey of his business to become an entrepreneur. He also said that life skills play an important role in the business which is very much essential for the young generation to inculcate.

The Chief Guest Mr. Narendra Prabhu in his address shared his experiences as a student in this college and highlighted upon the platform provided by the college for overall personality development. He congratulated the students for planning wide range of activities in order to develop skills and to gain knowledge. He called upon the students to grab the opportunity given in the college to show case the talents which will help them in the future. Principal Prof. Aruna P. Kamath in her presidential remarks urged the students to identify and enhance their core competencies and multidimensional skills through various skill enhancement activities organized by the associations which are the need of the day in corporate world. She added that the Vision and Mission of the college is to build the entrepreneurial and leadership skills among the students. She concluded her Presidential remarks with anecdote about the importance of Win Win situation. She also stressed upon developing leadership quality through this.

Mrs. Shashikala Shetty, faculty coordinator of the students' council, delivered the oath to the council members. The programme began by invoking Gods blessings by Ms. Chitra and team. The president Ms. Sangeetha welcomed the gathering. Guests introduction were done by Ms. Alfin Banu and Mr. Samridh Shetty. The motto and theme for the year was unveiled through a dance by the Fine arts association students. The college anthem was sung by the council members. Ms. Prashobitha, Ms. Chithra, Ms. Shreyanka led the group in singing. Ms. Mahima rendered the vote of thanks. Programme was compeered by Ms. Maya D. Vyas.

Leadership Training Programme

Student council in association with IQAC organized a half day training programme for members of Students' Council on 10 July 2019 in the college auditorium. Ms. Sangeetha, President, Students' Council welcomed the gathering. She introduced trainer, Sunil George to the members of the Council. The Principal Mrs. Aruna P. Kamath addressed the students and highlighted the difference between hard work and smart work. Trainer for the day was Mr. Sunil George, ASTA Academy, Mangaluru conducted a fruitful and lively session for students. He trained the leaders with his unique training techniques with few activities carried out to make them understand the importance of listening and maintaining their role as leaders. He conveyed the importance of listening skills. Through activity he highlighted the importance of motivational attitude within a leader as in the caterpillar. He also pointed out the importance of coordination. As representatives of students, council members have the responsibility to assume leadership roles when needed. Acquainting them with required knowledge on leadership qualities is the objective of the programme. He enlightened students with qualities such as communication skills, listening skills, team buildings, patience etc. which are most important in leader. This session taught students the qualities needed to manage various situations. Mrs. Shashikala Shetty and Mrs. Veena D. Kotian coordinated

the programme.

Student council in association with IQAC organized a half day training programme for members of Students' Council on 10 July 2019 in the college auditorium. Ms. Sangeetha, President, Students' Council welcomed the gathering. She introduced trainer, Sunil George to the members of the Council. The Principal Mrs. Aruna P. Kamath addressed the students and highlighted the difference between hard work and smart work. Trainer for the day was Mr. Sunil George, ASTA Academy, Mangaluru conducted a fruitful and lively session for students. He trained the leaders with his unique training techniques with few activities carried out to make them understand the importance of listening and maintaining their role as leaders. He conveyed the importance of listening skills. Through activity he highlighted the importance of motivational attitude within a leader as in the caterpillar. He also pointed out the importance of coordination. As representatives of students, council members have the responsibility to assume leadership roles when needed. Acquainting them with required knowledge on leadership qualities is the objective of the programme. He enlightened students with qualities such as communication skills, listening skills, team buildings, patience etc. which are most important in leader. This session taught students the qualities needed to manage various situations. Mrs. Shashikala Shetty and Mrs. Veena D. Kotian coordinated the programme.

PTA Annual Meeting

The PTA Annual General Meeting was held on 6 September 2019 in the college conference hall. The PTA Members were present in the programme. Students of II and III BBM, BCA, BA (HRD) and B.Com were felicitated by PTA Members by giving certificate for securing above 85% in theory subjects and 95% and above in practical or project work. 54 students of BBM, 102 students of BCA, 13 students of BA (HRD) and 100 students of B.Com who secured distinction in the Mangalore university examination conducted during April/May 2019 were awarded by merit certificate. 3 staff members were also felicitated for their achievements during the academic year 2018 -19. Parents gave their valuable suggestions and feedback. Mrs. Aruna P. Kamath, Principal welcomed the gathering. Mrs. Renuthakshi proposed vote of thanks. The progamme was compeered by Mrs. Jeevitha. Mrs. Anasuya Coordinated the Programme.

OBSERVATION OF IMPORTANT DAYS

Independence Day Celebration

On 15 August 2019 College celebrated the 73rd Independence Day with great enthusiasm and respect. Sergeant Shrikanth Shetty Bala, Ex-Serviceman, Indian Airforce & Prop: M/s Singara Readymades, Surathkal was the distinguished chief guest for the day. Dr. Tharanath, Principal, SDM Law College, Dr. Seema S. Shenoy, Director, SDM P.G Centre for Management studies and Research and Mrs. Aruna P Kamath, Principal, SDMCBM were also present. The celebration began with the students marching together in the spirit of freedom. To commemorate the sovereignty of our nation the National Flag was hoisted by Sergeant Shrikanth Shetty Bala. Sergeant Shrikanth Shetty Bala expressed that the Independence Day celebrations should not be confined only to ceremonies. Students should be aware of the present conditions of the country and contribute to development of the same in their own capacity. Sweets were distributed to all the students present on this auspicious day. Ms. Sangeetha, President, Student Council welcomed the gathering Ms. Shreya Rai, Coordinator Consumer Association, introduced the guest, Prashobitha, III BBA evoked blessings of almighty Ms. Mahima of III BBA proposed the vote of thanks. The programme was compeered by Ms. Melissa of III BBA.

Teacher's Day Celebrations

Teacher's Day was celebrated to mark the birthday of a great teacher Dr. Sarvapalli Radhakrishnan, who was a staunch believer of education, and was the well-known diplomat, scholar, President of India and above all a Teacher, on 5 September 2019 in the Conference Hall at 12.30 p.m. The day is also dedicated to honor the teachers of institution who play a prominent role in the life of their students and enrich their personality by imparting ethical and academic knowledge. The Chief Guest for the day was Dr. P. P. Devan, Head of Ent Department, A.J. Institute of Medical Science Principal Prof. Aruna P Kamath, Dr. Seema S, Shenoy. Director, SDM P.G, Center for Research, Mangalore, Staff Coordinators Mrs. Shashikala Shetty and Mrs. Veena F. Kotian, were present on the dais. The day's celebration started with a prayer by Mrs. Chithra and team. Ms. Mahima formally welcomed the gathering on this august occasion. The significance of celebrating Teachers' day was rightly put forward by Ms. Sangeetha. She highlighted the various cases were teachers played vital role in shaping the society. Mr. Pavithra introduced the Chief Guest of the program. The Chief Guest was honored by Director, Dr. Seema S. Shenoy and Principal, Prof. Aruna P. Kamath. Thereafter, Dr. P.P. Devan captured the attention of audience through his excellent speech. He emphasized that a teacher should always give importance to students, institution, and at the same time should never lose their dignity. He provided few tips to the teachers about their health to maintain. He said diet to be followed to maintain a good health. He also provided information about the tablet to be carried out in an emergency. The vote of thanks

was proposed by Mr. Pavan.

COLLEGE DAY CELEBRARTIONS 2020

Prize Distribution Ceremony

The annual day celebration was held on 28 February 2020 at 4:30 P M in the college premises. Professor Karanam Uma Maheshwar Rao, Director, NITK Surathkal and Mr. Bharath Shivappa, Chief Strategy Officer Bengaluru also and alumni of SDM CBM Mangaluru were the distinguished chief guests. The chief guest Professor Karanam Uma Maheshwar Rao, in his address said that development of self is very essential at the outset and it is important to devote time to shape the personalities of students. He stressed on the need to be socially responsible amongst the younger generation. Mr. Bharath Shivappa, in his remarks said that practical exposure and theoritical aspects about the area of expertise isvery vital to achieve our dreams and goals. Principal Prof Aruna P Kamath gave a brief glimpse of college activities through the college annual report for the academic year 2019-2020. She added that the college believes in instilling the motto learning for Life and thus the activities conducted by the college directs towards achieving the same.

Prizes were awarded to the university rank holders and scholarships were distributed. The students exhibited their talents in the cultural programme followed by the formal function.

The prize distribution ceremony was held at 9:15 A. M. in the college auditorium. The chief guest Dr Renuka K Principal, Shree Gokarnanatheshwara College Mangaluru emphasized on the importance of promoting actions towards social cause in the current era to make our world a better place to live and added that students are responsible for shaping their destiny through commitment and passion. Guest of honour Mrs Shreeparna Holla, Security Analyst Accenture Bengaluru and also alumni of SDMCBM Mangaluru emphasized on the importance of various curricular and extra curricular activities in building the personality of students. her presidential remarks, Principal Professor Aruna P Kamath acknowledged the presence of the distinguished guests as it serves as motivation to the budding professionals.

General proficiency and prizes for the various association activities were awarded to the students by the guests. Staff advisors, Mrs. Shashikala Shetty and Mrs. Veena D. Kotian and student council representatives Ms. Sangeetha and Ms. Mahima were present.



FINANCE ASSOCIATION – Fondos

Motto : **To empower the students to attain professional excellence in the field of finance.**

Theme : **Enhancing the financial abilities to the extreme.**

Objectives:

- To create a cohort of students in financial careers.
- To provide the students with an overview of professional opportunities in finance.
- To encourage activities beyond prescribed syllabus.
- To provide the basic knowledge about the existing financial institutions and their services

Staff Coordinators	:	Mrs. Shwetha Y Mrs. Smitha M Ms. Sowmya hedge Mr. Praveen D
Student Coordinators	:	Saurav Kumta IIIBCom Iman II BBA B

Student Secretaries	:	III BBM 'A' Bindiya
		III BBM 'B' Imaan
		III BBM 'C' Anusha Bangera
		III BCOM Saurav Kumta
		III BCA 'A' Pooja
		III BCA 'B' Shravan Sherigar
		III BA(HRD) Karthikeya

ACTIVITIES

Inauguration and orientation

The inauguration and orientation of Finance association was conducted on 6 July 2019. Mr. Ganesh Rao, Charted Accountant was the inaugurator. The objective was to familiarize the first year students about various activities of the association like skill enhancement activities, extension activities and various fests conducted in the college. The inaugurator encouraged the students to take active part in the activities and get benefited. Ms. Sowmya Hegde coordinated the programme.

Guest Lectures

Capital Market Awareness Programme

The Finance Department organized Capital Market Awareness Programme for III BBA 'B' on 16 September 2019. Mr. Venugopal, Senior Associate, Lotus Known Wealth , Mumbai was the resource person. It was a very interesting session where he shared his knowledge and experience pertaining to the capital market. He also elaborated about institutions like RBI ,SEBI etc. His elucidation of the working of BSE has been worthwhile for all the participants in this session. Mrs. Smitha coordinated the session.

Campus to Corporate

The Finance department conducted guest lecture on the topic "Campus to Corporate" on 26 September 2019. Prof. Raghavendra Rao, IBS Bangalore was the Resource Person. He explained about the skills required for the students to get into corporate world and also explained about present scenario of job market. 176 students benefited from this guest lecture. Ms. Sowmya Hegde coordinated the programme.

Eustress

A guest lecture was conducted by Finance department on 1 October 2019 on the topic "Eustress". Mr. Sanjeeth X. Rodrigues was the resource person. He explained about the skills required for the students to get into corporate world, how to manage stress in the real world. Mrs. Shwetha Y. coordinated the programme.

Student Faculty Programmes

Agricultural Income

The Finance department organized a student faculty programme on 13 August 2019 for II BBA 'A' on the topic "Agricultural Income" by Ms. Bindiya of III BBA 'C' The objective of this programme was to improve the learning spirit of the students, and motivating the advance learners. Ms. Sowmya Hegde coordinated the programme.

Current Affairs

The Finance Department organised student faculty programme on 5 July 2019 on the topic 'Current Affairs' to I B.Com by Ms. Harshitha Bengre and Rafa

of II BAHRD by conducting the quiz. The objective is to examine the knowledge of students about the current senario. The whole class participated in the Quiz . Mrs. Shwetha Y Coordinated the Programme.

Stock Market

The Finance department organized Student Faculty Programme on the topic "Stock Market" to III B.com students On 27 September 2019. Ms. Prathiksha Baliga was the student faculty and she explained students about the main objective of this programme is to improve students teaching skill and it is an opportunity for advance learners to excel. Ms. Sowmya Hegde co-ordinated the programme.

Corporate Behavior

The Finance department organized student faculty programme for I B.Com. on the topic "Corporate Behavior" on 30 September 2019 by Mr. Akshay Sharma and Ms. Maya Vyas of III BBA 'A'. They explained about how a person should possess attitude in his/her daily life. This programme was conducted mainly to improve the presentation skill. Mrs. Shwetha Y. coordinated the programme.

Professionals

A student faculty programme was organized by Finance department on 9October 2019 for I B.Com on the topic "Professionals" by Mr. Smaridh Shetty of III BBA 'C'. The objective was to improve the presentation skill. He explained about who are professionals, what they earn, how their outstanding income is calculated. Mrs. Shwetha Y. coordinated the programme.

Bank Marketing

- The finance department organized student faculty programme on 20 Jan 2020 to II BBA 'A' on the topic "Bank Marketing" by Mr. Akhil Raj of III BBA 'A'. The main objective of this programme was to improve Students teaching skill and encourage advance learners to excel. Mrs. Shwetha Y co-ordinated the programme.
- The finance department organized student faculty programme on 21 Jan 2020 to II BBA 'B' on the topic "Bank Marketing" by Mr. Akshay Shrama of III BBA 'A'. The main objective of this programme was to improve Students teaching skill and encourage advance learners to excel. Mrs. Shwetha Y co-ordinated the programme.

Capital Structure

The Finance association conducted student faculty programme on 13 February 2020 by Saurav Kumta of III B.Com on the topic "Capital Structure". The objective of the activity was to improve the presentation skills of the student. The student faculty explained various factors affecting capital structure of the company. Ms. Sowmya Hedge coordinated the programme.

Human Resource Accounting

The Finance Department organized student faculty programme on the topic "Human Resource Accounting" by Mahima for I BA (HRD) on 21 February 2020. The objective of this programme was to improve Students teaching skill and it is an opportunity for advance learners to excel. Mrs. Shwetha Y. coordinated the programme.

Work Life Balance

The Finance Department organized student faculty programme on the topic "Work Life Balance" by Mahima for I BA (HRD) on 25 February 2020. The main objective of this programme was to improve Students teaching skill and it was an opportunity for advance learners to excel. Mrs. Shwetha Y. coordinated the programme.

Extension Activity

Visit to Shree Gajanana Tins

The Finance department organized an extension activity on 2 August 2019 at 'Shree Gajanana Tins Mangaluru'. The objective was to give awareness about Systematic Investment Plans to the workers of the factory. Students interacted with the workers of the factory and gave them useful information and clarified their doubts. Nearly 16 workers benefited from this programme and group of 13 students participated in the programme. Ms. Sowmya Hegde coordinated the programme.

Visit to MSNM Besant institute of PG studies

Members of the finance department attended a workshop on 31 August 2019 at MSNM Besant institute of PG studies on the topic "Demonstration and Workshop on web based learning through NPTGH Programme". Fardeen Ahmed, GladsonCrasta and Satwik Ganesh Prasad of II BBA 'C' participated in the workshop. The event was coordinated Mrs. Smitha .M.

Visit to St. George Homeopathy

The members of the Finance department visited St. George Homeopathy, Bantwal, Mangaluru on 24 September 2019. The members explained about the advertising strategies to the employee of the industry. The programme was coordinated by Mrs. Shwetha Y.

Visit to Bhagya Jyothi Industries

The members of the Finance department visited Bhagya Jyothi Industries,

Konchady, Mangaluru on 25 September 2019. The members explained about the savings schemes to the employees of the industry. The programme was coordinated by Mrs. Shwetha Y.

Awareness on Bank Frauds

The Finance department conducted extension activity on 25 September 2019 to general public. The objective was to create awareness on Banking Frauds. As fraud through identity theft is growing rapidly, an attempt is made to educate people on what is happening in the current online banking environment. Mrs. Smitha M. coordinated the programme.

Visit to Canara High School

The Finance department conducted an extension activity on 12 October 2019 at Canara High School, Mangalore. The objective was to render social services as a part of Institutional social responsibility. The members explained about various investment avenues to the school children and also gave awareness about various agriculture schemes of Central Government. This programme was coordinated by Ms. Sowmya Hegde.

Attended a National Seminar On Sustainable Development Goals: The Indian Story

The members of Finance department attended a National Seminar On "Sustainable Development Goals: The Indian Story" on 13 and 14 February 2020 at St. Aloysius College, Mangalore. Fardeen Ahmed, Gladson Crasta and Satwik Ganesh Prasad of II BBA C participated in the Seminar. Mrs. Smitha M coordinated the same.

SKILL ENHANCEMENT ACTIVITIES

Quiz

The association organized Quiz competition on 9 July 2019 on current happenings of finance and budget. The objective was to increase students' knowledge about current affairs and to give awareness about main highlights of budget 2019. Large number students participated in the activity and benefited from it. Ms. Sowmya Hegde coordinated the activity.

Money talk

The association conducted Money talk on 29 July 2019. The objective was to improve students' communication skill and knowledge about recent development in the area of finance. Large number students participated in the activity and benefited from it. Ms. Sowmya Hegde coordinated the activity.

Flip Side

The Finance association organized Flip side competition on 16 August 2019 on selected finance topics. The objective of this activity was to increase students' knowledge about finance topics and to give awareness about current happenings in the field of finance. Large number students participated in the activity and benefited from it. Ms. Sowmya Hegde coordinated the activity.

Argument

The Finance association conducted a skill enhancement activity Argument on 28 August 2019. The objective of this activity was to improve students' communication and convincing skills. Large number students participated in the activity and benefited from it. Ms. Sowmya Hegde coordinated the activity.

Money Talk

The Finance association conducted Money Talk on 26 September 2019. The objective of this activity is to improve student's communication skill and presentation skill. 11 students participated in this activity and benefited. Ms. Sowmya Hegde coordinated this activity.

Group Discussion

The Finance association conducted group discussion competition on 13 February 2020. The objective of the activity was to improve communication and coordination among the participants. Large number of students actively participated. Ms. Sowmya Hedge coordinated the programme.

Allegation

The Finance association conducted allegation competition on 18 February 2020. The objective of the activity was to inculcate problem solving skill among the students. Large number of students actively participated. Ms. Sowmya Hedge coordinated the programme.

Case study

The Finance association conducted Case study on 20 February 2020. The objective of the activity was to improve the critical thinking among the participants. A case related to financial problem of a company is given to students. Large number of students actively participated. Ms. Sowmya Hedge coordinated the programme.

Paper presentation

The Finance association conducted paper presentation competition on 24 February 2020. The objective of the activity was to improve the presentation skill among the participants. "Impact of CSR on financial position of the company" was

the topic for presentation. Ms. Sowmya Hedge coordinated the programme.

List of Prize Winners

Astapadhi (Quiz)

I	Akhil Raj	III BBA 'A'
	Samridh S. Shetty	III BBA 'C'
II	Elvis Rego	III BCA 'B'
	Sheik Shadab	III BBA 'A'
III	Dale	I BCA 'B'
	Skanda	I BCA 'B'

Money talk

I	Maya D. Vyas	III BBA 'A'
I	Harshitha	II BA(HRD)
II	Akhil Raj	III BBA 'A'
III	Abhishek Sharma	I B.Com

Flip Side

I	Shreya Hedge	III B.Com
II	Adline Princia D'Souza	II BA(HRD)
III	Skanda	I BCA 'B'

Debate

I	Layo Xavier	
	Vandan Rai	II B.Com
II	Abhishek Sharma	
	Archana Baliga	I B.Com
III	Raksha	
	Monisha	I B.Com

Crossword

I	Akhil Raj	III BBA 'A'
	Dielle	I BBA 'C'
II	Niriksha	
	Vignesh Baliga	III B.Com

Group Discussion

I	Samridh S. Shetty	III BBA 'C'
II	A.S. Meghana Rao	II B.Com
III	Akhil Raj	III BBA 'A'

Allegation

I	Samridh S. Shetty	III BBA 'C'
II	Adka Meghana Srinivas Rao	II B.Com
III	Akhil Raj	III BBA 'A'

Paper Presentation

I	Abhishek Sharma	I B.Com
II	Akhil Raj	III BBA 'A'

Case Study

I	Abhishek Sharma	I B.Com
II	Rafa Fathima	II BA(HRD)



MARKETING ASSOCIATION- Venta

III	Harshitha Bengre	II BA(HRD)

Motto/Vision: **To create awareness among the students regarding the various dimensions of marketing.**

Theme: **Evolutionary Marketing**

Objectives:

- To create an awareness among students about the various dimensions of marketing
- To build the competency level of the students in terms of marketing skills
- To provide students with a professional network

Staff Co-ordinators :
Mrs. KavithaPrabhu
Mrs. Deepashree G Shenoy
Mrs. Rashmi T
Ms. Shreeprajna

Student Co-ordinators :
Ms. Vinutha V Rao
Ms. Shreya Rai

Student Secretaries :

III BBA 'A'	Vinayak
III BBA 'B'	Bindu
III BBA 'C'	Jay Karia
III B.Com	Sushmitha
III BCA 'A'	Pratheek K. B.
III BCA 'B'	Pratheeksha
III BA(HRD)	Akshay J. K.
II BBA 'A'	Yash Acharya
II BBA 'B'	Raksha Kudan
II BBA 'C'	Ananya Shetty
II B.Com	Shifali H.K.
II BCA 'A'	Swarna Shetty
II BCA 'B'	Tasbiha Kausar
II BA(HRD)	Zainaba Shafula
I BBA 'A'	Pratham Kumar
I BBA 'B'	Q. E. Daaniyal
I BBA 'C'	Abdul Nadir
I B.Com	Saalihah Fathulla
I BCA 'A'	Shamna
I BCA 'B'	Sinchana Sanil
I BA(HRD)	Lavanya Salian

ACTIVITES

Inauguration and Orientation

The inauguration of the Marketing association was held on 5 July 2019. The chief guest was Mr. Canute D'Costa, Accounts and Sales Manager, Zomato, Mangalore Region also an alumni. He spoke about the various opportunities and jobs that can be taken up in the marketing sector and the overall importance of marketing in business. He also encouraged students to actively take part in the various activities of the association. A brief plan of action was presented by Vinutha V. Rao and Shreya Rai. Dr.MuralidharRao K.S., spoke about the importance and exposure provided to students through the various marketing activities. Mrs. Deepashree G. shenoy, Mrs KavithaPrabhu and Mrs.Rashmi T coordinated the programme.

GUEST LECTURES

Stress Management among Marketing Professionals

The Marketing department organized a guest lecture on the topic "Stress Management among Marketing Professionals" for I B.Com on 9 July 2019. Ms.Monisha, Project officer, Osborne Engineering Ltd., Dubai was the resource person. She explained that stress management is a wide spectrum of techniques and psychotherapies aimed at controlling a person's level of stress. The programme was coordinated by Mrs. Kavitha Prabhu.

The Judiciary Review

The Marketing department conducted a guest lecture on the topic "The Judiciary Review" on 27 September 2019 for I BBA" C" and I BBA "A. The resource person was Mr.Vignesh Kamath, Advocate. The objective was to create awareness on right to information and Public Interest Litigation. The speaker while addressing the students spoke on concepts like judiciary, rights of consumer, how to file a complaint its process and procedures. Large numbers of students were benefited.

Ms. Shreeprajna coordinated the programme.

STUDENT FACULTY PROGRAMMES

Redemption of Preference Share

A student faculty programme was organized on the topic "Redemption of preference share" on 10 July 2019 for II BBA 'B' by Ms.Shreya of III B.Com. The objective was to inculcate leadership qualities among students. Students were engaged in creative activities throughout the session. The programme was coordinated by Mrs. Kavitha Prabhu.

Business and Its Current Issues

The department organized a student faculty programme for I B.Com on the topic "Business and Its Current Issues" on 8th July 2019 by Akhil Raj K. and Akshay Sharma of III BBM 'A'. The objective was to impart knowledge on the concept of business from the modern point of view. They explained the procedure for business registration, availability of various facilities, competition, and opportunities in business. The programme was coordinated by Ms. Shreeprajna.

Marketing Strategies

The department organized a student faculty programme on the topic "Marketing Strategies " on 16 July 2019 for II BBA 'A' by Ms Prashobitha and Shvani of III BBM 'B'. The objective of the programme was familiarize the students with various marketing strategies. The programme was coordinated by Mrs. Deepashree Shenoy.

Retail Marketing

A student faculty programme was organized on 10 August 2019 for II BBA 'A' by Ms. Prashobitha Prabhakar of III BBA 'B' on the topic "Retail marketing". The objective of the programme was to inculcate leadership qualities among students. Students actively participated in the session. Mrs.DeepashreeShenoy coordinated the programme.

Accounting Standards

A student faculty programme was organized on the topic "Accounting Standards" for II BBA 'A' by Shreya and Vinutha of III BBA on 4 March 2020. The objective of the programme was to inculcate leadership qualities among students. The student faculties explained various accounting standards. The programme was coordinated by Mrs.Kavitha Prabhu

EXTENSION ACTIVITY

Awareness on BadavaraBandhu

The Marketing department conducted an extension activity at Bejai and Lalbaugh, Mangaluru on 24 August 2019.The objective of this activity was to create an awareness among the street vendors, hawker regarding the various schemes like 'Badavara Bandhu', loan facilities, other type of financial facilities available and thus freeing them from the menace of meter baddi. The activity was coordinated by Kavitha Prabhu, Mrs. Deepashree Shenoy and Ms.Shreeprajna.

Visit to Siri Exhibition

The members of Marketing department visited Siri exhibition stall on 19 August 2019, at SDMCBM, Mangalore. The objective of this activity was to enhance the marketing skills of the students. The students helped Siri employees in promoting the products in the campus. The students learnt about the methods of promotion, about the company and its products, managing the crowd, the interaction skills and also got the practical exposure. Mrs.Kavitha Prabhu initiated and coordinated the activity.

Visit to Kanara Chamber of Commerce

The members of Marketing association attended a programme on 13th August 2019 at Kanara Chamber of Commerce on the topic "New Marketing Techniques/ Thinking in the contemporary Organizations". Dr. Kaup Mohammed, Dean and MD of London American City College, UAE was the resource person. The objective of this activity was to enhance their marketing knowledge and skills of the students. The resource person illustrated various practical life situations in order to explain customer –oriented market concept.

Visit to Aster Banquet

The members of Marketing Department visited "ASTER BANQUET" a newly built banquet hall at Adyar Garden On 22 February 2020. The objective of the visit was to learn about the marketing strategies adopted by the in house kitchen banquet hall. The manager guided the students about the working condition and infrastructure maintenance. The visit was coordinated by Mrs.Kavitha Prabhu.

Visit to Shri Rama School

The Marketing association conducted an extension activity at Shri Rama School, Arkula ,Farangipete on 22 February 2020. The objective of the visit was to create awareness about various aspects of marketing and consumer protection. The children actively participated in the activity. The Programme was coordinated by Mrs.Kavitha Prabhu.

Visit to Deeksha Wood Industries

The Marketing department organized a field visit to Deeksha Wood Industries, Manjeshwar on 6 March 2020. The objective of the programme was to acquaint the students about the working environment of industry. This programme was

coordinated by Mrs.Kavitha Prabhu.

Visit to Cascades Data solution

The Marketing department organized a field visit to Cascades Data solution, Kodialbail, Mangaluru on 10 March 2020. The objective of the programme was to acquaint the students about the working environment of industry and also about HR and Marketing strategies adopted by the company. The programme was coordinated by Mrs. Kavitha Prabhu.

Skill Development Activity

The Marketing department students supported Harsha stores to promote their products among the students on 11 and 12 March 2020. The objective of this programme was to enhance the promotional skills of the students.. Students promoted the Harsha QR Code put up in the college campus, scanning which they could get discount on Harsha products. The Programme was coordinated by Mrs. Kavitha Prabhu.

Video Review

The Marketing department conducted a video review for III BCA 'B' on the topic 'Ambani the Investor" on 19 August 2019. The objective of the program was to make students aware about the investments with limited options available. The video portrayed the life and struggles of the individual and his journey towards becoming a successful business man. The video explains that hard work bears its reward. The programme was coordinated by Mrs.Kavitha Prabhu

The Marketing Department conducted a video review on the topic 'motivation and challenges in life' for I BCA 'A' on 7 January 2020. The objective of the programme was to create awareness and motivate students to face future challenges in life. Ms. Shreeprajna coordinated the programme

Book Review

- The department conducted a book review titled "Guns, Germs and Steel" authored by Jared Diamond on 11 September by Abdul Nadir of I BBA 'C'. The objective was to enhance their reading skills by identifying the author's perception. The student opined that the book depicts the different Europeans culture. The programme was coordinated by Ms.Shreeprajna.
- The department conducted a book review titled "Introduction to Ethics" authored by Reginald M. J. Oduor on 11 September by DielleSoans of I BBA 'C'. The objective was to enhance their reading skills by identifying the author's perception. The student opined that the book brings out the philosophical thoughts and ethics. The programme was coordinated by Ms.Shreeprajna.
- The Marketing department conducted a book review on 15 February 2020. Mohammed Zaheed of III BBA 'C' reviewed the book titled "Touch The Sky" authored by Rashmi Bansal. The objective of the activity was to enhance their reading skill by identifying the authors' perception. The student opined that the book depicts out a great real life stories of Indian women of various professions. The activity was coordinated by Shreeprajna.
- The Marketing department conducted a book review on 15 February 2020,Samridh Shetty of III BBA 'C' reviewed the book titled "Till The Last Breath" authored by Durjoy Datta. The objective was to enhance their reading skill on Fictional books. The student opined that the book depicts out how to lead a life for others and spread happiness around till the last breath. The activity was coordinated by Shreeprajna.
- The Marketing department conducted a book review on the book titled "The Facebook Marketing Book" authored by Dan Zarrella by Deepika M. B. of III B.Com on 16 February 2020. The objective was to enhance their reading skill by identifying the authors' perception. The student opined that the book depicts out how Facebook can help to promote brand, products, and services. The review writing was coordinated by Mrs. Kavitha Prabhu.

SKILL ENHANCEMENT ACTIVITIES

Brand Wars

The association conducted Brand Wars competition on 10 July 2019. The participants were given brand names of different companies in the same field of industries and were supposed to market their company products against the other. Here the candidates were judged on base of his subject knowledge, communication skills, content and presentation. This event was judged by Mr. Praveen D. & Mr. Akshith Kumar. The event was coordinated by Mrs. Deepashree Shenoy.

Slogan Writing

The association conducted Slogan Writing competition on 20 July 2019. The contestants were asked to write a slogan for given brand name & products. Here the event was judged on the basis of their ability to understand the brand, writing attractive and convincing slogans.

Logo Quiz

The association conducted Logo Quiz on 24 July 2019. The participants were asked to identify the logos and write the associated brands, It was judged on the basis of the participants ability to identify maximum number of logos. This event

was coordinated by Mrs.Kavitha Prabhu.

Convince Me

The association conducted Convince Me skill enhancement event on 7 August 2019. Here the participants were given defect product names and had to convince the judges to investin their products. The marks were allotted on their knowledge about the product, communication skills, convincing ability. The event was judged by Mr. Praveen D. &Mr. Gururaj.

Product Launch

The association conducted Product Launch on 20 August 2019. It is an event in which participants will be asked to launch their own product in an innovative way using SWAP analysis. The event was judged on basis of subject knowledge, communication skills, creativity and team work.

MAD AD

The association conducted the Mad Ad was conducted on 30 august 2019. Here the participants were given the topics on spot. Based on that they have to prepare an Ad and present it. Marks were given on the basis of presentation team coordination and creativity.

Crossword

The Crossword event was conducted on 11 September 2019. Here the participants were given around 20 crossword riddles relating to marketing and in a given period of time the participants had to solve them. The marks were allotted on basis of maximum number of riddles solved by the participants. This event was coordinated by Mrs. Deepashree Shenoy.

Word Puzzle

The association conducted the Word Puzzle on 20 December 2019. Here the participants had to search for about 30 marketing related words in a limited time period. The marks were allotted on the basis of finding the maximum number of words. The event was coordinated by Mrs. Deepashree Shenoy

Jingle Writing

The association conducted Jingle writing on 7 January 2020. On that day the participants were given 24 hours to come up with a jingle on a particular product. The event was judged on basis of creativity & comprehensive skills. The event was coordinated by Mrs. Deepashree Shenoy.

Merge

The association conducted Merge competition on 14 January 2020. Merge is a case analysis competition were the participants had to analyse the case and give their conclusion whether the company has to merge with their competitors in order to survive in the market. Participants were also told to write down the marketing strategies the merged companies would take up. Marks are allotted for analysing and giving solution to the four questions given to them in the case

LIST OF PRIZE WINNERS

Brand Wars

I.	Athul	II B.Com
	Layo	II B.Com
II.	Jay Karia	III BBA 'C'
	Mayank Patodi	III BBA 'C'
III.	Akhil Raj	III BBA 'A'
	AdlineDsouza	II BA(HRD)

Slogan Writing

I.	Sakshath Shetty	III BBA 'A'
II.	S R Dhanya	I BBA 'B'
III.	Bhoomika	III BBA 'B'

Logo Quiz

I.	Akhil Raj	III BBA 'A'
	Adline D'Souza	II BA(HRD)
II.	Jay Karia	III BBA 'C'
	Mayank Patodi	III BBA 'C'
III.	Samridh Shetty	III BBA 'C'
	SauravKumta	III B.Com
	VikasVarma	III BBA 'A'
	Sakshath Shetty	III BBA 'A'

Convince Me

I.	Sourav S. Kumta	III B.Com
II.	Samridh S. Shetty	III BBA 'C'
III.	Akhil Raj	III BBA 'A'

Word Puzzle

I.	Tasbiha Kausar	II BCA 'B'
	Meghana	II BCA 'B'
II.	Sonah	II BCA 'B'
	Sushmitha	II BCA 'B'
	Meghana Rao	II B.Com
	Saurav Kumta	II B.Com
III.	Shravya Prasad	II B.Com
	Vikshitha	II B.Com

Crossword Puzzle

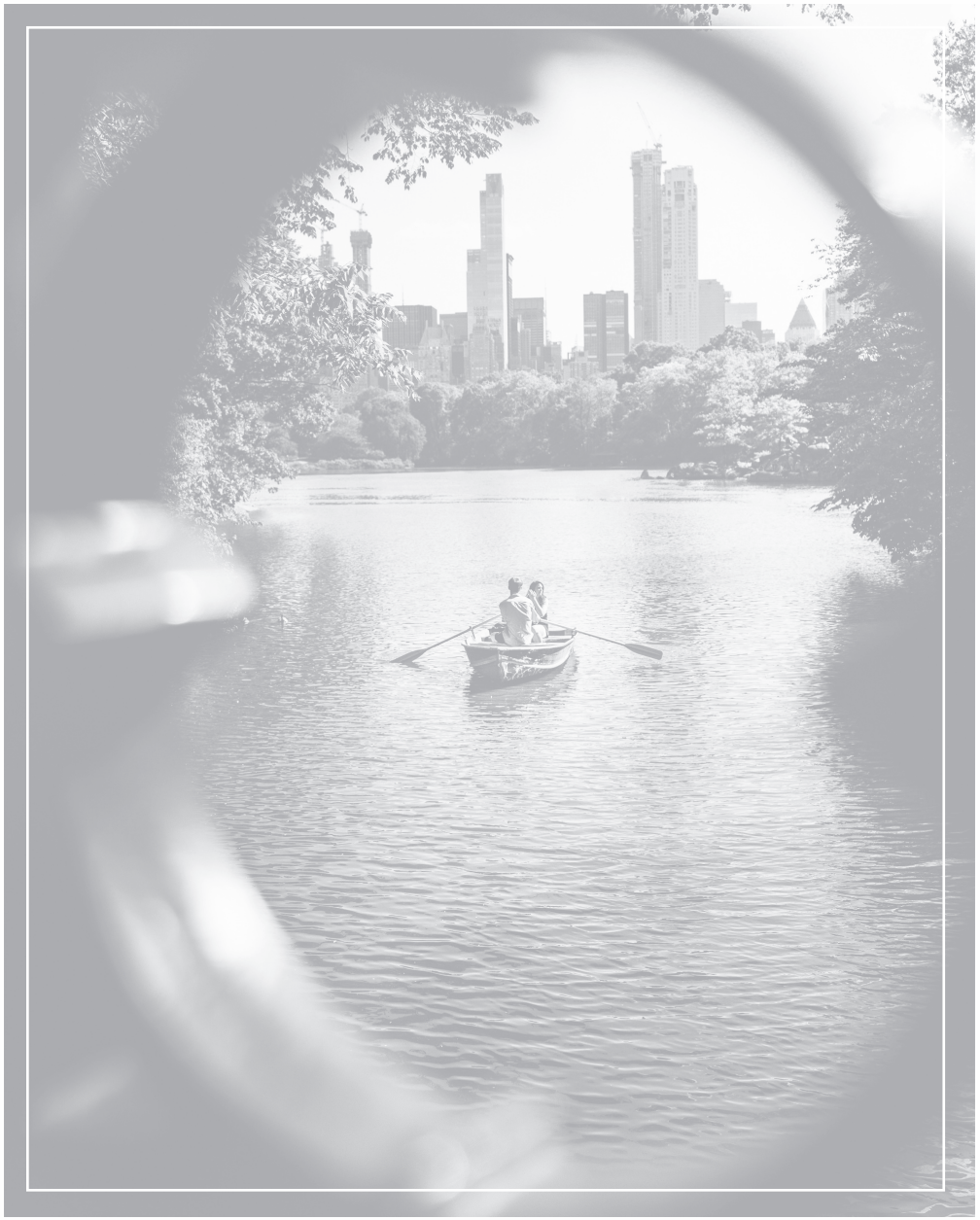
I.	Dev P. Banker	III BBA 'A'
	Fathima Nashvana	III BBA 'A'
II.	Sakshath Shetty	III BBA 'A'
	Shreyanka Rao	III B.Com
III.	Meghana Rao	II B.Com
	Athul	II B.Com

Jingle Writing

I.	Sakshath Shetty	III BBA 'A'
II.	Dev P Banker	III BBA 'A'
III.	Jumaan Hussain	II BA(HRD)

Product Launch

I.	Akhil Raj	III BBA 'A'
	Samridh S. Shetty	III BBA 'C'
II.	Meghana Rao	II B.Com
	Saurav S. Kumta	III B.Com



HUMAN RESOURCE ASSOCIATION - Resource Hub

Athul Mohandas	II B.Com
Vibha Rao	II B.Com

Motto: **Empowering students to develop HR Skills so that they can became effective leader**

Theme: **People , Purpose and Passion .The Pathway To Success**

Objectives:

- Giving multi –dimensional perceptions to recent HR issues.
- Orienting the students towards changing HR policies and trends.
- Exposure to cultural ethos and traditional HR practices.

Staff Co-ordinators : Dr. Muralidhar Roa K.S
Mrs. Gayathri K.
Mrs. Anasuya
Mrs. Preethika Dharmapal
Mrs. Parinita Salian

Student Co-ordinators : Ms. Bangera Anusha Ramesh III BBA 'C'
Ms. Shreya Hegde III B.Com

Student Secretaries :		
	III BBM 'A'	Ms.Vinutha V. Roa
	III BBM 'B	Ms.Smrithi
	III BBM 'C'	Ms. Megha
	III BCOM	Ms.Shreya Hegde
	III BCA 'A'	Mr.Anush Shetty
	III BCA 'B'	Mr.Udit shanker
	III BA(HRD)	Ms.Nowfal Banu

ACTIVITIES

Inauguration

The inauguration of HRD association was held on 8 July 2019. Mr. Arvind Kini , HR Manager, Brevera Technologies Private Ltd., Mangalore also an alumna was the guest. He spoke about the objectives and activities of the human resource association and also about business etiquettes. He shared his experiences and said that the participation in various activities of the association have helped him to enhance the confidence and take up proper decision in his work related issues. The principal, Prof. Aruna P. Kamath in her presidential address, she motivated the students to participate in various activities of the association which are helpful in personality development. Ms. Anusha presented the plan of action. The programme was compeered by Mr. Ashwin, Ms. Shreya introduced the guest and Ms. Megha proposed vote of thanks. Dr. Muralidhara Rao, Mrs. Anasuya, Mrs. Gayathri, Mrs. Preethika and Mrs. Parinita coordinated the programme.

GUEST LECTURERS

Human Resource Accounting

The HR department organized a guest lecture on the topic "Human Resource Accounting" on 15 July 2019. Mr. Govindraya Shenoy, Entrepreneur, Amogh Enterprises, was the resource person. The objective was to create awareness on the value of human resource accounting. The resource person highlighted that HRA plays a vital role in building the long lasting and healthy relations with people. He also stated that HRA has not been introduced so far in any legislation and thereby human resources are not yet recognized as assets neither in the balance sheet nor in the annual reports. The programme was coordinated by Mrs. Parinita Salian.

Workshop on How to Build a Successful Work Team

A workshop on the topic "How to build a successful Work Team" was organized by the HR department on 17 July 2019. The resource person was Mr. Santhosh Kumar Shet, Current Account Acquisition Officer, IDFC First Bank, Mangalore. The objective was to impart knowledge on team work and its impact on achieving the objective of the organization. The programme was coordinated by Mrs. Gayathri.

Effective Communication in Workplace

The HR department organized a Guest Lecture on "Effective Communication in Workplace" on 6 September 2019. The Resource person was Ms. Nishmitha. The objective was to impart knowledge on effective communication. The programme was coordinated by Mrs. Anasuya.

Business System and Its Environment

The Human Resource department organized a guest lecture on "Business System and Its Environment" on 27 September 2019 for I BBA 'B'. Mrs. Manjushree

Rai, Proprietor, Manjushree Agency, Mangalore was the resource person. She shared her experience and spoke about concept of business system and its various sub systems. She also stressed on the present relationship between business and environment. Mrs. Preethika Dharmapal coordinated the programme.

Strategic Human Resource Management

HR department organized a guest lecture on the topic "Strategic Human Resource Management" on 12 February 2020. Mr. Canute D'Costa, Proprietor, Big Mama's Kitchen, was the resource person. The objective was to create awareness on strategic human resource management. The resource person explained that strategic human resource management is all about achieving business objectives through smarter human resource management. He highlighted the key roles and activities of human resource manager in strategic human resource management. The programme was coordinated by Mrs. Parinita Salian.

STUDENT FACULTY PROGRAMMES

Glass Ceiling

The association organised a student faculty programme on the topic "Glass Ceiling" for I BA (HRD) by Mr. Aman and Mr. Ananth of III BA (HRD) on 26 July 2019. The objective was to enhance the communication and presentation skills. Mr. Aman explained the legal advantages of glass ceiling and Mr. Ananth stated the effects and its impact on women. Ms. Parinita coordinated the programme.

Work Life Balance

The association organised a student faculty programme on the topic "Work Life Balance" for I BA (HRD) by Ms. Pooja of III BBA `C' on 29 July 2019. The objective was to enhance the communication and presentation skills. Ms. Pooja explained the importance and role of management in promoting work life balance. Ms. Parinita coordinated the programme.

Attitude

The HR association organized a student faculty programme on the topic "Attitude" for I BA (HRD) by Ms. Adline of II BA (HRD) and Akilraj III BBA 'A' on 4 September 2019. The objective was to enhance their communication and presentation skills. Ms. Adline explained different attitude and Akilraj conducted quiz to the students. Ms. Anasuya coordinated the programme.

Elements of Insurance

The HR association conducted a student faculty programme on the topic "Elements Of Insurance" for I BBA 'B' on 16 September 2019 by Maya D. Vyas. The objective was to create awareness about fundamental principles of insurance. She explained the brief history of insurance, its fundamental principles and different types of insurance. Mrs. Preethika Dharmapal coordinated the programme.

Ethics and Integrity

The HR association conducted a student faculty programme on the topic "Ethics and Integrity" for I BA(HRD) on 2 March 2020 by Mr. Adam and Ms. Adline of II BA(HRD). The objective of this programme was to create awareness about fundamental principles of insurance. Ms. Adline explained about ethics. Integrity and fraud in workplace was explained by Adam. Mrs. Anasuya coordinated the programme.

Paper Presentation

- The Human Resource department organized paper presentation on relevant topic on 26 September 2019 for III BBM Students. The objective of this programme was to enlighten the student about current topic of HR. Following are the detail of topics presented by students: Build a strategic Frame Work, Minimize the work place negativity, how to retain the best employee Mrs. Anasuya coordinated the programme.
- The Human Resource department organized paper presentation on relevant topic on 5 February 2020. The objective of this programme was to enlighten the student about eminent personalities in the various filed. Following are the famous personalities Sundra Pichai, Marry Com and Sudha Murthy. Mrs. Anasuya coordinated the programme.

Book Review

- The HR association organized a book review on 9 September 2019. Ms. Pooja of III BBA 'B' reviewed the book "You are Born to Blossom" authored by Dr. APJ Abdul Kalam. This book gives a deep insight into the meaning of life and also motivates everyone to self-reflect. This exercise was undertaken to brief the students about the books available in the field of management and to enhance their reading skills. The programme was coordinated by Mrs. Parinita Salian.
- The HR association organized a book review on 14 September 2019. Ms. Anwika of III BBA 'B' reviewed the book "The Power of Positive Thinking" authored by Norman Vincent Peale. This book makes use of positive case histories and practical instructions to propose the method of positive thinking. This exercise was undertaken to brief the students about the books available in the field of management and to enhance their reading skills. The programme was coordinated by Mrs. Parinita Salian.
- The HRD department conducted a book review on "The Monk Who Sold

His Ferrari" written by Robin Sharma on 10 October 2019 by Chirtra Roa K.P. of III BBA 'A'. The objective was to give insight into author's perspective and also develop their reading skill. In this book, the author has given certain guidelines for people to balance their work life. Mrs. Preethika Dharmapal coordinated the programme.

- The HR association organized a book review on 4 February 2020. Ms. Rafa, Ms. Adline, Ms. Siddi and Ms. Harshitha of II BA(HRD) reviewed the book Balancing Work Life, authored by Bill Butter Work.. This exercise was undertaken to brief the students about the books available in the field of Human resource management and to enhance their reading skills. The programme was coordinated by Mrs. Gayarthi K
- The HR association organised a book review on 20 February 2020. Ms. Riha, Ms. Sahira ,Ms. Nishma and Ms. Zaina of I BA(HRD) reviewed the book "The Economic empowerment of women" authored by R.L. Panigraphy, S.S Nayak . This exercise was undertaken to brief the students about the books available in the field of management and to enhance their reading skills. The programme was coordinated by Mrs. Anasuya.
- The HR association organised a book review on 10 March 2020. Ms. Prashobitha of III BBA 'B' reviewed the book "The Pilgrimage" authored by Paulo Coelho. This book inspires the reader to take chance and dream bigger. This exercise was undertaken to enhance the students reading skills. The programme was coordinated by Mrs. Parinita Salian.

EXTENSION ACTIVITIES

Visit to Government Primary School Gandhi Nagar

The HR association conducted an extension activity at Government Primary School, Gandhi Nagar, Urwa, Mangalore on 6th July 2019. The members of the association organized activities like pick and speak and quiz to develop self confidence among the students and also provided the information on environmental issues. Mrs. Anasuya coordinated the programme.

Visit to ESSEN Enterprises

The members of the association visited ESSN Enterprises, Kambla cross Road, Barke, Mangaluru on 8 August 2019. The objective was to sensitize the students to the practical challenges that organizations face in the business world and to provide the information to the employees about the various welfare measures. This visit helped the employee to enrich their knowledge about welfare measures. Ms. Anasuya coordinated the programme

Awareness on Welfare Schemes

The members of HR association visited the auto rickshaw drivers of the neighborhood as a part of their extension activity on 5 September, 2019. The students briefed them about the various pension funds and schemes provided by the government. The programme was coordinated by Mrs. Parinita Salian.

Visit to Government Primary School

The HR association conducted extension activity in Government Primary school, Mannagudda, Mangalore on 14 September 2019. Student Ms. Anush along with other members. Many activities were conducted to encourage them to participate actively. Firstly, final year students are educated the children about environmental issues and about moral values and conducted various activities. All children who took active part. Mrs. Gayathri coordinated the programme.

Visit to Guru Darshan PG

The HR department conducted an extension activity at Guru Darshan PG for student on 17 December 2019. The members provided information regarding higher education and the activity also focused on career development. The programme was co-ordinated by Mrs. Preethika Dharmapal.

Visit to Marnabail Quarters

The HR department conducted an extension activity at Marnabail Quatres Bantwal for members on 18 December 2019.The member provided information regarding rain harvesting and the activity also focused on methods and benefit from it. The programme was co-ordinated by Mrs. Preethika Dharmapal.

Visit to the Vamanjur Packers

The members of the HR department visited the Vamanjur Packers, Plywood Industry Mangaluru on 21 January 2020. The objective was to enhance the knowledge of the students regarding manufacturing process. The programme was coordinated by Mrs. Preethika Dharmapal.

Awareness on Environment Conservation

The members of HR association visited flats located in Urwa, as a part of their extension activity on 12 March 2020. The objective was to sensitize the residents of the flats about the waste management and reuse of plastics. The members explained the residents to follow appropriate waste management methods and ways to reuse plastics. The programme was coordinated by Mrs. Parinita Salian.

Awareness on Government Welfare schemes

The members of HR association visited Essen Enterprise, Barke as a part of their extension activity on 7th March 2020. The objective was to create awareness

about importance of savings and to provide avenues for safe and convenient investment to the small savers. The students briefed the employees of the enterprise about the various government schemes like National Saving certificate, Public Provident Fund, Atal Pension Yojana and Sukanya Samriddhi Yojana etc. The programme was coordinated by Mrs. Parinita Salian.

Awareness on Government Welfare schemes

The members of HR association visited Sanjeeva Shetty Store, Kodialbail, as a part of their extension activity on 11th March 2020. The objective was to create awareness about importance of savings and to provide avenues for safe and convenient investment to the small savers. The students briefed the employees of the enterprise about the various government schemes like National Saving certificate, Public Provident Fund, Atal Pension Yojana and Sukanya Samriddhi Yojana etc. The programme was coordinated by Mrs. Parinita Salian.

Visit to Sri Rama High School

HR department conducted an extension activity at Sri Rama High School, Farangipet, on 22 February 2020. The members of the association organised various activities to develop self-confidence and personality of the students. The programme was coordinated by Ms. Parinita.

Visit to Balaji stationery for employees

The HR department conducted an extension activity at Balaji stationery for its employees on 6 march 2020. The objective of the activity was to create awareness about human rights.The member provided information regarding human rights and the activity also focused various ACTS related to human rights. Ayesha of I BBA'C' was the student coordinator. The programme was coordinated by Preethika Dharmapal.

SKILL ENHANCEMENT ACTIVITIES

First Impression

The association conducted First Impression competition on 23 July 2019. It was an individual event where the participants had to submit a hand written CV and had to make it creative to give a first impression. The competition was judged on the basis of creativity. Large number of students participated in the competition. Mrs. Preethika Dharmapal and Mrs. Anasuya coordinated the programme.

Just a Minute

HR Association had conducted Just a Minute competition on 16 August 2019. The objective of the programme was to enhance the speaking skills of the students. The participants were given HR related topics to develop their knowledge on the given topic. Large number of students actively participated in the competition. The competition was judged by Ms. Sanjana on the basis of presentation and communication skills. Mrs. Preethika Dharmapal and Gayathri k coordinated the programme.

Reproach

The Resource Hub association organized reproach competition on 09 September 2019. Reproach, it's an individual event. This competition helped the students to enhance their creativity. Event was judged on the basis of creativity and applicability of the theme. The judge was Veena D. Kotian. Event coordinated by Mrs. Preethika Dharmapal and Mrs Parinitha.

Case Study

The Resource Hub association conducted HR case study competition on 11th September 2019. The participants were given a case related to the corporate world .The event was judged on the basis of decision making skills of the students and how they solved the case .The event was judged by Mrs. Parinita. Mrs. Preethika Dharmapal and Mr. Muralidhar Rao coordinated the programme.

Role play

The Resource Hub association conducted role play competition on 14 February 2020. The objective of the competition was to make students aware about the current issues in the corporate world. The participants had to play the role of HR manager and were given current issues and challenges faced by HR managers where they had to come up with a best solution. Students actively took part in the competition. The event was judged by Ms. Shama. The programme was coordinated by Mrs. Preethika Dharmapal.

Debate

The Resource Hub association conducted debate competition on 19 February 2020.The objective of the competition was to well verse with the current events in the field of Human resource. The event was judged on the bases of creative, innovate and knowledge skills. The event was judged by Mr Akshith. The programme was coordinated by Mrs. Preethika Dharmapal .

Paper presentation

The Resource Hub association conducted paper presentation competition on the topic "Equal Pay for Equal Work" on 24 February 2020. The objective of the activity was to enhance the presentation skills of the students. The topic enhanced the knowledge and gave an insight to the equal pay for equal work.

The event was judged on the basis of presentation skills, idea and communication skills. The programme was coordinated by Mrs. Preethika Dharmapal.

Mock interview

The Resource Hub association conducted mock interview competition on 17 January 2020 .The participants were asked to carry their resumes for a particular post for the interview. It is a practice interview designed to simulate a real job interview a closely as possible. The event was judged based on interviewee's body language, presentation skill, communication skill and knowledge. Mr. Akshith Kumar judged the event. Mrs. Preethika Dharmapal coordinated the programme.

LIST OF PRIZE WINNERS

First Impression

I	Maya Vyas	II BBA 'A'
II	Samridh S Shetty	III BBA 'C'
III.	Chitra Rao KP	III BBA 'A'

Just a Minute

I	Mayank Patodi	III BBA 'C'
II	Jay Karia	III BBA 'C'
III	Adline Princia Dsouza	II BA (HRD)
III	S.R. Dhanya	I BBA 'B'

Reproach

I	Abhishek	I B.Com
II	Athul Mohandas	II B.Com
III.	S.R Dhanya	I BBA 'B'

Case Study

I.	Vishwas Y	II B.Com
II.	Saalihah	I B.Com

Role Play

I.	Reshma Patel	III B.Com
II.	Meghana Rao	II B.Com
III.	Saurav Kumta	III B.Com

Debate

I	Akhil Raj K.	III BBA' A'
	Samridh S Shetty	II BBA 'C'
II.	Reshma Patel	III B.Com
	Harshitha Bengre	II BA(HRD)
III.	Meghana Rao	II B.Com
	Saurav Kumta	III B.Com

Paper Presentation

I.	Meghana Rao	II B.Com
II.	Layo Xavier	II B.Com
III.	Saurav Kumta	III B.Com

Mock interview

I.	Athul	II B.Com



ECONOMICS ASSOCIATION

II.	Rafa Fathim	II BA(HRD)
III.	Reshma	III B.Com

Motto/ vision : **To make Economics more appealing to the students of management, commerce & HRD**

Theme : **Awareness on Environmental and resource Economics**

Objectives:

- Engaging students through active learning in the field of economics to build advance knowledge in economics.
- To provide information of recent trends in economics
- To through light on how economics is helpful to management and business activities.

Staff Co-ordinator : Mrs. Shashikala K.G.
Mr. Prasannakumar T.

Student co-ordinator : Pooja Acharya III BBA 'B'
Sushmitha Achar III B.Com

Class secretaries :

III BBM 'A'	V. Neha Kamath
III BBM 'B'	Pallavi
III BBM 'C'	Deeksha Sharon
III BCOM	Spoorthy Shetty
III BCA 'A'	Rakshitha
III BCA 'B'	Vijet G.
III BA (HRD)	Vidyalakshmi
II BBM 'A'	Deepthishree
II BBM 'B'	Usman Yamaan
II BBM 'C'	Yashaswi Kadri
II BCOM	G. Meghana Shenoy
II BCA 'A'	Shrinidhi
II BCA 'B'	Amisha
II BA(HRD)	Rinitha
I BBM 'A'	Jyothi lakshmi
I BBM 'B'	Hithashree
I BBM 'C'	Vikee Kumar
I BCOM	Monisha Devadiga
I BCA 'A'	Sweekrithi
I BCA 'B'	Sristi S Surathkal
I BA (HRD)	Shraddha

ACTIVITIES

Economics Association Inauguration

The inauguration of Economics association was held on 16 July 2019. Mrs. MeenuSreekumar, Secretary, AYUDH Mangaluru, was the chief guest. In her inaugural address, she briefed about awareness on the role of youth in conservation of resources. She also stressed that youth is responsible to build the nation, to make the society good and Noble. The Principal, Prof. Aruna P. Kamath in her presidential address, stressed that how economics is contributing in the Indian economy and motivated the students with examples that how skill enhancement activities can improve their skills. MS. PoojaAchar presented the association's plan of action for the academic year. Ms.Vaishnavi introduced the chief guest. Ms. Neha welcomed the gathering and compeered the programme. The programme was coordinated by Mrs. Shashikala K.G. and Mr. Prasanna Kumar T.

GUEST LECTURES

Role and Importance and Challenges of Insurance Companies in Present Days

The Economics department organized a guest lecture on the topic "Role and importance and challenges of insurance companies in present days" for III BBA 'C' and III B.Com on 16 September 2019. UmeshNayak, Marketing Manager, Bajaj Insurance Ltd, Mangaluru, was the resource person. The objective of the programme was to impart knowledge on role and importance of insurance. He stressed that the Insurance provides a safeguard in the case of accidents or a drop in income after retirement. 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 Mr. Prasanna Kumar T.

EXTENSION ACTIVITIES

Awareness on CRM and Digital banking

The members of the Economics association visited Sri Devi Fashion designing College, Mangalore on 30 August 2019. The objective of the programme

was to spread awareness about CRM and Digital banking. Mrs. Shashikala K.G. coordinated the programme.

Awareness on Post Office Financial Services

The Economics department organized an extension activity for employees of Rubber Industry and Cooperative Society, Belthangady on 15 October 2019. The objective was to enlighten the employees about various post office financial services and central government mudra financial services. The programme was coordinated by Mr. Prasanna Kumar and Mrs. Shashikala K.G.

Awareness on COVID 19

Members of the Economics association involved themselves in creating awareness for the general public on COVID 19.The students actively involved themselves to help the poor and the needy by distributing daily essentials food items. The programme was coordinated by Shashikala K.G. and Kavya U.

Visit to NMPT

The Economics Department organized an Industrial visit on 25 September 2019 at NMPT Harbour, Panambur,Mangalore for III BBA C. The objective was to give hands of experience, on the working condition of the NMPT. The visit helped to gain information on Export procedures, capital required for the industrial activity, and risk faced by the industry in the competitive era. The programme was coordinated by Mr. Prasanna Kumar T. and Mr. Sumesh Matada.

STUDENT FACULTY PROGRAMME

Economics and Business Environment

The department organized a student faculty programme for I B.com on 29 June 2019 on the topic "Economics and Business environment" by Pooja of III BBA B. The objective of the programme was to make students aware of the vast factors of environmental effects on business. She stressed that environment of business is an extremely complex and dynamic phenomenon as the environmental factors varies from country to country. Students actively participated in the session. Mrs. Shashikala K. G. coordinated the programme.

SKILL ENHANCEMENT ACTIVITIES

Book Review

The department organized a book review on " Business Ideas you can turn into cash" authored by LuiesS.R.Vas on 27 June 2019 for II BBA by Vibha of II BBA 'B'. The objective of the review was to develop critical reading skills by identifying the author's perspective. It helped to analyze, evaluate and judge the content of the book. The student pointed out that this book emphasizes on how with little cash and ideas can generate and launch successful businesses. Mrs. Shashikala K. G. coordinated the programme.

Paper presentation on Union Budget-2019

The department conducted a paper presentation on 8 July 2019 on "Union Budget-2019". Students presented the topics such as Education, Railways, Agriculture, Banking, Rural development etc. The presentation was conducted to create awareness on the implications of union budget of 2019 and to enhance their analytical skills. The presentation provided the students an opportunity to deliberate upon the union budget-2019. Mr. Prasanna Kumar T. coordinated the programme.

Observation of World Population Day

As a part of the observation of world population day the Economics department organized a student seminar on 11 July 2019 by Sushmitha of III B.Com on the topic "Overpopulation and Environment" for the II BBA 'B'. She highlighted the problems of over population and a need of a larger human resource than a larger population. Mrs. Shashikala K.G. coordinated the programme.

Quest for knowledge

The association conducted quest for knowledge competition on 26th July 2019. The students participated with great enthusiastic by exhibiting their potential in those areas. It also motivated them and gave an exposure to current affairs on economics. Mrs. Shashikala K.G. coordinated the programme.

Knock out and Drag out

The Economics Association conducted a debate competition Knock out and Drag outon 28 August 2019 on the topic "Swatch BharathAbhiyan-Success or failure". The objective was to enlighten the students about Swatch BharathAbhiyan. Large number of students actively participated in the competition. The programme was coordinated by Mrs. Shashikala K. G. and Mr. Prasannakumar T.

World Literacy Day

The Economics department conducted student seminar on "Literacy Development and Educational level in India" on the occasion of World Literacy Day on 8 September 2019. The objective of the programme was to spread awareness about Educational level in India. Mrs. Shashikala K.G. coordinated the programme.

Turn Coat

The Economics Association conducted a Turn coat competition on 16 September 2019 .The objective of the event was to enlighten the students about pros and cons on various topics related to current issues of economics. Students actively participated and the event helped them to gain confidence and enhance

their knowledge through various topics. The programme was coordinated by Mrs. Shashikala K.G.

Photo Montage

Economics department conducted Photo montage competition on 14 January 2020. The objective of the activity was to bring out the creativity and develop team spirit among the participants. The students participated with great enthusiasm by exhibiting their potential in the given areas. Mr.Prasanna Kumar T. coordinated the programme

LIST OF PRIZE WINNERS

Quest for Knowledge

I	Akhil Raj K.	III BBA 'A'
	Samridh S. Shetty	III BBA 'C'
II	Abhishek	I B.Com
	Anant	III BA HRD
III	Harshitha	II BAHRD
	Adline D'souza	II BAHRD

Knock Out and Drag Out

I	Vaishnavi	II BCA 'B'
	Varshitha	II BCA 'B'
II	Saurav Kumta	III B.Com
	Maya D. Vyas	III BBA 'A'

Turn Coat Competition

I	Pooja Acharya	III BBA 'B'
II	Saurav S. Kumta	III B.Com

Photo Montage

I	Bhoomika	III BBA 'B'
	Namrutha	IIIBBA 'B'
II	Nanda Kishora	II BBA 'A'
	Layo Xavier	II B.Com

Panel Discussion on Budget

Pooja Acharya	III BBA 'B'
Prashobitha Prabhakar	III BBA 'B'
Sushmitha Achar	III B.Com



COMMERCE ASSOCIATION- Commercio

Mansi Jain III B.Com

Motto/Vision: T**o inculcate the financial dependencies among the students**

Theme: **Y- Commerce (Youth Commerce)**

Objectives:

- To make students aware about the current business world, trade activity and challenges faced by Business World.
- To enable students to develop soft skills expected from Commerce Graduates.

Staff Coordinators	:	Mrs. Manju H.
		Mr. Thilak Raj.
		Mrs. Veena D Kotian.
		Mr. Akshith Kumar K.
Student Coordinators	:	Ms. Reshma.
		Ms. Melisha D'Souza.

Student Secretaries	:	III BBA 'A' Vaishnavi bhat
		III BBA 'B' Niveditha
		III BBA 'C' Sagar
		III B.Com Reshma
		III BCA 'A' Chaithrali
		III BCA 'B' Pratheesh
		III BA (HRD) Nihal

ACTIVITIES

Inauguration

The inauguration of the Commerce association was held on 3rd July 2019. Ms. Manjushree Kamath, Accountant, Commercial Accountant Centre, Mangaluru also an alumna was the guest. She spoke about recent trends in commerce and also encouraged the students to participate in the skill enhancement activities. Melisha D'Souza and Reshma presented a brief plan of action. Dr. Muralidhar Rao K. S , Vice Principal spoke about the importance of association and how the activities provide exposure to the students in the commerce field. Mr. Akshith Kumar K. coordinated the programme.

GUEST LECTURES

Orientation Programme

The Commerce department organized orientation programme for students on various career oriented courses on 10 th July 2019 by Jasmon Sharon Serrao, Marketing Executive, Thrisha Institute, Mangalore. The objective of the programme was to create awareness on different courses to all students. The programme was coordinated by Mrs. Manju H.

Customer Relationship Management

The Commerce department organized a guest lecture on the topic Customer Relationship Management for I B.Com on 25 th July 2019 by Mr. Sharath, Customer Relations Executive, Thomas Cook Pvt. Ltd. The objective of the programme was to create awareness on maintaining healthy customer relations in business. The programme was coordinated by Mrs. Manju H.

Professional Course Orientation

The Commerce department organized professional course orientation for first year students on 25th June 2019 by Mr. Nithin Nayak, Chairman ICSI in Conference hall. The objective of the programme was to create awareness on various professional courses for students. The programme was coordinated by Mrs. Manju H.

Transforming India- Union budget 2019

The Commerce department organized a guest lecture on 'Transforming India- Union budget 2019' on 19 of August 2019 in the conference hall. Mr.Vishwanatha Bhatt, Economist was the resource person for this session. MLA of Mangalore South Constituency Vedavyas Kamath, Chartered Accountant and Chairman of Red Cross society Shantharam Shetty was present during the occasion. Mr.Thilakraj G. coordinated the programme.

Personality Development

The Commerce department organized a guest lecture on the topic "Personality

Development" in association with Team Gillette on 6 August 2019. Mr. Sheik Kamran was the resource person. The speaker explained the various aspects of personality development. Team Gillette also conducted a Preliminary Job Test for Final Year students and the topper was invited to participate in the Grand Finale. Mr. Thilakraj G. coordinated the programme.

Income tax framework

The Commerce department conducted a guest lecture on the topic "Income tax framework" on 18 December 2019 with an objective to create awareness on current issues in taxation for II BCOM students. The resource person was CA Narahari kini, chartered accountant. He spoke on concepts like benefit of tax, how to file tax and its process and heads of Income. The programme was coordinated by Mr. Akshith kumar K.

Video Review

- The department organized video review for first year students on 26th June 2019 on value education. The objective of the programme was to create awareness on life values among the students. The programme was coordinated by Mrs. Manju H.
- The department organized video review for first year students on 25th January 2020 on Work life cycle. The objective of the programme was to create awareness work life cycle among the students of B.Com. The programme was coordinated by Mr.Thilakraj G.
- The Commerce department organized a video review on the topic 'Team Building' to III BBA on 25 February 2020. The objective of the programme was to create awareness on team building in the corporate world. Mrs. Manju H. coordinated the Programme.

Book Review

The department organized a book review on "Revolution 2020" authored by Chetan Bhagat on 24 July 2019 by Subheeksha of II BBA 'B'. The objective was to develop critical reading skill by identifying the authors' perspective. She said that the book illustrates and explains the friendship and self achievement of goal. The programme was coordinated by Mr. Akshith Kumar K.

Student Faculty Programmes

- The department organized student faculty programme for first year BA(HRD) students on the topic "Organizational Structure and Its Merits" by Ms. Bindya S. on 23rd July 2019. The objective of the programme was to impart knowledge on importance of organizational structure. The programme was coordinated by Mrs. Manju H.
- A student faculty programme was organized by the department on the topic "Treatment of Goodwill according to Accounting Standard 26" on 25 June 2019 by Mrs. Pratheeksha of III B.Com for II B.Com. She explained the revised treatment of goodwill issued by Institute of Chartered Accountants of India along with the journal entries. Mrs. Veena D Kotian coordinated the programme.
- A student faculty programme was organized on the topic "E-Payment" for I BA(HRD) on 23rd June 2019 by Maya D. Vyas and Gaurav U. Rao of III BBA 'A'. The objective of the programme was to make students aware about different types of Electronic Payments and its uses. The programme was coordinated by Mr. Akshith Kumar K.
- The Commerce department conducted a student faculty programme on 16 September 2019 on the topic " Self motivation" for I BA (HRD) by Chitra Rao and Vaishnavi Bhat of III BBA 'A'. The objective of the programme was to acquaint the skill on motivational factors and to enrich the knowledge of the students about the various sources and motivational skills. The programme was coordinated by Mr. Akshith Kumar k.
- A student faculty programme was organized by the department of commerce on the topic "Training and Development" on 3 September 2019 by Akshay Sharma from III BBA 'A' for the II BA (HRD). He explained the methods and importance of training with various examples. Mrs. Veena D. Kotian coordinated the programme.
- The Commerce department organized a student faculty programme on the topic Consumer Purchase Decisions for I BA(HRD) students on 26th September 2019.the objective of the programme was to create in depth knowledge on consumer attitude formation in purchase. The programme was coordinated by Mrs. Manju H.
- The Commerce department organized a student faculty programme on the topic Capital Budgeting for II BA(HRD) students on 19th January 2020.the objective of the programme was to create in depth knowledge on capital budgeting in financial management. The programme was coordinated by Mrs. Manju H.
- The Commerce department organized a student faculty programme on the topic Net Present Value for II BA(HRD) students on 10th February 2020.the objective of the programme was to create in depth knowledge on NPV in Finance. The programme was coordinated by Mrs. Manju H.

Extension Activity

Visit to SRR Industry

The members of the Commerce association conducted an extension activity on 29 August 2019 at SRR Industry, Mangaluru. The students of the association visited the industry and educated the employees about saving options available. Mrs. Veena D. Kotian, Mr. Thilakraj G. and Mr. Akshith Kumar K. coordinated the programme.

Awareness on Digital Payment

The Commerce department conducted extension activity on 21 September 2019 at auto rickshaw park, Bunts hostel, Mangaluru. The objective of the programme was to create awareness about the usage of digital payments. This programme was coordinated by Mr. Akshith kumar k and Mr. Thilak Raj.

The commerce department conducted extension activity on 21 September 2019 at Shetty stores, Mangaluru. The objective of the programme was to create awareness about Digtal payments to the vendors. This programme was co-ordinated by Mr.Akshith Kumar K. and Mr.Thilak Raj.

Visit to Padua Primary School

The commerce department conducted extension activity on 23 September 2019 at Padua Primary School, Mangalore. The objective of the programme was to conduct various commerce related activities among the students. This programme was coordinated by Mr.Akshith Kumar K and Mr. Thilak Raj.

Visit to Mangala Food and Beverages Industry

The members of the Commerce Association conducted an extension activity in Mangala food and Beverages Industry, Mangalore on 28 September 2019. Where the students of the association visited the industry and educated the employees about saving options available, digital payments and explained the various options available under digitalization. The programme was coordinated by Mrs. Veena D. Kotian, Mr. Thilakraj and Mr. Akshith.

Visit to Aided Mogaveera Higher Primary School ,Ullal

The Commerce department conducted an extension activity on 22 February 2020 at Aided Mogaveera higher primary school Ullal, Mangalore. The objective of the programme was to improve the presentation skills and participation spirit among the students. This progamme was coordinated by Mr. Akshith kumar K.

Visit to U.B.M.C Higher Primary School, Gorigudda.

The commerce department conducted extension activity at U.B.M.C Higher Primary School, Gorigudda, Mangalore on 05 march 2020. The objective of this programme was to conduct various commerce related activities and create awareness on hygienic food habits to the students. Mr. Akshith Kumar K and Mr.Thilak Raj coordinated the programme.

Visit to Nirmala stores

The department conducted extension activity at Nirmala store, Mangalore on 3 march 2020. The objective of the programme was to create awareness on digital payments and make use of non-cash transactions to the vendors. Mr. Akshith Kumar K and Mr. Thilak Raj coordinated the programme.

Visit to G.L.P School, Kankanady, Mangaluru.

The department conducted extension activity at G.L.P School Kankanady, Mangaluru on 10 March 2020. The objective of the activity was to improve communication skills by conducting various skill enhancement activities to the students. Mr. Akshith Kumar K. coordinated this activity.

Visit to a Hidayah Foundation

The Commerce department conducted an extension activity at Hidayah Foundation Kankandy, Mangaluru on 12 March 2020. The objective of the activity was to enhance the knowledge about the working and functioning of NGO. This activity was coordinated by Mr. Akshith Kumar K.

Skill Enhancement Activities

Pick and Speak

The association conducted a Pick and Speak competition on 10 July 2019. The objective was to enhance the communication skills and develop confidence among the students. Topics like mutual funds, E- waste management, Green marketing, entrepreneurship, business ethics, E- Business, marketing mix were given. The event was judged by Ms. Sanjana. Mr. Akshith Kumar K. coordinated the event.

Debate

The association conducted a debate competition on 26th July 2019. The objective of the competition was to enhance the analytical skills and to provide a platform to express the views, thoughts, ideas of the students. Topics like online payments, virtual currency, GST, usage of phone etc. Large number of students actively participated in the event. The event was judged by Mr. Sumesh Matada and Ms. Sanjana. The event was coordinated by Mr. Akshith Kumar K.

Flipside

The commerce association conducted skill development activity Flipside on 28 August 2019 on various topics like E-commerce, Social media, digitalization, GST, union budget, Globalization, Green marketing, Training and development, cashless

transactions etc. The objective of the event was to improve the communication skills and analytical abilities of the students. The students were supposed to talk about positive and negative side on the given topics. Large number of students actively participated in the event. The event was judged by Mrs. Deepashree G Shenoy. The programme was coordinated by Mr. Akshith Kumar K.

Quiz

The Commerce association conducted a Commerce Quiz competition on 4 September 2019. The topics were taglines, logos and identify the personality in the field of commerce.12 teams were participated with great enthusiasm by exhibiting their potentials. The objective was to enhance the knowledge of the students. Reshma, III B.Com. was the quiz master. The programme was coordinated by Mr. Akshith Kumar K.

Blind presentation

The Commerce association conducted Blind presentation competition on 27 September 2019. The students were to identify the picture and speak about it. The objective of this event to improve the communication skill and knowledge among the students. This programme was coordinated by Mr. Akshith Kumar K.

Just a minute

The commerce association conducted a 'just a minute'(JAM) competition on 18th December 2019. The objective of this competition was to enhance the communication skills and knowledge among the students topics. The event was judged by Ms.Sanjana and Ms. Shreeprajna. The event was co-ordinated by Mr. Akshith Kumar K.

Mock press

The Commerce association conducted skill enhancement activity mock press on 06 January 2020. The objective of the event was to enrich the knowledge of the students and to make them ready for job market. Mrs. Anusuya and Ms. Sowmya Hedge judged the event. Mr. Akshith Kumar K. coordinated this programme.

Poster Writing

The Commerce association conducted Poster writing competition on the topic "World Out Of Cell Phone" on 28 January 2020. The objective of the competition was to bring out the creative ideas of the participants. The event was judged by Mr supritha, Mrs Deepashree Shenoy and Mr. Sumesh Matada. Mr. Akshith Kumar K coordinated the programme.

Case study analysis

The Commerce association conducted skill enhancement case study analysis on 16 January 2020. The objective of the event was to develop analyzing skill and decision-making skill among the students. Ms. Sanjana and Ms. Shreeprajna judged the event. Mr. Akshith Kumar K. coordinated this programme.

Paper presentation

The Commerce association conducted paper presentation competition on 21 January 2020. The objective of the event was to develop presentation skill and improve communication skill among the students. Ms. Shreeprajna judged the event. Mr. AkshithKumar K. coordinated this programme.

Treasure Hunt

The Commerce association conducted Treasure hunt competition on 19 February 2020. The objective of the event was to encourage the students to think critically and develop team building. A total of 27 teams participated in this event. Mr. Akshith Kumar K coordinated the programme.

LIST OF PRIZE WINNERS

Pick and Speak

I	Ashwin p	II BBA 'A'
II	Adline	II BA(HRD)
III	Rafa fathima	II BA(HRD)

Debate

I	Adline	II BA(HRD)
	Akhil Raj K	III BBA 'A'
II	Harshita B	II BA (HRD)
	Shreya Hegde	III B.Com
III	Remal	I B.Com
	Abhishek	I B.Com
III	Vikshitha	II BBA 'C'
	Shravya	II B.Com

Flip Side

I	Saurav Kumta	III B.Com
II	Shreya Hegde	III B.Com
III	Samridh Shetty	III BBA 'C'

Commerce Quiz

I	Akhil Raj K	III BBA 'A'
	Adline	II BA(HRD)
II	Sourav Kumta	III B.Com
	Abhishek Sharma	I B.Com
III	Layo Xavier	II B.Com
	Vandan Rai	II B.Com
III	Sharath Rao	III BCA 'A'
	Muhammad Salih	II BBA 'B'

Blind Presentation

I	Samridh S Shetty	III BBA 'C'
II	Maya Vyas	III BBA 'A'
III	Jay Karia	III BBA 'C'
	Saurav Kumta	III B.Com

Just A Minute

I	Meghana Rao	II B.Com
II	Saurav Kumta	III B.Com
III	Rithika	II B.Com

Mock Press

I	Meghana Rao	II B.Com
II	Saurav Kumta	III B.Com
III	Anushree Alva	I BCA 'B'

Case Study Analysis

I	Saraswathi	II B.Com
II	Ashwith K	II B.Com
III	Harshita B	II BA(HRD)
	Pancham D Devadiga	II BBA 'B'

Paper Presentation

I	Akhil Raj K	III BBA 'A'
II	Saurav Kumta	III B.Com
III	Harshita B	II BA (HRD)

Poster Writing

I	Aman S & Brijesh	II BCA 'A'
II	Sakshath Shetty	III BBA 'A'
III	Rafa Fathima & Tasbiha	II BA(HRD) & II BCA 'B'

Treasure Hunt



BUSINESS LAW ASSOCIATION- Acquis

I	Ankush Shetty Vaibhav Shetty	III BBA 'A' & 'B'
II	Shravya S Ferlyn Crystal Lobo	I BBA 'C'
III	Sakshath Shetty S. R. Dhanya	III BBA 'A' I BBA 'B'

Motto/Vision: **To give a Legal Orientation to the students of Business Management**

Theme: **Eco- Legal Perspective in Business World**

Objective:

To create centre of excellence in the field of legal education in business and also to promote multi-disciplinary inquiry and create in our students the practical appreciation of the legal problems facing in the business.

Staff Coordinators : Ms. Sanjana
Mrs. Kavitha K

Student Coordinators : Mr. Amogh Alva
Ms. Sandhya Jain

Student Secretaries:

III BBA 'A'	Shehzeen
III BBA 'B'	Sahana
III BBA 'C'	Shrinidhi
III B.Com	Manish Raj
III BCA 'A'	Priyanka
III BCA 'B'	Shashank
III BA(HRD)	Simran

ACTIVITIES

Inauguration and Orientation Programme

The inauguration of the Business Law association was held on 9 July 2019. Ms. Nelvita Noronha, Advocate was the guest. She spoke about the competition act, contract law, trade law and also encouraged the students to participate in the skill enhancement activities. Amogh Alva presented a brief plan of action. Prof. Aruna P. Kamath, Principal in her presidential address spoke about the importance of business law in various fields and how the activities provide exposure to the students in the field of law. The programme was coordinated by Ms. Sanjana and Mrs. Kavitha K.

GUEST LECTURE

Corporate Social Responsibility and Corporate Governance

The Business Law department organized a guest lecture on 30 August 2019 on the topic "Corporate Social Responsibility and Corporate Governance" for III BBA 'A'. Mr. Steevan Dsouza, CSR Project consultant, BASF Chemical company India Ltd, Mangaluru was the resource person. He spoke about the importance of Corporate Social Responsibility and why companies need to return to the society in the form of CSR. Ms. Sanjana coordinated the Programme.

STUDENT FACULTY PROGRAMMES

Trends in Business World

The department organised a student faculty programme on the topic 'Trends in Business World' by Akhil Raj of III BBA 'A' and Harshitha Bengre of II BA (HRD) for I BBA 'A' on 22 July 2019. The objective of the programme was to share the knowledge of advanced learners with the peer group. Ms. Sanjana coordinated the programme.

Stress Management and Counseling

The business law department organised a student faculty programme on the topic 'Stress Management and Counseling' by Chitra Rao of III BBA for II BA (HRD) on 11 September 2019. The objective of the programme was to share the knowledge of advanced learners with the peer group and acquaint the students about importance of counseling. Ms. Sanjana coordinated the programme.

Connecting Investors and start-ups

The business law department organised a student faculty programme on the topic 'Connecting Investors and start-ups' by Amogh Alva of III BBA for II BA (HRD) on 07 September 2019. The objective of the programme was to understand various models of connecting Investors and start-ups. Ms. Sanjana coordinated the programme.

Consumer Protection Act

The Business Law department organized a student faculty programme on the topic 'Consumer Protection Act' by Rafa and Harshitha of II BA(HRD) for I BBA

'A' on 9 January 2020. The objective of the programme was to inform the students about various consumer rights and about consumer redressal forum. Ms. Sanjana coordinated the programme.

Promissory Note

The Business law department organised a student faculty programme on the topic 'Promissory Note' by Rimsha, Shivam and Shvithi of II BA(HRD) for I BBA 'A' on 28 January 2020. The objective of the programme was to inform the students about various Promissory notes accepted in India and need of Bills of Exchange. Ms. Sanjana coordinated the programme.

Innovations and Life

The Business Law department organised a student faculty programme on the topic 'Innovations and Life' by Sandhya and Amogh Alva of III BBA 'A' for I BBA 'A' on 13 February 2020. The objective of the programme was to share the knowledge of advanced learners with the peer group. The programme was coordinated by Ms.Sanjana.

NGOs of India

The Business law department organised a student faculty programme on the topic 'NGOs of India' by Reshma of III B.Com for II BA(HRD) on 12 March 2020. The objective of the programme was to make students understand the needs of NGO, to promote, organize and conduct programmes on health, education and sanitation. The programme was coordinated by Ms.Sanjana.

BOOK REVIEW

Designed to Win

The Business Law Department conducted a book review on "Designed to Win" authored by Hiraoki Yoshihara and Mary Pat McCarthy on 24 July 2019 for III BBA. Gaurav Rao of III BBA 'A' reviewed the book stating unparalleled opportunity to learn how today's leading global companies, attract the best talent and build a winning corporate culture. Ms. Sanjana coordinated the programme.

The Art of Innovation

The Business Law Department conducted a book review on a book titled "The art of Innovation" authored by Tom Kelly on 02 January 2020 for III BBA. Gaurav Rao of III BBA 'A' reviewed the book stating innovation is hardwork. It may be financially and personally rewarding, but one never knows which ideas will succeed and which one will fail. However, one will always find a new product to lift our spirits again. Ms. Sanjana coordinated the event.

VIDEO REVIEW

Perception

The department conducted a video review for III BBA 'A' on the topic "Perception" on 11 July 2019. The objective of the programme was to make the students identify the importance of perception and how effectively it can be implemented in corporate world. Ms. Sanjana coordinated the programme.

Empathy

The department conducted a video review for III BBA 'A' on the topic "Empathy" on 18 July 2019. The objective of the programme was to make students build the ability to understand and share the feeling of another and help to communicate one's ideas in a way that makes sense to others. The students participated enthusiastically. Ms. Sanjana coordinated the programme.

Stress management

The Business Law department conducted a video review for III BBA 'A' on the topic "Stress Management" on 17 August 2019. The objective of the programme was to make the students identify the importance of stress management in organisation and how effectively it can be implemented in corporate world. Ms. Sanjana coordinated the programme.

Moral values and patience

The Business Law department conducted a video review for II BA (HRD) on the topic "Moral values and Patience" on 03 August 2019. The objective of the programme was to inculcate the moral values in the students and to increase the patience level required for the present generation. Ms. Sanjana coordinated the programme.

Copyright and Plagiarism

The business law department conducted a video review for III BBA A on the topic Copyright and Plagiarism on 12 September 2019. The objective of the programme was to familiarize the Students with the concepts of copyright and plagiarism, and the problems they may pose. The students participated enthusiastically. Ms. Sanjana coordinated the programme.

Getting To Know You

The Business Law department conducted a video review for I BBA 'A' on the topic "Getting To Know You" on 19 February 2020. The objective of the programme was to make the students identify the importance of knowing themselves and to help students get to know each other. The programme was coordinated by Ms. Sanjana.

Empathy and Sympathy

The Business law department conducted a video review for II BA HRD on the topic 'Empathy and Sympathy' on 3 March 2020. The objective of the programme was to help students understand how others are feeling so they can respond appropriately to the situation and make decisions based on emotional information. Ms. Sanjana coordinated the Programme.

EXTENSION ACTIVITIES

Student Knowledge Sharing Programme

The members of Business Law association attended 'Student knowledge sharing Programme' organized by IBS – ICFAI Business School on 23 August 2019 at Deepa Comforts, Mangaluru. The resource persons Dr. Saisree Mangu, Professor of analytics and Dr. Ravindra Babu, Professor of Finance, IBS Bengaluru shared their knowledge about career opportunities for the final year degree students and streams of higher studies available. Students of Business law association along with staff coordinator Ms. Sanjana attended the programme.

Training Programme on Human Rights

The members of Business Law association attended 'Training Programme on Human Rights' organized by St. Agnes College, Mangaluru in association with National Human Rights Commission, New Delhi on 11 February 2020 at St. Agnes College, Mangaluru. The resource person, KSHRC Chairman Justice D.H. Waghela shared his knowledge about need of human dignity, social justice, harmony and universal brotherhood. Students of Business law association along with staff coordinator Ms. Sanjana attended the programme.

Visit to Sri Pawan Marble and Granite Company

The Business Law department organized an Extension Activity at M/s. Sri Pawan Marble and Granite Co., on 07 September 2019. The purpose of the Programme was to get practical exposure to the students about granite industry and the legal issues related to it. Ms. Sanjana coordinated the programme.

Visit to Sai Medical and General Store and Shreya's Sweets

The business law department organized an Extension Activity at Sai Medical and General Store, Alake, Mangaluru and Shreya's Sweets, Alake, Mangaluru on 14 September 2019. The purpose of the Programme was to educate the shopkeepers about various Business licenses, Workers' compensation, process of obtaining an employer identification number, taxes to pay, data security and to discourage the use of plastic bags. Paper bags made by college students were distributed to shopkeepers. Ms. Sanjana coordinated the programme

Visit to Car Decor

The Business Law department organized an extension activity at Car Decor, Shivabagh, Kadri, Mangaluru on 02 March 2020. The objective of the programme was to get practical exposure to the students about accessory dealing and the legal issues related to it. Ms. Sanjana coordinated the programme.

Visit to M/s. H.H. Ceramics Pvt. Limited

The Business Law department organized an extension activity at M/s. H.H. Ceramics Pvt. Limited, Kuttar, Mangaluru on 06 March 2020. The purpose of the visit was to get practical exposure to the students about Ceramics manufacturing industry and the legal issues related to it. Ms. Sanjana coordinated the programme.

Visit to D.K. District Court

The Business Law department organized an extension activity at D.K. District Court, Hampankatta, Mangaluru on 07 March 2020. The objective of the programme was to understand the working of a court and the nature of duties of the judicial officers. The visit included an in-depth study of the day to day functioning of the civil and criminal courts, at different levels and over a vast variety of cases. Ms. Sanjana and Adv. Kavitha K coordinated the programme.

SKILL ENHANCEMENT ACTIVITIES

Puzzle

The association organized a puzzle competition on 23 July 2019. The objective of this competition was to test the intellectual ability of the students and to encourage students to look beyond their textual knowledge. Mrs. Supritha A. judged the competition. Ms. Sanjana coordinated the activity.

Essay Writing

The association conducted an Essay writing competition on 25 July 2019 on the topic 'Corporate Social Responsibility and Ethics'. The objective was to enhance the knowledge about the social responsibility and inculcate ethics among the students of management. Large number of students actively participated. Ms. Sanjana coordinated the activity.

Case Study Analysis

The business law association organized case study analysis competition on 28 August 2019. The participants were given a case related to the corporate world. The objective was to enhance students' decision-making skill. The event was judged based on decision-making skills of the students and how they solved the case. Ms. Shreeprajna judged the competition. Ms. Sanjana coordinated the activity.

Legal Business Photography

The Business Law association organized a skill based photography competition on 30 August 2019. The objective of the competition was to enhance the photography skills, reflect on the cause that has been laid in the dark and to celebrate the beauty of the business. Mr. Praveen D. judged the competition. Ms. Sanjana coordinated the activity.

Collage

The Business Law association conducted Collage competition on the topic 'Corporate law and Environmental protection act' on 11 September 2019. The objective of the competition was to facilitate teamwork, explore the students' creativity and imagination along with improving their presentation skills. Mrs. Parinita Salian and Mr. Gururaj G. judged the event. Ms. Sanjana coordinated the activity.

Role Play

The Business Law association organized a skill based Role Play competition related to legal issues on 16 September 2019. The objective of the competition was to expose students to different viewpoints or ways of thinking about a situation, expand their ability to resolve situations, and provide experience within a given context. Mr. Akshith Kumar K and Ms.Shreeprajna judged the competition. Ms. Sanjana coordinated the activity.

Business law Quiz

The Business Law association organized Quiz on 03 January 2020. The objective of this competition was to test the intellectual ability of the students and to enhance academic knowledge among students regarding the subject Business Law. Ms. Sanjana coordinated the activity.

Pick and Speak

The Business Law association organized Pick and Speak competition on law related topics on 06 January 2020. The objective of this competition was to equip young students with the skills of thinking clearly, speaking persuasively and listening to the opinions of others critically and constructively. Ms. Sanjana coordinated the activity.

Paper Presentation

The Business Law association organized Business Law Paper Presentation competition on the topic 'Corporate Social Responsibility of Indian Company' on 17 January 2020. The objective of this competition was to test the intellectual ability of the students and to persuade and motivate students regarding the subject CSR. Ms. Sanjana coordinated the activity.

Allegation

The business law association organized Skill Enhancement activities competition on 31 January 2020. The participants were given a case related to the Business ethics in corporate world. The objective was to enhance students' decision-making skill. The event was judged based on decision-making skills as business legal advisor and how they would defend themselves. Mr. Praveen D. and Mr. Akshith Kumar K judged the competition. Ms. Sanjana coordinated the activity.

LIST OF PRIZE WINNERS

Business Law Puzzle

I	Sangeetha	III B.Com
	Maya D. Vyas	III BBA 'A'
	Chitra Rao K P	III BBA 'A'
II	Mayank Patodi	III BBA 'C'
	Jay Karia	III BBA 'C'
	Chandan Shetty	II BBA 'C'
III	Shrajan	I BCA 'B'
	Meghana	I BCA 'B'
	Guruprasad	I BCA 'B'
III	Anushree	I BCA 'B'
	Archana	I BBA 'B'
	Devika	I BBA 'B'

Essay Writing

I	Chitra Rao K P	III BBA 'A'
II	Rithika	II B.Com
III	SakshiSarang	II B.Com
III	Manasa U	II B.Com

Case Study Analysis

I	Maya D Vyas	III BBA 'A'
II	Akhil Raj K	III BBA 'A'
III	Saurav Kumta	III B.Com

Legal Business Photography

I	Athul S K	II BCA 'A'
II	M Pavan Nayak	III B.Com

Collage

I	Chitra Rao K P	III BBA 'A'
	Nihal P S	III BBA 'A'
II	Ramitha Prabhu	II BBA 'C'
	Rohan Shetty	II BBA 'C'
II	Harshitha B	II BA (HRD)
	Rafa Fathima	II BA (HRD)

Role Play

I	Saurav Kumta	III B.Com
I	Maya D Vyas	III BBA 'A'
II	Abhishek	I B.Com
III	Akhil Raj	III BBA 'A'

Business Quiz

I	Akhil Raj	III BBA 'A'
I	Dielle	I BBA 'C'
II	Rahul R Devadiga	I BCA 'B'
III	Skanda	I BCA 'B'
III	Anirudh	I BCA 'B'

Pick and Speak

I	Devika	I BBA 'B'
II	Abhishek	I B.Com
II	Meghana Rao	II B.Com
III	Shriniha	III B.Com

Paper Presentation

I	Mahima	II BBA 'A'
II	Harshitha B	II BA (HRD)
III	Rajkumari	I BBA 'B'



CONSUMER CLUB - Samvradhi

Allegation

I	Saurav Kumta	III B.Com
II	Athul Mohandas	II B.Com
II	Dhanya	I BBA 'B'
III	Gaurav Rao	III BBA 'A'
III	Meghana Rao	II B.Com

Motto/ Vision : **"Let light on your Right"**

Theme : **"Aware! Alert! And Act!!!"**

Objectives:

- To make the student responsible as a consumer.
- To create the awareness of consumer right among students.
- To mobilize youngsters by instilling them in the spirit of consumer protection and strengthen consumer movement.

Staff Coordinator	:	Mr. SumeshMatada	
		Ms. Sanjana	
Student Coordinators	:	Ms. Bhoomika	III BBA 'B'
		Mr. VigneshBaliga	III B.Com
Student Secretaries	:	III BBM 'A'	Rahil K P
		III BBM 'B'	Namrutha V K
		III BBM 'C'	ThrupthiSuvarna
		III B.Com	VigneshBaliga
		III BCA 'A'	Veekshitha
		III BCA 'B'	Shreya
		III BA(HRD)	Stanley Sonal Dsouza

ACTIVITIES

Consumer Club Inauguration

The consumer club "Samvradhi" was inaugurated on 20 August 2019 by Mr. M. J. Salian, President, District Consumer Federation, Mangaluru in the conference hall. Mr. M. J. Salian, in his inaugural address, stressed on the need for awareness of consumer rights. He also pointed out the significance of consumer education in enhancing their knowledge about consumerism and highlighted the various aspects of consumer education. The programme was compeered by Ms. Shreya Rai. VigneshBaliga and Bhoomika were the student coordinators. Mr. SumeshMatada and Ms. Sanjana coordinated the programme.

Practical Training

The D.K District Federation of Consumer organised a two day practical training programme for the students enrolled for consumer education certified course. The practical training was conducted on 28 and 29 of January 2020. The objective of the programme was to understand the real challenges that will be faced by individuals as a consumer and also precautionary steps to be taken against fraudulent activities that takes place in the market. D.K District Federation of Consumer organization and its member organization have embarked upon to coordinate the activities of consumer clubs in schools and colleges and also conduct one year certificate course on consumer education for college students. Strong emphasis on practical training and skill development to prepare the students to face the real challenge of the competitive outside world is the most important component of this certificate course. M.J Salian, The president of D.K District Federation of Consumer organization led the first session. He emphasized about consumer education, importance of consumer protection and consumer rights. The resource person also briefed about the recent rural development programmes undertaken. On 29 Janaury 2020 the resource person created awareness on fraudulent acts performed by the vendors and shopkeepers. The students visited the DC office and Food department after the sessions.

Workshop on Know Your Rights

A one day workshop was organized by the consumer club 'Samvradhi' on 19 February 2020 on the topic 'Know Your Rights' .The objective was to promote and to protect the rights of consumers and the rights to be informed about the quality, quantity, potency, purity, standard and price of goods. Mr. Ajith Kumar Hegde, Commissioner of Mangalore City Corporation was the inaugurator. In his inaugural address, he said that we should be aware about our rights and responsibilities. He added that if each individual fulfills his or her responsibilities sincerely we would have a better society. Mr. M. J. Salian,President of DKDFC was the chief guest for the programme,in his address said the importance of each and every citizen to knowing his/her rights and being aware about the responsibilities. The inaugural was followed by a session by Violet Pereira, founder of Parivarthan Charitable Trust

and Sanjana, secretary of Parivarthan Charitable Trust. This session briefed us about the Intent of starting the trust and the challenges faced by the Transgender in the society. Being an interactive session, students from different colleges participated by asking questions. The Resource Person for Second session was Praveen Pinto. He explained about the misleading advertisement and the consumers getting exploited. Mr. Jayaprakash, Treasurer and Mr.Rafeek, Vice President of Dakshina Kannada District Federation for Consumer Organisation were also present. Mr. Sumesh Matada and Ms. Sanjana coordinated the programme.

National Consumer's Day

Members of the Consumer Club attended a programme on National Consumer's Day jointly organized by Dakshina Kannada District Consumer Federation in association with District Administration Department at DKDCF Bejai Mangalore on 24 December 2019. The visit coordinated by Mr.SumeshMatada



ENTREPRENEURSHIP DEVELOPMENT PROGRAMME ASSOCIATION

and Ms. Sanjana.

National Consumer Week

The members of the Consumer Club attended a programme on National Consumer's week jointly organized by Dakshina Kannada District Consumer Federation and District Administration Department held at Besant Women's College, Mangaluru. from 26 December 2019 to 02 January 2020. The programme was coordinated by Mr. Sumesh Matada and Ms. Sanjana.

Motto/Vision : **To promote Entrepreneurial skills among Budding Entrepreneurs**

Theme : **Enhancement of Entrepreneurial skills, Competencies among students.**

Objectives

- To offer certified course on EDP.
- To develop and strengthen entrepreneurial skill.
- To motivate the students to go in for entrepreneurship.
- To understand process and procedure involved in setting up small units.
- To know the pros and cons of an entrepreneurship through interaction with entrepreneurs.
- To know the source of help and support available for starting a small scale Industry.

Staff Coordinators	:	Mrs. Supritha A.	
		Mr Gururaj G.	
Student Coordinators	:	Shreyanka Rao	III B.Com
		Pavan Nayak	III B.Com

ACTIVITIES

Inauguration

The inauguration of the EDP association was held on 10 July 2019. The objective of the program was to mark the beginning of the various activities relating to EDP association for the academic year 2019-20. The chief guest for the event was Mr. Shravan Shetty, Managing Director, Event Management Company also an alumnus. He inspired the students work towards their dreams and make it happen. The presidential address was delivered by principal Prof. Aruna P. Kamath highlighting students to become future entrepreneurs. Overall the program succeeded in its objective and was carried out in an effective manner and students of different courses actively participated in programme. Staff coordinators, Mrs. Supritha and Mr. Gururaj and the student coordinators Ms. Shreyanka Rao and Mr. Pavan Nayak were also present on the dais.

Workshop on Financial Schemes and Opportunities for Aspiring Women Entrepreneurs

The members of the EDP association and Women's Cell attended a workshop conducted by the Kanara Chamber of Commerce and Industry, Mangalore on the topic "Financial Schemes and Opportunities for Aspiring Women Entrepreneurs" on 3 July 2019. The objective of this workshop was to gain more knowledge about the various financial sources available for aspiring women entrepreneurs and to inspire them for fulfilling their entrepreneurial dreams. Mr. Gururaj coordinated the programme.

STUDENT FACULTY PROGRAMMES

Present Trends in Business

The association organized a student faculty programme on the topic "Present Trends in Business" to I BBA 'B' on July 8 2019 by Akhil and Akshay Sharma of III BBA 'A'. Mr. Sumesh Matada coordinated the programme.

Green Entrepreneurs

The association organized a student faculty programme on the topic "Green Entrepreneurs" for II BA (HRD) on 19 July 2019 by Mr. Ashwin Prabhu, Ms. Vinutha and Mr. Akhil Raj of III BBA 'A'. The objective was to inculcate effective presentation skills and improve communication skills among the students

Entrepreneurship Qualities

The association organized a student faculty programme on the topic "Entrepreneurship Qualities" for I BBA 'B' by Mr. Ashwin Prabhu and Ms. Vinutha of III BBA 'A'. The objective was to inculcate the effective presentation skills and

improve communication skills among the students.

Brain Storming session on Entrepreneurial Traits

The EDP Cell organized a student faculty programme for II BA(HRD) on 19 August 2019 by Shreya and Pooja of III BBM 'B' on the topic "Brain Storming Ssession on Entrepreneurial concepts". The objective was to inculcate effective presentation skill and to improve their communication skills. The student faculties spoke about role of entrepreneurs in achieving the objectives of business organization. Mrs. Supritha A. coordinated the programme.

Roles and Responsibilities of an Entrepreneur

The EDP Cell organized a student faculty programme for II BA(HRD) on 22 August 2019 by Pooja and Prashobitha of III BBM 'B' on the topic "Role and Responsibilities of an Entrepreneur". The objective was to inculcate a series of responsibilities required for an entrepreneur among the aspiring students. Mrs. Supritha A. coordinated the programme.

Extension activity

Visit to Pawan Marbles

The members of the EDP Cell visited Pawan Marbles, Hosabettu, Surathkal on 28 September 2019. The objective of the field visit was to get practical exposure and understand the issues and challenges faced by an entrepreneur. Mr. Giriraj Sharma proprietor of Pawan Marbles gave detailed information about his achievements, issues and challenges.

SKILL ENHANCEMENT ACTIVITIES

Business Plan

The association conducted Business plan competition on 10th July 2019. The objective was to improve creative thinking in business field. The competition was judged by Mr. Sumesh Matada and coordinated by Gururaj G.

Mock Press

The association conducted Mock press competition on 17 January 2020. The objective was to enhance communication skills and also acquaint students about the importance of spot speaking and spot decision making. The competition was judged by Mr. Praveen D. and coordinated by Gururaj G.

Business Quiz

The association conducted Quiz competition on 6 February 2020. The objective was to develop competencies and also make the students aware of the recent trends in entrepreneurship. Mr. Gururaj G coordinated the event.

LIST OF PRIZE WINNERS

Business Plan

I	Vignesh Baliga	III B.Com
	Sourav Kumta	III B.Com
II	Arjun Mada	II BBA 'A'
	Nithesh	II BBA 'A'

Mock Press

I	Chandan Kumar Shetty	II BBA 'C'
	Maya D Vyas	III BBA 'A'



SCAN ASSOCIATION

II	Akhil Raj	III BBA 'A'
III	Sourav S Kumta	III B.Com

Quiz

I	Abhishek Sharma	I B.Com
	Harshitha B	II BA(HRD)
II	Meghana Rao	II B.Com
	Sourav S. Kumta	III B.Com

Moto/Vision : **"Every BIT matters"**

Theme : **Innovation for the smart world"**

Objectives

- To empower the students to excel in the field of technology and improve their computing skills to be the best in corporate world.
- To prepare the students to meet the challenges imposed by the corporate world and make them corporate ready.

Staff Coordinator	:	Mrs. Sowmya Jyothi	
Student Coordinators	:	Mr. Sharath Rao	
		Mr. Elvis Rego	
Members	:	Mrs. Divya Uchil	
		Mr. Arun F. Sequeira	
		Mrs. Shashikala Shetty	
		Mrs. Deepa D. Hegde	
		Mrs. Shashiprabha	
		Mrs. Reshmi B. R.	
		Mrs. Sneha G. Bhat	
Student Secretaries	:	III BBM 'A'	Satyavathi Shetty
		III BBM 'B'	Anwika
		III BBM 'C'	Faizan
		III BCOM	Vaishnavi Kini
		III BCA 'A'	Sharan Rai
		III BCA 'B'	U. Bhoomika
		III BA(HRD)	Sanjay S.

ACTIVITIES

Inauguration and Orientation

The SCAN association was inaugurated on 2 July 2019 in the conference hall. Ms. Meghashree, Software Quality Engineer, Robosoft, Udupi, also an alumna, inaugurated the association by lighting the lamp. She emphasized on the importance of organizing and participating in the activities of the association. She motivated the students to actively participate in all the activities and develop the overall personality. The Principal, Prof. Aruna P. Kamath in her presidential address, told the students to take active participation in the association activities and to grab the opportunities available. A video of the skill-based activities conducted in the last year and the teaser of INSPIRE 2019 was then displayed to the students. Mr. Sharath Rao, student coordinator, briefed about the objectives and activities of the association planned for the year 2019-20. Mrs. Sowmya Jyothi coordinated the programme.

GUEST LECTURES

Decision Making and Career Development

A guest lecture was organized on the topic "Decision Making and Career Development" on 28 June 2019 for III BCA 'A'. The resource person was Ms. Nishmitha K. M., Junior Software Developer, Accolate Tech Solution, Mangaluru. The objective was to enable the students take decision about appropriate platform for project work, to set goals and know how to reach them.

She gave an idea to the students to write aptitude test and guided them to improve communication skills and suggested students to attend the campus interview. It was an interesting and beneficial session; the students were highly motivated and gained lot of knowledge about the project and the job recruitment. Mrs. Reshmi B. R. coordinated the programme.

Startup and Career Opportunities in IT Sector

The department organized a guest lecture on the topic "Start-up and Career Opportunities in IT Sector" on 29 June 2019 for I BCA 'A'. The resource person was Ms. Riddhi Vasani, HR-Executive, Costal Farms, Kannur. The objective was to familiarize the students about higher education and start ups. She stressed that startups though face high uncertainty and failure, there are instances of companies which have become successful and influential. She pointed out the career in

government sector too. She also explained how IT is divided on two basis that is the product and service base. Mrs. Deepa D. Hegde coordinated the programme.

Introduction to Hyper-Text Mark UP Language

A guest lecture was organized on the topic "Introduction to Hyper-Text Mark UP Language" for II BCA 'B' on 29 June 2019. Ms. Saisudha, System Engineer, Infosys, Mudipu, Mangalore was the resource person. She said BCA is one of the best courses that one can go for and there are ample amount of opportunities for students studying BCA in future. She said one who has studied BCA can join a software company or can also go for higher studies. She explained BCA graduates have good scope in jobs as a Web Developer, Web Designer, Network Administrator, System Manager, Computer Programmer, Software Developer, Software Tester, etc. depending on the skills acquired during BCA, also said one can join government banks as clerks, probationary officer, short service commission for Navy or Army, IAS, IPS, CBI, or UPSC. Pursuing Master of Computer Application (MCA) after BCA adds to computer and programming skills. She focused on the key areas and the skill set that the industry requires these days.Mrs. Sowmya Jyothi coordinated the programme.

Occupational Safety and Environment

A guest lecture was organized on the topic "Occupational Safety and Environment" on 29th June 2019 for II BCA 'A'. The resource person was Mr. Madhava Kalyani, Freelance Trainer in HSE-OSHA. The objectivewas to enrich the knowledge on Fire safety and basics of Life saving skills. Mr. Madhava Kalyani explained the various measures to control fire and save lives. The session concluded by showing a recent fire attack videos to deal with fire accidents. The programme was coordinated by Mrs. Bhat. S. Sneha Ganesh.

Technologies in Kannada and Wikipedia

A guest lecture was organized on 10th July 2019 for III BCA 'A' & 'B' on the topic "Technologies in Kannada and Wikipedia". The resource person was Dr. Vishwanath Badikana, Asst. Professor, St. Aloysius College, Mangaluru and Govt. First Grade College for Women, Balmatta, Mangaluru. The objective was to familiarize students about the contribution of kannada language to Wikipedia. The resource person explained the login process into the Wikipedia website. He concluded this session by saying the benefits of Wikipedia and its real time accessing to the websites. Mrs. Reshmi B. R. coordinated the programme.

Techniques of Conflict Management

A guest lecture was organized on the topic "Techniques ofConflict Management" on 11 July 2019 for of II BCA 'B' by Ms. Pooja, Asst. Professor, Department of Commerce, St. Aloysius, Autonomous College, Mangaluru. The objective of this programme was to make students aware of various conflicts that may occur in an organization. In her lecture, Miss. Pooja addressed about sources of conflicts and of means to solve the issue in any aspects of life. Videos on situations leading to conflicts in an organization and effective management of the same were portrayed to the students. Mrs. Shashiprabha coordinated the programme.

Big Data Analytics

A guest lecture was organized on the topic "Big Data Analytics" on 11 July 2019 by Mrs. Prafulla, Assistant Professor, St. Aloysious College (Autonomous), Mangalore, to III BCA 'A'. Mrs. Prafulla expressed the applications of different machine learning techniques in the analysis of big data. She also differentiated the meaning of small data and big data. She discussed the basic difference of statistical techniques used in analysis and the machine learning techniques, such as Techniques Artificial Neural Network (ANN), Decision Trees (CART), Random Forest, Tree Net, Human Information Processing, Hybrid Model. Mrs. Sowmya Jyothi coordinated the programme.

Technologies in Industries

A guest lecture on the topic "Technologies in Industries" was organized on 15 July 2019 for III BCA 'B' by Ms. Karishma K., Network Engineer, DXC Technologies, Electronic City, Bengaluru and also an alumna. The objective was to enlighten the students about the most prominent technologies in industries. She in her lecture explained the present technologies like Big Data, Cloud Computing and IoT that are contributing to the success of any industries. She also said that these are the areas the IT industries stress on during the interviews. Mrs. Shashiprabha coordinated the programme.

E-Mail System

A guest lecture was organized on 22nd July 2019 for III BCA 'B" on the topic "E-Mail System". The objective of this session was to impart the knowledge on various aspects of electronic mail system. The resource person was Mr. Sudhir Kumar, Assistant Training Manager, Diya Systems Pvt. Ltd, Mangaluru. Mr. Sudhir, in his introduction spoke about the advantages and disadvantages of electronic mail. Ms. Jeevitha, welcomed the resource person and Mr. Elvis proposed vote of thanks. The programme was coordinated by Mr. Arun F. Sequeira.

Love Life with Programming

A guest lecture was organized on the topic "Love Life with Programming"

on 24 July 2019 for I BCA 'A'. The resource person was Mrs. Sonia Prashanth, Sr. Software Engineering & App Developer, PrimeSophic Technologies, Managlore. The objective was to familiarize the students about basics of programming language. The resource person the areas of expertization like AI/ML, IIoT, Data Analysis, CRM & Cloud Computing, RPA etc. She concluded the session by a small activity. A program code was given, the students had to find the errors in the code and if the code can produce any correct output. Mrs. Deepa D. Hegde coordinated the programme.

Need of Higher Education in 20thCentury

A guest lecture was organized on 23rd September 2019 for III BCA 'B" on the topic "Need of Higher Education in 20th Century". The resource person of the lecture was Mr. Aaron Roshan D'Mello, Business Development Executive, IDP Education India Pvt. Ltd, Mangaluru. The objective was to impart the knowledge on various aspects of higher education in abroad. Mr. Aaron, in his introduction focused on the need of Higher Education to attain job in abroad. The programme was coordinated by Mr. Arun F. Sequeira.

Job Opportunities for IT sector students at Australia

A guest lecture was organized on the topic "Job Opportunities for IT sector students at Australia" on 4 January 2020 for II BCA 'A'. Mr. Ashiq Pinto, System Engineer, H.P. Australia was the resource person. He discussed about the skills required by the students. He concluded the session by adding additional inputs required by the students in their professional career. Mrs.Shashikala Shetty coordinated the programme.

Procedures to Pursue Higher studies Abroad

A guest lecture was organized on the topic "Procedures to Pursue Higher studies Abroad" for II BCA 'A' on 17 January 2020 by Ms. Ashwini, Operation Associate, ZARA, Canada. The objective was to acquaint students about the procedures to be followed while pursuing higher studies at foreign countries. She in her address threw light upon the most essential procedures to study abroad. She also highlighted the need of clearing the IELTS exams, to check the communicative skill of the candidate which is mandatory before pursuing studies abroad and gave hints on cracking the same. She then explained the challenges faced such as cultural differences, the fluctuating climatic conditions, food habits etc. and measures to overcome such challenges. Mrs. Shashiprabha coordinated the programme.

Business Intelligence and Data Analytics

A guest lecture was organized on the topic "Business Intelligence and Data Analytics" on 17 January 2020 for II BCA 'B'. Ms. Prathiksha Praveen, Trade Processing officer, Australia and New Zealand Banking group, Bengaluru was the resource person. The objective of the programme was to impart to the students the set of processes, architectures, and technologies that are used to convert raw data into meaningful information that drives profitable business actions. She expressed that how business intelligence could be used by enterprises to support a wide range of business decisions ranging from operational to strategic. She opined that BI is most effective, when it combines data derived from the market in which a company operates with data from company sources internal to the business such as financial and operations data. Mrs. DivyaUchil coordinated the programme.

Education, Employment and Ethics

A guest lecture was organized on the topic "Education, Employment and Ethics" on 22 January 2020 for II BCA 'A'. The objective was to familiarize students with the higher education, and to develop work ethics. Mr. Mohammed Fayaz, Asst. Professor, Department of Business Administration, GFGC for Women, Balmatta, Mangalore was the resource person. He asked the students to do the work they want to, with full dedication. He concluded the session with a story of rabbit and tortoise and expressed by explaining the four versions of in connection with work ethics. Mrs. Reshmi B R coordinated the programme.

Identifying Signs of Depression among Youth of Mangaluru with an emphasis on their Self-esteem

A guest lecture was organized on 11 February 2020 for II BCA 'A' on the topic "Identifying Signs of Depression Among Youth of Mangaluru with an emphasis on their Self-esteem". The objective of this session was to identify the signs of depression prevalent among the present-day youth and finding amicable solution to the problems faced by the youngsters and build up their self-esteem. Mr. Antonio Vian Noronha, Researcher, MSW Department, St. Aloysius College (Autonomous), Mangaluru was the resource person. The speaker gave insights into levels, types of depression and causes for depression. Athul welcomed and introduced the resource person. SakshyBaliga proposed vote of thanks. The programme was coordinated by Mr. Arun F. Sequeira.

Dentistry-A specializations on Oral Dental Health and impact of Tobbacco:

A guest Lecture was conducted for II BCA 'A' on 12 March 2020 at 09.00 A.M on the topic "Dentistry-A specializations on Oral Dental Health and impact of Tobbacco".The resource person wasMs. Dr. Siri P. B.Objective is to enrich the knowledge on Oral Dental Health. Dr. Siri P. B. enlightened students about the various areas of Dentistry with pictorial illustrative power-point presentation and relevant Videos. She also created an awareness on consumption of Tobacco and its adverse impact on health. The session concluded by giving various tips and awareness to improve the dental health. The Program was coordinated by Mrs.

Bhat. S.Sneha Ganesh.

ALUMNI INTERACTION PROGRAMME

An alumni interaction programme was organized for II BCA 'A' on 4 August 2019. Mr. Muntasar Hamood Al-Zakwani, Business owner of SME business (Computer Sales and Service), Sultanate of Oman, Muscat City was the alumni. The objective of the programme was to promote a sense of belongingness. Muntasar shared his experiences in the college and also his work life after graduation. He expressed his gratitude towards his faculties for supporting him in his endeavors. Mr. Arun F. Sequeira coordinated the programme.

Self-Development Skills to Build Strong Personality

The department of Computer Application conducted an alumni interactionprogrammeto III BCA 'A' on 6 August 2019. Mrs. Karishma Suvarna, S. R.Talent Acquisition Specialist, M-Result,Mangaluru, was the resource person. The objective of the programme was to the importance of strong personality and the interview skills they need to possess while facing an interview. Mrs. Karishma in her talk explained about the current requirements of a company and its expectations from the fresher's and how they need to prepare for these interviews. She told them the initial preparations that need to be taken care, including the introducing of the candidate to the interviewer. The gestures, body language, eye contact, company profile, the current scenarios play an important role in the interview. She also spoke about the different types of interviews that take place. She concluded her talk with few examples of the interviews that was conducted by her and the positive and negative aspects of the candidates in the interview. It was an interactive session. The programme was coordinated by Mrs. Divya mnUchil.

Software Exhibition at Shree Devi Institute of Technology, Kenjar

The students of III BCA attended Software Exhibition organized by MCA Dept., Shree Devi Institute of Technology, Kenjar Mangalore on 28 August 2019. The objective of the programme was to familiarize students about the latest achievements and developments in software field. The various software's based on IoT, Artificial Intelligence, Image Processing, Cloud Computing, Connected World, Information Security etc. were shown and their implementation was explained to the students. The exhibition motivated the students to develop more such projects and come up with innovative ideas which will be a great contribution to the technical field. The programme was coordinated by Mrs. Shashiprabha and Mrs. Reshmi B.R.

Challenges faced by the graduate students

Alumni interaction program was organized for the 2nd year BCA 'B' students on the topic "Challenges faced by the graduate students" on 17 January 2020. Speaker was Miss. Amritha Ganiga, Senior Process Executive, Envoy Mortgage Pvt. Ltd., Mangaluru. The objective of this program was to prepare students to succeed in the challenging world. Speaker said Life in itself is a challenge. It is a journey with ups and downs. We are living in a world where change is inevitable, competition is cut-throat. The students confront various challenges throughout their academic career. She told the students that they should develop flexible attitude and adjustments in routine life practises to make the life worth living even in odd circumstances. She said these challenges are dispositional, situational, institutional and academic. She shared the lessons she learnt from all her failures and trails. The session was very informative. Amritha later responded to the queries put across by the students at the end of the session.60 students took the benefit of this program. The programme was coordinated by Mrs. Sowmya Jyothi.

STUDENT FACULTY PROGRAMMES

Augmented Reality

The BCA department organised a student faculty programme on the topic 'Augmented Reality' by Aviansh and Anush Shetty of III BCA 'A' for I BCA 'A' on 24 February 2020. The objective of the programme was to let the students know the concept of Augmented Reality. The student faculties said that augmented reality is an interactive experience of a real-world environment where the objects that reside in the real world are enhanced by the computer generated perceptual information, sometimes across multiple sensory modalities including visual, auditory. Avinash spoke on the hardware, the software requirements required for developing this system and how this augmented reality works in the real world Mrs. Divya Uchil coordinated the programme.

Internet of Things

The BCA department organized a student faculty programme on the topic 'Internet Of Things' by Pavithra of III BCA 'A' for I BCA 'A' on 26 February 2020. The objective of the programme was to let the students know the concept of Internet of Things and its advantages. She explained what is Internet Of things, how the technology works with various examples, as how a garden can be watered with this technology. She showed how it could be used in industry as well as in household works. She also explained how cloud is used here to store data. Mrs. DivyaUchil coordinated the programme.

Ethical Hacking

The BCA department organised a student faculty programme on the topic 'Ethical Hacking' by Nihal and Abdul Sahal for I BCA A on 27 February 2020.

The objective of the programme was to let the students understand the concept of Hacking. Nihal spoke on what is meant by hacking and ethical hacking. He opined that ethical hacking is done by owner's authorization and is also known as white hacking. He explained to the students the different types of hacking and skills required to be an ethical hacker. Mrs. DivyaUchil coordinated the programme.

Visual Effects and Animation

The BCA department organized student faculty programme on the topic "Visual Effects and Animation" for II BBA 'C' by Sukesh on 11 March 2020. The objective of the programme was to enhance the presentation skill and develop confidence. The student faculty said that, the Visual effect has more to do with images or a series of images that are manipulated in a way that unnatural occurrences look realistic. He introduced different software's to be used for making images with various effects and animations. Mrs. Reshmi B. R coordinated the programme.

Interview Process

The BCA department organized student faculty programme on the topic "Interview Process" for II BCA 'A' by Sukesh on 11 March 2020. The objective of the programme was to make the students know the process of interview, which they are going to face in their future. He explained the number and type of rounds conducted in an interview, dressing sense needed and skills required to deal with the interviewer. Mrs. Reshmi B R coordinated the programme.

Essentials of Interview

A student faculty programme on the topic "Essentials of interview" was organized for II BCA 'B' on 28 June 2019 by Poorvi of III BCA 'A'. The objective was to develop the confidence level of the students. The session started with the key points for preparation to a successful interview and practice. She highlighted mainly two factors, which should be kept in mind while preparing for an interview, namely, Common Interview Questions and Job Talk. She said that Job talk is what the companies are asking for in terms of knowledge, skills and attitude. Mrs. Sowmya Jyothi coordinated the program.

Basics of computer animation

A student faculty programme on the topic "Basics of computer animation" was organized for II BCA 'B' on 28 June 2019 by Mr. Guruprasad of III BCA 'A'. The objective of this program was to develop the confidence level of the student. He explained the brief history of computer animation, its well-known fundamental principles and some educational applications. He also spoke about 2D and 3D animation. Mrs. Sowmya Jyothi coordinated the program.

Introduction to Hyper-Text Mark Up Language

A student faculty program on the topic "Introduction to Hyper-Text Mark Up Language" was organized for II BCA 'B' on 1 July 2019 by Mr. Sukesh of III BCA 'A'. The objective of this programme was to develop the confidence. He spoke about the basics of using Hypertext markup language and the various tags to be included while learning HTML. Mrs. Sowmya Jyothi coordinated the programme

Database Management System

A student faculty programme was organized on 17th February 2020 for I BCA 'B' students by Padmashree III BCA 'A' and Deeksha III BCA 'A' Final year BCA students, under the guidance of Mrs. Shashikala Shetty. The session was on "Constructor and Destructors in C++ Program'. They discussed about the use of constructors and destructor and how they can be created and removed in C++. Using suitable example they explained the concept. The session was coordinated by Mrs. Shashikala Shetty and Mr. Charith rendered the vote of thanks.

Operator overloading in C++ Program

A student faculty programme was organized on 18th February 2020 for I BCA 'B' students by Bavyashree III BCA 'A' and Srilaxmi III BCA 'A' Final year BCA students, under the guidance of Mrs. Shashikala Shetty. The session was on "Operator overloading in C++ Program'. They discussed about the use of operator overloading in C++ and how they can be created in C++. Using suitable example they explained the concept. The session was coordinated by Mrs. Shashikala Shetty and Mr. Nandan rendered the vote of thanks.

Polymorphism in C++ Program

A student faculty programme was organized on 18th February 2020 for I BCA 'B' students by Moulya Gowda III BCA 'B' and Fardeen III BCA 'B' Final year BCA students, under the guidance of Mrs. Shashikala Shetty. The session was on "Polymorphism in C++ Program'. They discussed about the use of polymorphism in C++ and how they can be created in C++. Using suitable examples they explained the concept. The session was coordinated by Mrs. Shashikala Shetty and Mr. Yashika rendered the vote of thanks.

Database Concept

Student faculty programme was organized to I BCA 'A' on 19, 22, 24, 25 of February 2020 by VI semester BCA project students. The objective of the programme was to inculcate teaching habits, encouraging in improving the communication skills, collaborative learning and gain confidence in them. Various subjects related to Database Concept were dealt by the students. The programme was coordinated by Deepa D. Hegde.

Function overloading in C++ Program

A student faculty programme was organized on 19th February 2020 for I BCA 'B' students by Varun III BCA 'A' and Praneeth III BCA 'B' Final year BCA students, under the guidance of Mrs. Shashikala Shetty. The session was on "Function overloading in C++ Program'. They discussed about the use of function overloading in C++ and how they can be created in C++. Using suitable example they explained the concept. The session was coordinated by Mrs. Shashikala Shetty and Mr. Anushree rendered the vote of thanks.

The Emerging Technologies of Biometrics

The student faculty programme was conducted for II BCA 'A' on 21 February 2020 by Deepthi Nayak of III BCA 'B' on the topic "The Emerging Technologies of Biometrics". The objective of the programme was to provide insight about Technologies of biometrics. The student faculty briefly explained about various methodologies of biometric and its applications. The Programme was coordinated by Mrs. Bhat. S. Sneha Ganesh.

Virtual Brain

The student faculty program was conducted for II BCA 'A' students on 21st February 2020 at 2.30 P.M in 207 class room by Kalpitha V puthranof III BCA 'A' on the topic "Virtual Brain". Objective is to enlighten about various methodologies of Virtual Brain using Artificial Intelligence. Kalpitha V Puthran explained briefly about the various implementations of AI relating to Virtual Brain. The Program was coordinated by Mrs. Bhat. S.Sneha Ganesh.

Neon

The student faculty program was conducted for II BCA 'A' students on 22st February 2020 at 9 A.M in 207 class room by Mohammad Rehanof III BCA 'A' on the topic "Neon". Objective is to enlighten students about the practical implementations humanoid artificial intelligence.

Mohammad Rehanexplained briefly about the Neon which is basically a humanoid artificial intelligence (AI) avatar that looks like a human and can respond to questions in almost real time while giving expressions such as a smile or a raised eyebrow while doing so.The Program was coordinated by Mrs. Bhat. S.Sneha Ganesh.

Cloud Storage

A student faculty programme was organized on the topic "Cloud Storage" for II BCA 'B' by III BCA project students on 3, 4 and 5th March 2020. The objective of the programme was to inculcate teaching habits, to improve their presentation skills and to enhance confidence. They addressed the issues on various topics related to cloud storage, ethical hacking, animation, arduino and algorithm in computer graphics. The programme was coordinated by Mrs. Sowmya Jyothi.

Principles of TCP/IP

Student-Faculty Programme was organized to II BCA 'A' section students on 2nd, 3rd and 4th of March 2020 by VI semester BCA project student who are under the guidance of Arun F. Sequiera. The objective of the programme was to inculcate teaching habits, improve their awareness of careers and their individual career goals, encourage a communication across the curriculum and collaborative learning and gain confidence among the final year students.

It was organized for the subject "Principles of TCP/IP".Topics were given to the students, wherein all the students done their seminar through PPT presentation. It was an interactive class. Final year students learnt how to handle the classes and acquired confidence. The topics given to the seminar were as follows:

Topic	Presented by
The User Datagram Protocol	Anand Kumar
Format of UDP Messages	Guruprasad G Shenoy
UDP multiplexing, Demultiplexing and Ports	Shekar Reddi
Transmission Control Protocol	Shwethakshi
Reliable Stream Transport Service	Vikshitha V M
The Sliding Window	Chaithrali
Functions of TCP	Deepika
TCP Passive and Active Opens	Shreya K
Retransmission and Timeouts	Charan
Advantages and disadvantages of cumulative acknowledgements	UdithShanker
Timeouts and retransmission	Vijeth Rai
Adaptive retransmission algorithm	Dhamini
TCP establishes connection using 3-way handshake	Chaithra
TCP terminates connection using 3-way handshake	Megha
Silly window syndrome	Savithri

Programming Concepts of Python

A student faculty Programme was organised to I B.C.A . 'B' on the topic

"Programming Concepts of Python" on 4 March 2020 by Alfin Banu of III BCA 'A'. The objective of the programme was to impart programming concepts of Python. The student faculty explained the concept of modules, syntax and multi-purpose programming language. She said that modules can be imported into the program and made use of them. The programme was coordinated by Mrs. Divya Uchil.

Communication Skills and its importance

The Student Faculty Program was conducted for II BCA 'A' on 05 March 2020 at 9 A.M in 207 class room by Adithya of III BCA 'B' on the topic "Communication Skills and its importance". Objective is to make students aware of how important is communication skills in the society.

Adithya interacted with students by conducting some activities in the class to justify the topic. Students actively participated in these activities and enjoyed the session. The Program was coordinated by Mrs. Bhat. S.Sneha Ganesh.

IOT-Internet of Things

A student faculty programme on the topic "IOT" was conducted for II BCA 'A' on 5 March 2020 by Pratheek K. B. of III BCA 'A'. The objective of this topic was to know more about Internet of things. Pratheek K. B. explained various applications and methodologies used by IOT. The programme was coordinated by Mrs. Bhat. S.Sneha Ganesh.

Cyber Security

A student faculty programme was conducted on the topic "Cyber Security" for I BCA 'A' by Nagashree of III BCA 'A' on 9 March 2020. The objective of the programme was to explain the concept of Cyber Security. The student faculty spoke on the different types of security to protect which are mainly application security and cloud security. She explained the technology to protect from damage, attacker or unauthorized access. The programme was coordinated by Mrs. Divya Uchil

Stages of Multimedia Development

A student faculty programme was organized on 9 March 2020 on the topic "Stages of Multimedia Development" to II BCA 'A' by Priyal and Sanjana of III BCA 'A'. The objective was to impart information on various stages involved in multimedia development. They explained the sequence of steps, tools and techniques which are essential during the multimedia content development. The programme was coordinated by Mrs. Shashiprabha.

Making of Multimedia

A student faculty programme was organized on 10 March 2020 on the topic "Making of Multimedia" to II BCA 'A' by Sonalika and Pooja of III BCA 'B'. The objective was to assist students in creating their own multimedia files. They explained the various creative methods and tools used in making a multimedia content effective. The programme was coordinated by Mrs. Shashiprabha.

Animations in Making Movies

A student faculty programme was organized on 12 March 2020 on the topic "Animations in Making Movies" to II BCA 'A' by Divya of III BCA 'A'. The objective was to impart information on animations in making a movie. She explained the role of animation in making a movie effective and bringing about satisfaction among the audience. The programme was coordinated by Mrs. Shashiprabha.

Coronavirus

The BCA department organized student faculty programme on the topic 'Coronavirus' for II BCA 'A' by Prathiksha and Bhoomika on 12 March 2020. The objective of the programme was to make students aware of the affects and prevention of the coronavirus. They explained about COVID-19, precautions required and number of people effected throughout the world. Mrs. Reshmi B. R. coordinated the programme.

EXTENSION ACTIVITIES

Visit to Padavu Higher Primary School

The BCA department conducted an extension activity on 3 January 2020 at Padavu Higher Primary School, Padavu Nathoor, Mangalore. The objective of the session was to impart knowledge to the young students about Internet and its uses. Students were given brief introduction of "Internet".. A demo on the working of internet was shown using the video. In the session, an introduction to internet was given to the children and staff members. A number of entertainment activities like memory test and Quiz were conducted. Mrs. Deepa D. Hegde coordinated the activity.

Visit to Sovereign Tile Works

A field visit was conducted on 6 January 2020 to Sovereign Tile Works, CEO, Sovereign Tile Works, Sultan Battery Road, Boloor, Mangalore by the final year BCA students. The objective of the visit was to know the process and working condition in a tile factory. Mr. Dayanand, Manager gave a basic introduction about the factory and enlightened about the various process related to manufacturing of bricks, earthern pots and tiles. Mrs. Bhat S Sneha Ganesh coordinated the programme.

Visit to St. Agnes Special School

The BCA department conducted an extension activity on 6 January 2020 at St. Agnes Special School, Bendore, Mangalore. The objective of the programme was to understand the problems faced by the physically challenged children. In the session games were conducted. The students taught with nursery rhymes, patriotic songs. Mrs. Divya Uchil coordinated the activity.

Visit to Government Higher Primary School

The BCA department conducted an extension activity on 6 January 2020 at Government Higher Primary School, Kapikad, Mangaluru. . The objective of the visit was to educate the students about "Basics parts of computers and its working. In the session, VR experience was given to the children through Virtual Reality Headset device. Activities like action songs and games were conducted for students. All the students enthusiastically participated in the events organized. Mr. Arun F. Sequeira coordinated the activity.

Visit to Government Higher Primary School

The BCA department conducted an extension activity on 6 January 2020 at Government Higher Primary School, Kapikad, Mangalore. The objective of the activity was to educate the students about "Basics parts of computers and its working". Various topics like basics parts of computer and its working through video and PowerPoint presentation in Kannada language, how to use Microsoft Excel though examples were explained. Computer related memory test activities were conducted for the students. Mr. Arun F. Sequeira coordinated the activity.

Visit to Shri Ramakrishna High School

The SCAN association organized an extension activity on 10 January 2020 at Shri Ramakrishna High School, Bunts Hostel, Mangaluru. The objective was to teach basics of computer concepts to the students. The students spoke on "Social Media". The school students gained an insight on the Social Media, advantages and its impact. Quiz was also conducted after the session. Mrs. Sowmya Jyothi coordinated the activity.

Visit to Government Higher Primary School

The SCAN association conducted an extension activity on 11 January 2020 at Govt. Higher Primary School, Chithrapura, Baikampady, Mangaluru.. The objective was to teach basics of computer to the students. The school students gained an insight on the fundamentals of computer concepts. Mrs. Sowmya Jyothi coordinated the activity.

Visit to Samvedana

An extension activity was conducted by III BCA at "Samvedana-A Home for Children" on 14 January 2020. The objective was to create awareness about the living conditions of the homeless children among the students. The students addressed the children on the topic "Basics of Computers". They conducted activities like pick and speak, Toggle Toggle and also performed some magic to entertain the students. Mrs. Shashiprabha coordinated the programme.

Visit to Govt. U. P. School

The BCA department conducted an extension activity on 16 January 2020 at Govt. U. P School, Gandhinagar, Mangalore. The objective of the programme was to impart knowledge to the students on Social Network application. In the session, various Google application like facebook, WhatsApp, Instagram were explained. The students were taught how to use these applications and were also made to work on the systems so to get an hands on experience. A general quiz was conducted to the students. Mrs. Divya Uchil coordinated the activity.

Visit to Vidhya Jyothi Primary School

The BCA department conducted an extension activity on 17 January 2020 at Vidhya Jyothi Primary School, Jyothinagara, Kavoor, Mangalore. Students were informed about "Google and its Applications". The objective of this session was to enlighten the knowledge of young students about technology and its uses. In the session, explanation about the working of various applications of Google and its uses to the children and staff members were given. Activities like guessing the computer parts, memory games were conducted for the students. Mrs. Bhat S. Sneha Ganesh coordinated the activity.

Visit to Straflex Laminator Pvt. Ltd.

Field Visit was organized on 17 January 2020 to Straflex Laminator Pvt Ltd, B155 Industrial area, Mangaluru for a team of 13 students of III BCA. The objective of this programme was to know about the business culture, work ethics and time management of the company. The students were taken around the company by the manager and were explained about the purpose of machineries present. He explained the process of manufacturing printed pouches and laminated pouches. The students got an opportunity to know the making and working of printed and laminated pouches. Mrs. Deepa D. Hegde coordinated the Programme.

Visit to NMPT School

The BCA department conducted an extension activity on 18 January 2020 at NMPT School, Panambur, Mangalore. The objective of this session was to enlighten the knowledge of young students about the advantages and disadvantages of social media. Students were informed about "Awareness of Computer and its applications in different fields". Activities like Memory test, Quiz were conducted for the students. Mrs. Shashikala Shetty coordinated the activity.

Visit to Dakshina Kannada Zilla Panchayath Higher Primary School

An extension activity was conducted by the BCA students on 20 January 2020 at Dakshina Kannada Zilla Panchayath Higher Primary School, Mannagudda.

Students conducted various activities related to knowledge about computer parts, Internet of things and memory test. Large number of students actively took

part. The activity was coordinated by Mrs. Reshmi B. R.

Visit to St Lawrence Unaided English Medium School

The BCA department conducted an extension activity on 20 January 2020 at St Lawrence Unaided English Medium School, Bondel, Mangalore. The objective of the session was to impart knowledge to the young students about Pros and Cons of Social Media. Students were given brief introduction of "Social Media".. In the session, information about positive and negative effects of social media on the lives of teenagers was given to the children and staff members. A number of entertainment activities like Guess the parts and Quiz were conducted. Mrs. Deepa D. Hegde coordinated the activity.

Visit to St Lawrence Unaided English Medium School

The BCA department conducted an extension activity on 20 January 2020 at St Lawrence Unaided English Medium School, Bondel, Mangalore. The objective of the session was to impart knowledge to the young students about Internet and its Awareness. Students were given brief introduction of "Internet". In the session, an introduction to internet, concepts like, how to be Safe in the Digital Age, Think Before You Post or Tweet and Avoid Making Online Friends, etc., were informed to the children and staff members. A number of entertainment activities like memory test and Guess the parts were conducted. Mrs. Deepa D. Hegde coordinated the activity.

Visit to Sri Ramashrama Higher Primary School

The BCA department conducted an extension activity on 22 January 2020 at Sri Ramashrama Higher Primary School, Konchady Junction, Konchady, near Yeyyadi, Mangalore. Students were informed about "Microsoft Office and its tools". The objective of this session was to enlighten the knowledge of young students about technology and its uses. In the session, explanation about the working of various applications of Microsoft office and its uses to the children and staff members were provided. Activities like guessing the computer parts, memory games were conducted for the students. Mrs. Bhat S. Sneha Ganesh coordinated the activity.

Visit to St. Francis Xaviers School

An extension activity was conducted by III BCA at St. Francis Xaviers School, Bejai, Mangalore on 23 January 2020. The objective was to enhance communication skills and inter-personal skills among the students. The students addressed the children on the topic "Latest technology". They conducted activities like pick and speak, Toggle Toggle and also performed some magic to entertain the students. Mrs. Shashiprabha coordinated the programme.

Visit to Government Primary School

An extension activity was conducted by III BCA at Government Primary School, Kodikal, Mangalore on 23 January 2020. The objective was to enhance communication skills and inter-personal skills among the students. The students addressed the children on the topic "Importance of values in Life. They conducted activities like pick and speak, Toggle Toggle and also performed some magic to entertain the students. Mrs. Shashiprabha coordinated the programme.

Visit to Dakshina Kannada Zilla Panchayath Higher Primary School

The BCA department conducted an extension activity on 27 January 2020 at Dakshina Kannada Zilla Panchayath Higher Primary School, Ashok Nagar. Students conducted various activities such as introduction to computer, digital transaction, pick and speak to develop communication skill, video related to the importance of digital transaction, etc. large number of students were benefited by this session. Mrs. Reshmi B R coordinated the activity.

Visit to St. Peter's Higher Primary School

BCA project students visited St. Peter's Higher Primary School, Kottara, Derebail, Mangaluru on 1 February 2020. The objective of the visit was to enlighten the primary school students about evolution of computers. The students explained evolution of computers and briefed them about various components of computer its working through video and powerpoint presentation. Various computer related memory test, jumbled words and pick and speak were conducted for the school children. The visit was coordinated by Mr. Arun F. Sequeira.

Visit to Transit Home

The extension activity was conducted on 1st February 2020 for the class 1st to 7th std students of TRANSIT HOME by the BCA students under the guidance of our lecturer Mrs. Shashikala. In this session we discussed about the basic knowledge of computer. There was a group of 4 students who conducted various activities such as presentation on " BASICS OF COMPUTER", Memory test, Quiz, several such games were conducted. The visit was coordinated by Mrs. Shashikala Shetty

Visit to Banjara Cateres –Workshop ,Mangalore

A few of the final BCA students, under the guidance of faculty Mrs. Divya Uchil had been to Banjara Caters –Workshop, on 06 February 2020 . The main objective of the program was to teach the employees Microsoft Power point application.

Presentation being a key to any talk, the students had been to the Banjara Caters -workshop, to explain to the employee the how to create slides for

presentation. They explained to them the various inbuilt template found in them, They also explained how images can be inserted, formating of text, creating hyper-links. The employees were happy to know about the features of powerpoint. The students were then taken over their place where the employees were cooking was done. They showed them the different machineries that was being used for cooking. The employees were very happy by the initiative taken by the students to teach them . The students in turn got an opportunity to teach the employees. The programme was coordinated by Mrs. Divya Uchil.

Visit to DSAJ Precisions Private Limited

The final BCA students visited DSAJ Precisions Private Ltd on 3 February 2020 . The objective of the programme was to know the business culture, work ethics and time management of the company.

The company manufacture different items that are required to make watch and export it to Switzerland. The students after session addressed the office staffs on Microsoft Excel Application which is very useful application for business transaction. They dealt on the various tools of excel like to protect workbook; give passwords to worksheet, to insert tables, mathematical excel functions and many more. The students got an opportunity to know the making and working of a clock. They also came to know the working culture of the employees and discipline that needs to be maintained to produce a good product. The programme was coordinated by Mrs. Divya Uchil.

Visit to Neopack, Packaging Industry

III BCA project students visited Neopack, Packaging Industry, Baikampady on 11 February 2020. The objective of this visit was to provide the students an opportunity to gain awareness about industry practices. The students gained knowledge about the production process and gained knowledge on business activities. The visit the coordinated by Mrs. Sowmya Jyothi.

Visit to Sneha Public School

The extension activity was conducted at Sneha Public School on 13 February 2020 for the class 6st to 7th standard students by the III BCA. The objective was to create awareness on basic knowledge of computer. Various activities such as presentation on "HTML TAGS", Awareness Program on Effect of Electronic Gadgets several such Quiz were conducted. Mrs. Shashikala Shetty coordinated the programme.

Visit to Gurucharan Industry

The extension activity was conducted at Gurucharan Industry, Baikampady, Mangalore on 15 February 2020 by III BCA students. In this session we discussed about the processes making tools in the first stage like gears, belt, chain etc,. Designing the tools with setting the design in the pen-driver and taking the timer to the machine. Mrs. Shashikala Shetty coordinated the programme.

Visit to Samboy S.S.T. Food Products

BCA project students visited Samboy S.S.T. Food Products, Industrial Estate, Baikampady on 19 February 2020. The objective of the visit was to have an understanding of food production and packaging process. The students gained insight into the process of preparation of food products and the procedure of packaging and shipping. The visit was coordinated by Mr. Arun F. Sequeira

Visit to Panjimoger Govt. School

III BCA students conducted extension activity at Panjimoger Govt. School, Kavoor, on 24 February 2020. The objective of the visit was to educate the school children about information technology. The students explained the working and uses of various computer applications. Various games related to computer were conducted for the school children. Mrs. Bhat S. Sneha Ganesh coordinated the activity.

Visit to CARDTS- Samvedanaa

On Saturday, the 7st of March 2020, a team of 15 members of sixth semester BCA project students, who are under the guidance of Mr. Arun F. Sequeira, had visited CARDTS, SAMVEDANAA, Marikamba Temple Road, Adumaroli, Mangalore to organize an extension activity and interact with the inmates. All students involved in organizing various games to the children such as Bomb in the city, passing ball, carrying lemon in spoon etc. All the children are enthusiastically participated in the events organized. Quiz is organized by Ms, Chaitrali and Ms. Shreya Shetty. At the end, prizes were distributed to the winners of games, quiz. Fruits were distributed to all the students. Positive feedback was given by the inmates, and the project manager.

Visit to Gurucharan Industries

Students of III BCA visited Gurucharan Industries, Baikampady on 11 March 2020. The objective was to impart knowledge on 'Benefits of Office Automation' to the employees of the industry. The students explained the benefits of automating some of the operations which are now carried out manually. Mrs. Shashiprabha coordinated the programme.

SKILL ENHANCEMENT ACTIVITIES

Guess the Part

The association organized an event 'Guess the Part' on 8 July 2019. The objective of this event was to test the participants knowledge about the various components used in computers. A series of 30 images of computer hardware components were displayed through PPT which, the participants had to guess. The event was judged on the basis of accurate recognition of the parts. Large number of students actively participated in the event. The student coordinators were Mr. Sharath Rao of III BCA 'A' and Mr. Elvis Rego of III BCA 'B'. Mrs. Reshmi B.R. coordinated the programme.

Captcha Cracker

The association organized an event 'Captcha Cracker' on 22 July 2018 at 3:00p.m. The objective of this event was to test the participant's ability to decipher "Captcha's". The participants were given ten Captcha's which they had to crack in a time limit of 5 minutes. Event was judged based on the number of Captcha's cracked. 65 students participated actively in this event. The student coordinators were Mr. Sharath Rao of III BCA 'A' and Mr. Elvis Rego of III BCA 'B'. Mrs. Sneha Bhat coordinated the programme.

Turn Coat (Toggle Toggle)

The association organized an event 'Toggle Toggle' on 23 July 2019 at 3:00p.m. The objective of this event was to test the participant's communication skill and their ability to cope under pressure. The participants were given topics with dual meaning and 1-minute preparation to speak; the participant had to switch the topic on hearing the word "toggle" by the judges. The event was judged on the basis of the participant's spontaneous thinking and communication skill. The student coordinators were Mr. Sharath Rao, Mr. Elvis Rego of III BCA. Mrs. Deepa D. Hegde and Mrs. Divya Naveen were the judges for the event. Mrs. Shashiprabha coordinated the programme.

IT Advertisement

The association organized 'IT-Advertisement' event on 24 July 2019 on the topic "Smart Watch". The objective of the event was to test the creativity of the students. IT was an individual event where the participants were given a topic on the spot and the related data and images were taken from the internet. Using the downloaded information the participants prepared a presentation using MS-Powerpoint for 10 minutes. The event was judged on the basis of creativity, presentation and knowledge. The event was judged by Mr. Sumesh Matada. The student coordinators were Mr. Sharath Rao and Mr. Elvis Rego of III BCA. Mrs. Sowmya Jyothi coordinated the programme.

Memory Test

The association organized 'Memory-Test' event on 25 July 2019. The objective of this event was to judge visual memories of the participants. 40 different computer hardware components, IT companies and their logos and personalities were presented to the students through visual aid. After the presentation the participants were given 3 minutes to recall and write them. The students exhibited exemplary memory skills and knowledge in the field of IT. The student coordinators were Mr. Sharath Rao and Mr. Elvis Rego of III BCA. Mrs. Divya Uchil coordinated the programme.

Paint Brush

The SCAN association organized 'Paint Brush' event on 6 August 2019 on the topic 'Tribute to Indian Army'. The objective of this event was to imbibe a sense of patriotism among participants and to judge the creativity and artistic skills of the participants. The student coordinators were Mr. Sharath Rao and Mr. Elvis Rego of III BCA. Mrs. Shashiprabha coordinated the programme.

Quick Hands

The SCAN association organized on the topic 'Quick Hands' event on 3 September 2019. The objective of this event was to test the participants speed and efficiency in typing. The students were given a paragraph of 200 words to type within a time limit of 5 minutes and were judged on the basis of the number of words and accuracy in typing. The student coordinators were Mr. Sharath Rao and Mr. Elvis Rego of III BCA. Mrs. Shashikala Shetty coordinated the programme.

Paper Presentation

The SCAN association organized paper presentation on the topic "Impact of Social Media on Life Style" on 11 September 2019. The objective of this event was to test the participant's knowledge, presentation and communication skills. The event was judged on the basis of relevancy, communication, body language and presentation skills of the participants. Mr. Akshith Kumar judged the event. Mr.Sharath Rao and Mr. Elvis Rego of III BCA were the student co-ordinators. Mr. Arun F. Sequeira coordinated the event.

Coding

The SCAN association organized coding event on 02 January 2020. The objective was to test the programming skills of the students. The students had to write a program using C and C++. The event was judged based on the logic they use for execution. Mrs. Deepa D. Hegde judged the event. Mrs. Reshmi B.R. coordinated the programme.

Debugging

The SCAN association organized a Debugging event on 3 January 2020.

The objective was to test the debugging skills of the students. The students had to rectify the code using C and C++ and obtain the desired output as displayed on the screen. Mrs. Shashikala Shetty judged the event. Mrs. Divya Uchil coordinated the programme.

IT Collage

The SCAN association organized an IT Collage event on 17 January 2020. The topic was "Artificial Intelligence and its implementation". The objective was to test the creativity of the students. Using the downloaded information, the participants prepared a collage using MS-Paint. The event was judged based on the participant's creativity, overall presentation, relevance and neatness. Mrs. Sneha G. Bhat judged the event. Mrs. Sowmya Jyothi coordinated the programme.

Web Designing

The SCAN association organized Web design activity on the topic 'Photography Portfolio Website' on 10 February 2020. The objective of this activity was to test participant's knowledge about HTML. The participants were given 45 minutes to create a web site. The event was judged based on content, relevance, usage of multimedia and innovation. Mrs.Reshmi B.R. judged the event. Mr. Arun F. Sequeira coordinated the event.

IT Quiz

The SCAN association organized IT Quiz on 12 February 2020. The objective of this activity was to test participant's knowledge about technology. The participants were given 20 minutes to answer 40 questions. Mrs. Sneha Bhat coordinated the event.

IT Debate

The SCAN association conducted IT Debate on the topic "The development of artificial intelligence will help humanity" on 14 February 2020. The objective of this activity was to generate effective critical thinking among the participants on the topic artificial intelligence. The event was judged based on the participants' command over language, communication skills, relevancy to the topic and knowledge. Mrs. Anasuya was the judge for the event. Mrs. Shashikala Shetty coordinated the activity.

LIST OF PRIZE WINNERS

Guess the Part

I	Skanda N.	I BCA 'B'
II	Kiran Bhandary	I BCA 'B'
III	Sukesh K.	III BCA 'A'

Captcha Cracker

I	Skanda N.	I BCA 'B'
	Deeksha	I BCA 'A'
II	Srilaxmi Shetty	III BCA 'A'
	Avinash R.	III BCA 'A'

Toggle-Toggle

I	Sukesh K.	III BCA 'A'
II	Smriti S. Shettigar	II BCA 'B'
III	Skanda N.	I BCA 'B'

IT Advertisement

I	Akhil	III BBA 'A'
II	Anirudh	I BCA 'B'
III	Anushree	I BCA 'B'

Memory Test

I	Skanda N.	I BCA 'B'
II	Yajnesh	I BCA 'A'
III	Mahima Shenoy	II BCA 'B'

Paint Brush

I	Sukesh K.	III BCA 'A'
II	Brijesh	II BCA 'A'
III	Avinash R	III BCA 'A'

Quick Hands

I	Sukesh K	III BCA 'A'
II	Avinash R.	III BCA 'A'
III	Skanda N.	I BCA 'B'

Paper Presentation

I	Varshitha	II BCA 'B'
II	Sukesh K.	III BCA 'A'
III	Arjun Mada	II BBA 'A'

Coding

I	Sandeep Bhandari	II BCA 'A'
II	Kshaman T. A.	II BCA 'A'
III	Skanda N	I BCA 'B

Debugging

I	Sandeep	II BCA 'A'

IT Collage

I	Kshaman T.A.	II BCA 'A'
II	Jason Xavier D'souza	II BCA 'A'
III	Prajna	II BCA 'A'

Web Designing

I	Geethesh	II BCA 'B'
II	Skanda N	I BCA 'B'
III	Kshaman T.A.	II BCA 'A'

Quiz

I	Skanda N.	I BCA 'B'
II	Manvith	I BCA 'B'
III	Anirudha Pai	I BCA 'B'

Debate

I	Varshitha And Pavithra	II BCA 'B'
II	Smrithi S Shettigar And Daksha	II BCA 'B'
III	Anirudh Pai And Manvith	I BCA 'B'
	Kshaman T. A. and Geethesh	II BCA 'A' II BCA 'B'

INSPIRE 2019

Coding & Debugging

I	Smriti S. Shettigar	II BCA 'B'
	Shanker Singh	II BCA 'B'
II	Sandeep Bhandari	II BCA 'A'
	Shrathan Kumar	II BCA 'A'

IT Quiz

I	Kiran N Bhandary	I BCA 'B'
	Nandan Bhat N.	I BCA 'B'
II	Adithya B. V.	I BCA 'A'
	Harshith Devadiga	I BCA 'A'

Web Design

I	Kshaman T. A.	II BCA 'A'
II	Geethesh B.U.	II BCA 'B'

Paper Presentation

I	Sushmitha G.	II BCA 'B'
II	Ankitha Nayak G.	I BCA "A'

Photography

I	Chyavan N.	II BCA 'B'
II	Hemanth	II BCA 'A'

IT Chaser



LITERARY ASSOCIATION – Crown of Wisdom

I	Skanda Narayan Bhat N.	I BCA 'B'
II	Fencita Sanches Fernandes	II BCA 'B'

Overall Winners:

Aman S. D'souza And Team — II BCA 'A'

Runners Up:

Jathin And Team — II BCA 'B'

Motto/Vision : **To sharpen the linguistic skills and to bring out the hidden talents/ creativity of the students.**

Let's walk with the Pen and Be the Change!

Theme : **Sparkle your talents by elevating your minds.**

Objectives

- To train Students to Communication skills and soft skills such as reading, pronunciation, speaking,essay –writing, presentation skills.
- To improve the confidence level of the students.
- To inculcate moral values in the students.

Staff Coordinators :

Mrs. MadhumathiJ.Raja.	Mrs. Kavya U.
Mrs.JeevithaD.	Mrs.Renuthakshi
Dr.Jyothi	Dr.Shalini

Members :

Mrs.Shashiprabha	Mrs. Reshmi
Mrs.ParinitaSalian	Mrs.DeepashreeShenoy
Mrs. Sneha Bhat	Ms. Sanjana

Student Coordinators:

Ms. Bindiya S., III BBA 'C' — Ms. Alfin Banu., III BCA 'C'

Class Secretaries:

III BBM 'A'	Fathima Nashvana
III BBM 'B'	Shrasti
III BBM 'C'	Dhanya
III B.Com	Prerana
III BCA 'A'	Priyal
III BCA 'B'	Rashvika N.
III BA HRD	Seema Joslin
II BBM 'A'	Mahima
II BBM 'B'	Shanya
II BBM 'C'	Syeda Mehrunnisa
II B.Com	Meghana Rao
II BCA 'A'	Sandeep Bhandary
II BCA 'B'	Vaishnavi
II BAHRD	Sejal
I BBM 'A'	Sujan Shetty
I BBM 'B'	Sanjana Kudva
I BBM 'C'	AyshaSaman Raheen
I B.Com	Ashritha S.A
I BCA 'A'	Bhagya Shree
I BCA 'B'	Ifra.Thabassum
I BA HRD	Sourabh

ACTIVITIES:

English Association

Inauguration and Orientation

The English association was inaugurated on 26 June 2019 by Mr. Ravindra Shetty, Editor in Chief, Vijaya Karnataka, Mangaluru. The association was inaugurated by releasing the college magazine "Dynamism Insignia". Mr. Ravindra Shetty in his address, motivated students to have self-confidence to achieve all the desired goals of life. He also pointed that believing in yourself is the first secret to success. He quoted few examples of famous personalities who even after their hardships achieved great success. Principal Prof. Aruna P. Kamath delivered the presidential address and she pointed out that students need to sharpen their skills and make use of the opportunities given to them by the various associations. The students there after, presented the poems written by them in all the three languages. Ms. Alfin Banu presented the association's plan of action for the academic year 2019-20. The programme was coordinated by Mrs. Madhumathi J. Raja, Mrs. Jeevitha D. and Dr. Jyothi.

Guest Lecturers

Awareness Programme on Substance Use and Related Psychiatric Disorders

The English department organized a guest lecture on 23 July 2019 on the topic "Substance Use and Related Psychiatric Disorders". Dr. Sharol Fernandes, Consultant Psychiatrist, Fr. Muller Medical College was the resource person. She pointed out that how substance can be so harmful and it led to various psychiatric disorders and physical health issues too. She gave an insight to the students to realize how precious life is to waste on using such substances. She also gave solutions to come out of these and avoid using such substances. The programme was coordinated by Mrs. Madhumathi J. Raja.

Personality Development

The English department conducted a guest lecture on 16 February 2019 for the I BCA 'A'. The resource person was Mrs Swathi S Rao, Entrepreneur. She highlighted that students need to improve their communication and social skills. She stressed that they must express themselves in the right attitude with being optimistic. She also pointed out that good listening skills in an individual are highly desirable and also reflects their enthusiasm. She concluded by advising the students to learn from the mistakes of others also said that everyone makes mistakes but learning from them is the best one can do. Mrs Kavya U coordinated the programme.

STUDENT FACULTY PROGRAMMES

Addiction of Using Cell Phones in College Students

The English department organized a student faculty programme on 31 August 2019 by Priyal of III BCA 'A' for I BA HRD and BBA 'C' on the topic "Addiction of Using Cell Phones In College Students" .The objective of this programme was to make the students aware of the good and bad effects of the cell phones usage. Mrs. Madhumathi J Raja coordinated the programme.

The Social Cost of Economic Globalization

The English department conducted a student faculty programme on 9 October 2019 on the topic "The Social Cost of Economic Globalization" by Pooja of III BBA 'B' for the I BBA'B' and 'C'. The objective was to make the students aware about the pros and cons of economic development. She explained how to overcome the situations during natural calamities. The programme was coordinated by Mrs. Madhumathi J. Raja.

The Effects of Globalization on Indian Farmers

A student faculty programme was conducted on 10 October 2019 by Pooja of III BBA'B' for the I BBA 'A' on the topic "The Effects of Globalization on Indian Farmers". The objective was to create awareness among students about the hardships of farmers. She explained one of the negative impacts of globalization was increase in the rate of suicide among farmers. The programme was coordinated by Mrs. Kavya U.

Mental Stress in Urban India

A student faculty programme was conducted on 12 July 2019 on the topic "Mental Stress in Urban India" by Maya D. Vyas of III BBA 'A' for I BBA'C'. The objective was to create awareness on the ill -effects of stress and unnecessary tensions. The programme was coordinated by Mrs. Madhumathi J. Raja.

Ten Technologies for Better and Safer Blue Planet

A student faculty programme was organized on "Ten Technologies for Better and Safer Blue Planet" by Adeline and Adam of II BA HRD on 5 March 2020. The objective of the programme was to sensitize and create an awareness of how one could save the earth in various ways. This activity helped the students to have an insight about how they could contribute for a better and safer environment. The programme was coordinated by Mrs. Madhumathi J. Raja.

Life on Mars

A student faculty programme was organized on "Life on Mars" by Skanda of I BCA 'B' on 7 March 2020. The objective of the programme was to create an exposure about the possibilities of creating life on Mars. The student made comparison between Earth and Mars and also shared the possibilities of creating an environment for human beings to live in Mars. The programme was coordinated by Mrs. Kavya U.

Awareness on Covid 19

A student faculty programme on the topic "Awareness on Covid 19" was conducted on 11 March 2020 by Ashwin of II BBA 'B'. The student faculty explained the causes and effects of the virus. He also provided information regarding precautionary measures to be taken during this crucial period. The programme was coordinated by Mrs. Kavya U.

EXTENSION ACTIVITY

Awareness Programme on Human Rights

The members of the department visited Reliable Cashew Factory in Shakthinagar on 29 August 2019. The objective of this programme was to give awareness about their human rights. The workers were asked about their working conditions and they were made aware about their rights. This programme helped the students to understand the working conditions, have an insight and also develop compassionate towards them. Mrs. Madhumathi J. Raja coordinated the

programme.

Awareness on Hazardous Effects of Plastic Use

- The members of the department conducted an awareness programme on 'Hazardous Effects of Plastic Use' on 30 September 2019 at Vivo Mobile World. M.G.Road, Mangalore .The objective was to make the employer and employees understand the importance of using cloth and paper bag for an ecofriendly environment. Mrs. Madhumathi J. Raja coordinated the programme.
- English department conducted an extension activity in Laxmi Commercial Arts on 30 September 2019. The objective was to create awareness on importance of using biodegradable bags. The members of the department highlighted the usage of ecofriendly bags. The programme was coordinated by Mrs. Kavya U.
- The English department conducted an awareness programme at Diamond Gifts and Stationery shop, Kodikal on 3 October 2019. The objective was to create awareness on harmful effects of plastic among the customers. The members explained the negative effects of excessive use of plastics on environment. The programme was coordinated by Mrs. Madhumathi J. Raja.

Awareness on PayTm

The English department conducted an awareness programme on "Usage of PayTm" on 4 October 2019 at HotSpot Cafe, Mannagudda. The objective was to create awareness on the usage of PayTm in business transactions. The members of the department spoke about the importance of these transactions and their usage in a safe manner. The programme was coordinated by Mrs. Kavya U.

Awareness on Cashless Society

The English department conducted an awareness programme on "Cashless Society" at Yash Deep Enterprises, Falnir on 7 October 2019.The objective was to encourage the employer and the employees to switch their business transactions to cashless. The members of the department focused on various safety measures involved in this system. The programme was coordinated by Mrs. Madhumathi J. Raja.

Visit to Spoorthi Special School

TheEnglish association conducted an extension activity at Spoorthi Special School, Moodbidri on 18 January 2020. The objective of the visit was to sensitive the students towards children with special capabilities. The students contributed to the cause by donating one day meal and rack to the organisation. Various activities were conducted inorder to build the confidence of the children. The visit was initiated by Siddharth and group of II B.Com. The activity was coordinated by Mrs. Madhumati J Raja.

Visit to Rosario English Medium Higher Primary School

The members of the English department visited Rosario English Medium Higher Primary School on 2 February 2019. The objective of this programme develops leadership qualities and enhanced their inventiveness. The students conducted various vocabulary games and elocution competition which enhanced their speaking abilities. MrsMadhumathi J Raja coordinated the programme.

Creating Awareness about Pay TM

The members of the English department visited Keventers, City Centre; Mangaluru on 2 February2019.The objective of this programme was to encourage the students to develop leadership qualities. This programme made the employees working in Keventers aware about the effective uses of PayTM.Mrs Kavya U coordinated the programme.

Talk on Career Guidance

The members of the English department visited Carmel School, Mangaluru on 4 February 2019. The objective of this programme was to improve their presentation and communications skills .The students gave a talk on career guidance and projected various career options available for them. This talk helped the students to have a broader view of the multidisciplinary opportunities offered to them. The talk proved to be very beneficial to the students as they are in the verge of choosing an appropriate career for them. MrsMadhumathi J Raja coordinated the programme.

Awareness about Pay TM

The members of the English department visited Belgian Waffles, City Centre; Mangaluru on 4 February2019 to create an awareness on using PayTm. This activity helped the beneficiaries to understand the benefits of cashless transactions which have become the need of the day. Mrs Kavya U coordinated the programme.

Visit to Saint Mary's Higher Primary School

The members of the English department visited Saint Mary's Higher Primary School on 9 February 2019. The objective of this programme was to develop self –confidence and enhance their creativity. Various craft activities were taught to the school children in order to make the best use of the waste articles that is available around them. This activity was successful in enriching the creativity of the school children.Mrs Kavya U coordinated the programme.

Visit to Government High School, Bantwal

The members of the English department visited Government High School, Suribail ,Bantwal on 9 Februrary 2019. The objective of this programme was to

develop the dancing skills of the school children. The students taught the school children various forms of dance which helped them to perform in their school day programme. The activity developed an interest towards dance and motivated them to perform better in their upcoming days. MrsMadhumathi J Raja coordinated the programme.

Visit to Sarah Eco –Bag, Mulihithlu

The members of the English department visited Sarah Eco –Bagz, MulihithluMangaluru on 23 February 2019. The objective of this visit was to develop the entrepreneurship skills and to understand the working conditions of a bag manufacturing .The students got an insight into various methods and the challenges the industry faces in a manufacturing unit. This visit gave an exposure to the students about starting a new unit which produces an eco –friendly products. They also gained information about product cost and the available market for the finished goods. MrsMadhumathi J Raja coordinated the programme.

Visit to Ladyhill Victoria English Medium School

The English association conducted an extension activity at Ladyhill Victoria English Medium School Mangalore on 28 February 2020. The objective of the visit was to enhance team spirit and inculcate leadership qualities among the students. The students conducted various vocabulary games to the school children. The visit was coordinated by Mrs. Madhumathi J Raja.

Visit to Dakshina Kannada Zilla Panchayat Higher Primary School

The English association conducted an extension activity at Dakshina Kannada Zilla Panchayat higher primary school, Mullakad on 4 March 2020. The objective of the visit was to develop team spirit and inculcate leadership qualities among the students. This activity helped the school students to enhance their writing skills. Bhoomika of II B.Com coordinated the programme. The visit was coordinated by Mrs. Madhumathi J Raja.

Visit to Maulana Azadh School

The English association conducted an extension activity at Maulana Azadh School, Kudroli Mangalore on 4 March 2020. The objective of the visit was to enhance team spirit and inculcate leadership qualities among the students. The students conducted various vocabulary games to the school children. This activity helped the school students to enhance their speaking and writing skills. The visit was coordinated by Mrs. Madhumathi J Raja.

Visit to UBMC higher primary School

The English association conducted an extension activity at UBMC higher primary school, Gorigudda on 5 March 2020. The objective of the visit was to develop team spirit and inculcate leadership qualities among the students. This activity helped the school students to enhance their speaking and writing skills. Vaishnavi Shetty of I BCA 'B' coordinated the programme. The visit was coordinated by Mrs. Kavya U.

Visit to St. Rita Higher Primary School

TheEnglish association conducted an extension activity in St. Rita higher primary school Jeepu, Mangalore on 6 March 2020. The objective of the visit was to enhance the language skills of the students. The students conducted various vocabulary games inorder to develop communication skills of children. The visit was coordinated by Mrs. Madhumathi J Raja.

Visit to Parivarthan Charitable Trust

The members of the English department visited Parivarthan Charitable Trust, Jeppu on 12 March 2020. The objective of the visit was to develop compassionate behaviour towards the transgender. The students interacted with the inmates of the trust and became aware of the challenges faced by them in the society. This programme provided an opportunity for the students to have a one to one interaction with the inmates of the trust. Pooja Acharya of III BBA 'C' initiated this programme. The visit was coordinated by Mrs. Madhumathi J Raja.

Observing the World Earth day

The Members and the staff of the English department initiated a programme for a better environment by planting several fruit plants in and around Mangalore city on April 3 2020 in order to observe World Earth day. The members collected seeds of various fruits which they consumed and then created saplings from the same. The plants were thus planted in and around Mangalore city for a greener and cleaner environment. The members planted the plants in their apartments and houses and observed World Earth day staying in their houses. The programme was coordinated by Mrs. Madhumathi J Raja and Kavya U.

Aid/Support to the needy at the time of Covid 19 Pandemic

The members of the English association created awareness about Covid 19 among the general public in their locality. The members helped various organisations to distribute daily essentials to the needful people. Our students have shown their response in a positive manner during this crisis. The programme was coordinated by Mrs. Madhumathi J Raja.

SKILL ENHANCEMENT ACTIVITIES

Poster Writing

The association conducted poster writing competition on 9 July 2019 on the topic "Are we building more buildings or plant?" The objective of the competition

was to encourage students to develop writing skills. This competition enhanced their creativity, knowledge and writing skills. The programme was coordinated by Mrs. Madhumathi J. Raja and the student coordinators were Alfin Banu and Bindiya.

Slogan Writing

The association conducted slogan writing competition on 16 July 2019 on the topic "World's No Tobacco Day". The objective of the competition was to encourage students to put out their creativity and also to develop their writing skills. The competition enhanced their knowledge, writing skills and innovative ideas. The programme was coordinated by Mrs. Madhumathi J. Raja and the student coordinators were Alfin Banu and Bindiya.

Pictionary

The association conducted Pictionary Competition on 23 July 2019 on the topic "Effects of Indian Cinema on Youth". One picture was shown to the students and they had to write an article on it. The objective was to encourage their analytical and critical thinking also inspiring their thoughts, views and creativity in writing skills. The programme was coordinated by Mrs. Madhumathi J. Raja and the student coordinators were Alfin Banu and Bindiya.

Debate

The association conducted a debate competition on 25 July 2019 on the topic "Plastics-boon or bane." The objective was to motivate the students to express their views, ideas and thoughts and give them a platform to showcase their talents. This programme helped the students to speak confidently and effectively. The programme was coordinated by Mrs. Madhumathi J. Raja and the student coordinators were Alfin Banu and Bindiya.

Essay Writing

The association conducted an essay writing competition on 29 July 2019. Two topics were given "What should be the priority of India in 21 century-Employment or Entrepreneurship?" and "Impact of Social Media on Indian Society." The objective was to make the students aware of the pros and cons of the latest social media and also the importance of employment as well as entrepreneurship. This competition enriched the student's intellect as well as improved their writing skills. The programme was coordinated by Mrs. Madhumathi J. Raja and the student coordinators were Alfin Banu and Bindiya.

Word Puzzle

The English association conducted a Word Puzzle Competition on 16 August 2019.The objective of the competition was to encourage the students to analytic and logical thinking .It also enriched their vocabulary. Alfin Banu and Bindiya S. were the student coordinators. Mrs. Madhumathi J. Raja coordinated the programme.

Wrong People at Wrong Job / Wrong Situations

The English association conducted a competition "Wrong People at Wrong Job / Wrong Situations" on 16 August 2019.The objective of the competition was to examine the participant's reasoning, perception and rationality. This competition helped the students to comprehend the situations in a positive manner and attitude. Alfin Banu and Bindiya S. were the student coordinators. Mrs. Madhumathi J. Raja coordinated the programme.

Story Writing

The English association conducted a story writing competition on 28 August 2019 on the topic "Think and Act". The objective of the competition was to provide a platform to showcase their writing and creativity skills. This competition helped the students in enriching their knowledge as well enhanced their writing skills and innovative ideas. Alfin Banu and Bindiya .S. were the student coordinators. Mrs. Madhumathi J. Raja coordinated the programme.

Poetry Recitation

The English association conducted poetry recitation on 31 August 2019 on the topic "My Father". The objective of the competition was to bring out their hidden talents, creativity and innovative views and ideas. This competition helped the students to gain confidence and also enhanced their speaking skills. Alfin Banu and Bindiya S. were the student coordinators. Mrs. Madhumathi J. Raja coordinated the programme.

Elocution

English Association conducted elocution competition on 3 September 2019 on the topic "Internet and its Resources for the students." The objective was to develop confidence among the students and enhance their communication skills. The activity helped the students to make the best use of internet in order to enrich their knowledge. The programme was coordinated by Mrs. Madhumathi J. Raja.

Article Writing

English Association conducted article writing competition on 16 September 2019 on the topic "Importance of Values in our Life or Work Ethics or Procrastination". The objective of the activity was to sensitize the students about values, ethical practices in life and the impact of procrastination in their day to day events. The competition enriched the intellectual capabilities of the students and improved their writing skills. The programme was coordinated by Mrs. Madhumathi J. Raja.

Pick and Speak

English association conducted pick and speak competition on 17 September 2019. The objective of the activity was to boost the confidence of the students and provide them with a platform to express their views. Numerous topics were given to the students which brought in a wide spectrum of ideas from them. The activity was coordinated by Mrs. Kavya U.

Poem Writing

The English Association conducted Poem Writing on 6 January 2020 on the topic "Memories". The objective was to bring out their innovative and creative ideas of the students. It also enhanced their writing skills. Mrs. MadhumathiJ.Raja and Mrs. Kavya U. coordinated the programme and the students coordinated were Bindiya S. and Alfin Banu.

Literary Quiz

The English Association conducted "Literary Quiz"on 17 January 2020. The objective was to test the student's intelligence and knowledge of English Literature. The competition gave the students an oppournity to brush-up their knowledge of English and reminiscence all the great works of literature .It enriched their knowledge about literature and reconnected them with the famous authors.. The student co-ordinaters were Bindiya .S. and Alfin Banu. MrsMadhumathiJ.Raja and Mrs. Kavya U. coordinated the programme

Best Toast Master

The English Association conducted Best Toast Master competition on 17 January 2020. The objective of this competition was to enrich the students speaking abilities and also to gain confidence to face the crowd .A large number of students actively participated in the event. The student co-ordinaters were Bindiya .S. and Alfin Banu. MrsMadhumathi.J.Raja and Mrs.Kavya. U co-ordinated the programme

Spell Me

The English Association conducted Spell Me competition on 29 January 2020. The objective of this competition was to develop and improve the vocabulary skills widening and enhancing the students with new vocabulary. A large number of students actively participated in the event. The student co-ordinaters were Bindiya .S. and Alfin Banu. MrsMadhumathi.J.Raja and Mrs.Kavya. U co-ordinated the programme.

Monologue

The English Association conducted Monologue Enacting the personalities on 29 January 2020. The objective of this competition was to kindle their creativity and innovative skills. The students actively participated to show case their talents. The student co-ordinaters were Bindiya .S. and Alfin Banu. MrsMadhumathi.J.Raja and Mrs.Kavya.Uco-ordinated the programme.

Article Writing

The English association conducted an article writing competition on the topic "Library is a source of knowledge enrichment" on 10 February 2020.The objective was to create awareness about the wide range of books available in the library and the vast knowledge one can acquire through them. Large number of students participated with their innovative and creative ideas. Bindiya S and Alfin Banu were the student coordinators.Mrs Kavya .U coordinated the programme.

Logo Designing

The English association conducted Logo Designing on the topic "Human Empowerment" on 13 February 2020. The objective of this competition was to enhance the student's views and ideas about empowering human resources. The activity helped the students to understand the importance and the values to be associated with people. Bindiya S and Alfin Banu were the student coordinators. MrsMadhumathiJ.Raja and Mrs Kavya .U coordinated the programme.

Creative Writing

The English association conducted Creative Writing on 15 February 2020. The objective of this competition was to develop a bonding between students and literature. The activity reflected the thoughts of young budding writers. Large number of students came up with abundant creative literary works. Bindiya S and Alfin Banu were the student coordinators MrsMadhumathi.J.Raja coordinated the programme.

BOOK REVIEW

- The English department conducted a book review on "Everything Happens for a Reason and Other" written by Kate Bowle on 29 June2019 by Megana Rao of II BCom. The objective of this programme was to give an insight to life and also develop their reading skills as well as the author's perspective. The student opined that Bowler's lovely prose and sharp wit capture her struggle to find continued joy after her diagnosis. This book looks at the unpredictable promises of faith will amaze readers. MrsMadhumathi J. Raja coordinated the programme.
- The English department conducted a book review on 22 July 2019 by Adline of II BA (HRD). She reviewed the book titled "The White Tiger" by Aravind Adiga. The objective was to enhance their reading skills by identifying the author's perception. The student opined that the author paints a vivid and

disturbing picture of life in the strikingly different cultures that comprise modern India. Home to more than 15 percent of the world's population, the country has grown to become an economic power, and yet vast numbers of its inhabitants have little to show for its prosperity. This book helped the students to understand the reality of life and to face it positively. The programme was coordinated by Mrs. Madhumathi J. Raja.

- The English department conducted a book review on "One Indian Girl" by ChethanBhagat on 3 September 2019 by Nishmitha of II BAHRD .The objective of the review was to enhance their reading skills and to identify the author's perspective about women in the current generation. The student opined that the author has done a commendable job of writing in a girl's voice. The story is told from Radhika's point and it is really hard to believe that a man could have written so realistically about a woman and her feelings Mrs. Madhumathi J. Raja coordinated the programme.
- The English department conducted a book review on "The Inheritance of Loss"by Kiran Desai on 20 August 2019 by HarshithaBengre of II BA (HRD). The objective was to develop their reading skills by identifying the author's perception and an overview of subjective reading experience. The student opined that it is a story of joy and despair. This book helped the students to understand that though we may face numerous problems in life but we must face it boldly. Mrs. Madhumathi J. Raja coordinated the programme.
- The English department conducted a book review on "The Hungry Tide" authored by Amitav Ghosh on 9 October 2019. The review was done by Rafa of II BA (HRD).The objective was to enhance their reading skills and an over review of author's perspective. The student opined that the novel explores humanism and environmentalism in an interesting way. The programme was coordinated by Mrs. Kavya U.
- The English department conducted a book review titled "The Lowland" authored by Anita Desai on 10 October 2019 by Harshitha of II BA (HRD). The objective was to develop the reading skills and to identify the author's perspective. The student opined that the book expresses the values of family bonding and its importance in one's life. The programme was coordinated by Mrs. Madhumathi J. Raja.
- The English department conducted a book review on 18 January 2020. Meghana Rao of the II B Com reviewed "A Little Book of Happiness" authored by Ruskin Bond. The book comprises of verses and quotes by some of the most famous authors. The objective of this review was to develop reading skills and identify the author's persective. The student opined that Ruskin Bond has attempted to make the readers understand that happiness could be found in simple situation and things around us can make us extremely happy. MrsMadhumathi .J.Raja coordinated the programme.
- The English department conducted a book review on 18 January 2020 by Jyothi Laxmi of I BBA'A'. She reviewed a book titled "The Mother I Never Knew" authored by Sudha Murty. The book consists of two novellas which explores the quest of two men: each searching for a mother he never knew. The objective of this review was to sensitize the students towards women and their sacrifices .The student opined that the simple language allows the reader to understand the relationships in depth. MrsKavya .U. coordinated the programme.
- The English department conducted a book review on 12 February 2019. P.Yuktha of II Bcom reviewed "The Pearl That Broke Its Shell "authored by Nadia Hashimi. The student opined that the book is a searing tale of powerlessness, fate and the freedom to control one's own fate that combines the cultural flavour and emotional resonance of the works of Jhumpa Lahiri and Lisa See.The book ends with a glimmer of hope. Mrs. MadhumathiJ.Raja coordinated the programme.
- The English department conducted a book review on 12 February 2019.Juman Hussain . N. of the I Bahrd reviewed "Hassan's Attendance Problem"authored by Sudha Murty . The student opined that the book shows the importance of good habits in life. In Engineering College scored a first class in every examination but was never punctual in attendance. In spite of his high intelligence and immaculate skills, no employer continued him for long because of his irregularity. As a result, when his classmates began to earn in millions, he had to make his living by marketing educational CDs at negligible prices. He knew that bad habits die hard but he was a helpless victim of his own nature. His teachers and Principal ignored his irregularities in the class but the competitive world outside was cruel and did not excuse him.This book is a very good example of how important it is to be responsible in life. Mrs Kavya U coordinated the programme.
- English department conducted a book review on "Old Man and His God "authored by Sudha Murthy by Rajkumari of I BBA 'B' on 9 March 2020. The objective of the review was to enhance the reading skills of the students. The student opined that the book is a collection of varied facets of human nature like generosity and selfishness in the Times of natural disasters. The book presents the mirror to the souls of the people of India. The activity was

coordinated by Mrs. Kavya U.

- English department conducted a book review on" The Magic Drum" authored by Sudha Murthy by Purvi of II BA HRD on 13 March 2020. The objective of the activity was to develop critical reading and to identify the perspective of the author. The student opined that the book is a collection of few stories filled with humour and morals which ideal means to introduce the right values to the younger generation. The book puts forward delightful and timeless folktales for the readers. The activity was coordinated by Mrs. Madhumati J Raja.

LIST OF PRIZE WINNERS

Poster Making

I	Kajal S. Bangera	II BAHRD
	Lavanya Shetty	II BAHRD
II	Shri Nidhi S. Shetty	II BCA 'A'
	Varsha	II BCA 'A'
III	AthulS.K	II BCA 'A'
	Brijesh	II BCA 'A'
III	Vikshitha V.M	III BCA 'A'
	Priyanka	III BCA 'A'

Slogan Writing

I	Prathiksha	III BCA 'A'
	Amisha	II BCA 'B'
II	AthulS.K	II BCA 'A'
	Brijesh	II BCA 'A'
III	Kajal S. Bangera	II BA. HRD
	Lavanya Shetty	II BA. HRD

Pictionary

I	Meghana Rao	II B. Com
II	Roshini Dsouza	I BBA 'C'
III	Ashika Rai	I BBA 'C'
III	Preksha	I BBA 'C'

Debate

I	Bindhya	III BBA 'C'
	Jay	III BBA 'C'
I	Akhil Raj. K	III BBA 'A'
	AdlinePrincia Dsouza	II BAHRD
II	Maya	III BBA 'A'
	Saurav	III B. Com
II	Meghana	II B. Com
	Samrudh S Shetty	III BBA 'C'
III	Mahima	II BBA 'A'
	Ashwin Prabhu	II BBA 'A'

Essay Writing

I	Bhagya Shree	I B. Com
I	Vaishnavi Shenoy	II B. Com
II	Abhishek	I B. Com
II	Kajal S. Bangera	II BAHRD
III	Ashritha	I B. Com
III	Meghana Rao	II B. Com
III	Nanda Krishna	II BBA 'A'

Word Puzzle

I	Sanjana Amin	III BCA 'A'
II	Shree Lakshmi S Shetty	II BCA 'A'
II	Pooja	III BCA 'A'
II	Vikshitha	III BCA 'A'
III	Shreyas	I BCA 'A'
III	Roshini D	I BBA 'C'
III	Shreejith	I BCA 'A'

Wrong people at Wrong Job / Wrong Situation

I	SyedaMehrunnisa	II BBA 'C'
II	Sanjana	II BBA 'A'
II	Roshni	I BBA 'C'
III	Ashwitha S.A	I B. Com
III	Shri Lakshmi Shetty	III BCA 'A'
III	Pooja	III BCA 'A'

Story Writing

I	Saraswathi	II B. Com
II	Ashwith K	II B. Com
II	Shashank	II B. Com
III	Pooja C. K	II BA. HRD
III	Bhavisha	I BCA 'A'

Poetry Recitation

I	Sandeep	II BCA 'A'
II	SauravKumta	III B.Com
III	Akhil Raj K	III BBA 'A'

Elocution

I	Maya D. Vyas	III BBA 'A'
II	Meghana Rao	II B. Com
III	Rithika	II B. Com
III	Abhishek Sharma	II B. Com

Pick and Speak

I	Mahima	II BBA 'A'
I	Maya D. Vyas	III BBA 'A'
II	Meghana Rao	II B. Com
II	Saurav	III B. Com
II	Anushree	II BCA 'B'
III	Skanda	I BCA 'B'
III	Harshitha	II BAHRD

Article Writing

I	Namratha Kamath	I B. Com
I	Avanthika. S	I B. Com
II	Vaishnavi	I B. Com
II	Deeksha	I B. Com
III	Mahima	II BBA 'A'

Poem Writing

I	Rafa Fathima	II BAHRD
I	Saurav	III B. Com
II	Roshini Dsouza	IBBA 'C'
II	Shriniha	III B. Com
III	Anushree Alva	I BCA 'B'
III	Dieliee	I BBA 'C'

Literary Quiz:

I	Sushma	II BBA 'C'
II	Rafa Fathima	II BA. HRD
II	Vibha	II B. Com
III	Meghana Rao	II B. Com
III	Ashwith. K	II B. Com

Best Toast Master

I	Mahima	II BBA 'A'
I	Mehrunnisa	IIBBA 'C'
II	Meghana Rao	II B. Com
II	Bindhya . S	III BBA 'C'
III	Chithra	III BBA 'A'
III	Darshitha	II BBA 'C'

Spell Be

I	Mahima	II BBA 'A'
II	Shreyanka Rao A	III B. Com
III	Bhoomika	I BCA 'A'

Monologue

I	Sakshath Shetty	III BBA 'A'
II	Arfa Banu	I BCA 'A'
III	Meghana Rao	II B. Com
III	Harshitha	I BCA 'A'

Article Writing

I	Mahima	IIBBA 'A'
I	Shreeniha	III B. Com
II	Rafa Fathima	II BAHRD
III	Aisiri Shetty	I BBA 'B'

Logo Designing

I	Athul M.	II B. Com
	Meghana Rao	II B. Com
I	Aman S. D	II BCA 'A'
	Kshaman . T	II BCA 'A'
II	Saurav Kumta	III B. Com
II	Harshitha	II BAHRD
	Siddhi	II BAHRD
III	Abdul Nadir	I BBA 'C'
	AyshaSaman R	I BBA 'C'

ಕನ್ನಡ ವಿಭಾಗ 'ವಿಕಸನ'ದ ಸಾಹಿತ್ಯಿಕ ಚಟುವಟಿಕೆಗಳ ವರದಿ

III	GauthamSinghala	I BBA 'C'
	Rafi	I BBA 'C'

Creative Writing

I	Vinith Raj	I BBA 'A'
I	Vaishnavi Shenoy	II B. Com
II	Bindhya. S	III BBA 'C'
II	Arfa Banu	I BCA 'A'
III	Ashritha	I B. Com
III	Meghana Rao	II B. Com

ಸಾಹಿತ್ಯ ಸಂಘದ ಒಂದು ಅಂಗವಾದ ಕನ್ನಡ ವಿಭಾಗ 'ವಿಕಸನ'ದ ಮೂಲಕ 2019–20 ರ ಶೈಕ್ಷಣಿಕ ವರ್ಷದಲ್ಲಿ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಸಾಹಿತ್ಯ ಚಟುವಟಿಕೆಗಳನ್ನು ಹಂತ ಹಂತವಾಗಿ ಹಮ್ಮಿಕೊಳ್ಳಲಾಯಿತು.

ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿರುವ ಸಭಾ ಕಂಪನ ಹೋಗಲಾಡಿಸುವ ದೃಷ್ಟಿಯಿಂದ ದಿನಾಂಕ 02/07/2019 ರಂದು ತುಳುನಾಡ ಸಂಪ್ರದಾಯ – 'ಅಳಿಯಕಟ್ಟು' ಎಂಬ ವಿಷಯಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ ಬಿ.ಕಾಂ. ವಿದ್ಯಾರ್ಥಿ ಸುರಕ್ಷಾಳಿಂದ ದ್ವಿತೀಯ ಬಿ.ಕಾಂ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಹಾಗೂ ದಿನಾಂಕ 06/07/2019ರಂದು ಪ್ರಥಮ ಬಿ.ಬಿ.ಎ. ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಬಿ.ಸಿ.ಎ. ವಿದ್ಯಾರ್ಥಿ ಸಂದೀಪ್ ಭಂಡಾರಿಯಿಂದ 'ಕನ್ನಡ ಭಾಷೆ ಮತ್ತು ಸಮಕಾಲೀನ ಸಮಸ್ಯೆಗಳು' ಎಂಬ ವಿಷಯಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ ವಿದ್ಯಾರ್ಥಿ ಸಿಬ್ಬಂದಿ ಕಾರ್ಯಕ್ರಮವನ್ನು ಆಯೋಜಿಸಲಾಯಿತು.

ಪ್ರಚಲಿತ ವಿದ್ಯಮಾನಗಳಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ತಿಳುವಳಿಕೆಯನ್ನು ಉಂಟು ಮಾಡುವ ಹಾಗೂ ಬರವಣಿಗೆಯಲ್ಲಿ ಸಾಮರ್ಥ್ಯವನ್ನು ವೃದ್ಧಿಸುವ ಉದ್ದೇಶದಿಂದ ದಿನಾಂಕ 09/07/2019 ರಂದು 'ಜಲಸಾಕ್ಷರತೆಯ ಮಹತ್ವ' ಎಂಬ ವಿಷಯದ ಕುರಿತು ಪ್ರಬಂಧ ಸ್ಪರ್ಧೆಯನ್ನು ಆಯೋಜಿಸಲಾಯಿತು. ಪ್ರಥಮ ಬಹುಮಾನವನ್ನು ಶರಣ್ಯ ಎಸ್. ಪ್ರಥಮ ಬಿ.ಕಾಂ. ದ್ವಿತೀಯ ಬಹುಮಾನವನ್ನು ಅಫ್ರಾಜ್ 'ಫಾತಿಮಾ ಪ್ರಥಮ ಬಿ.ಬಿ.ಎ. 'ಬಿ' ತೃತೀಯ ಬಹುಮಾನವನ್ನು ತೇಜಸ್ವಿನಿ ಬಿ. ಪ್ರಥಮ ಬಿ.ಬಿ.ಎ 'ಬಿ' ಪಡೆದರು.

ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಸೃಜನಶೀಲತೆಯನ್ನು ಗುರುತಿಸುವ ಉದ್ದೇಶದಿಂದ ದಿನಾಂಕ 22/07/2019 ರಂದು 'ಚಿತ್ರ ನೋಡಿ ಕತೆ ಬರೆಯುವ ಸ್ಪರ್ಧೆ'ಯನ್ನು ಏರ್ಪಡಿಸಲಾಯಿತು, ಇದರಲ್ಲಿ ಪ್ರಥಮ ಶಮಿತ್ ಪ್ರಥಮ ಬಿ.ಕಾಂ., ದ್ವಿತೀಯ ಸಮೀಕ್ಷಾ ಪ್ರಥಮ ಬಿ.ಸಿ.ಎ. 'ಬಿ'. ತೃತೀಯ ಅನುಶ್ರೀ ಶೆಟ್ಟಿ ದ್ವಿತೀಯ ಬಿ.ಬಿ.ಎ. 'ಎ' ಬಹುಮಾನವನ್ನು ಪಡೆದರು.

ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿನ ಸಭಾಕಂಪನ ಹೋಗಲಾಡಿಸಿ ವಾಕ್ಚಾತುರ್ಯವನ್ನು ವೃದ್ಧಿಸುವ ಇರಾದೆಯಿಂದ ದಿನಾಂಕ 27/07/2019 ರಂದು ಪ್ರಥಮ ಬಿ.ಕಾಂ. ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಕುಮಾರಿ ಸುರಕ್ಷಾ ದ್ವಿತೀಯ ಬಿ.ಕಾಂ. ವಿದ್ಯಾರ್ಥಿನಿಯಿಂದ 'ವೀರಾಂಗನೆ ರಾಣಿ ಅಬ್ಬಕ್ಕ' ಎಂಬ ಪುಸ್ತಕವನ್ನು ವಿಮರ್ಶಿಸುವ ಮೂಲಕ 'ಪುಸ್ತಕ ವಿಮರ್ಶೆ' ಕಾರ್ಯಕ್ರಮವನ್ನು ನಡೆಸಲಾಯಿತು.

'ಅಂತರ್ರಾಷ್ಟ್ರೀಯ ಬಿಕ್ಕಟ್ಟುಗಳನ್ನು ನಿವಾರಿಸಲು ಯುದ್ಧವೊಂದೇ ಪರಿಹಾರವೇ'? ಅಥವಾ ಕಾರ್ಪೊರೇಟ್ ಉದ್ಯೋಗಗಳು ಗುಲಾಮಗಿರಿಯ ಹೊಸರೂಪವೇ? ಎಂಬ ವಿಷಯದ ಕುರಿತು ದಿನಾಂಕ 04/08/2019 ರಂದು ಚರ್ಚಾ ಸ್ಪರ್ಧೆಯನ್ನು ಏರ್ಪಡಿಸಲಾಯಿತು. ಇದರಲ್ಲಿ ಸುಮಾರು 15 ವಿದ್ಯಾರ್ಥಿಗಳು ಭಾಗವಹಿಸಿ, ಪ್ರಥಮ ಬಹುಮಾನವನ್ನು ರಿತಿಕಾ ಪ್ರಥಮ ಬಿ.ಕಾಂ. ದ್ವಿತೀಯ ಸಂದೀಪ್ ಜಿ.ಭಂಡಾರಿ ದ್ವಿತೀಯ ಬಿ.ಸಿ.ಎ. 'ಎ' ಹಾಗೂ ತೃತೀಯ ಬಹುಮಾನವನ್ನು ಸರಸ್ವತಿ ದ್ವಿತೀಯ ಬಿ.ಕಾಂ.ಪಡೆದರು

ದಿನಾಂಕ 08/08/2019 ರಂದು ಭಾವಗೀತೆ ಸ್ಪರ್ಧೆಯನ್ನು ಆಯೋಜಿಸಲಾಯಿತು. ಇದರ ಮುಖ್ಯ ಉದ್ದೇಶ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ವೇದಿಕೆಯನ್ನು ಕಲ್ಪಿಸಿಕೊಡುವುದು. ಇದರಲ್ಲಿ ಭಾಗವಹಿಸಿ ಪ್ರಥಮ ಸ್ಥಾನವನ್ನು ದೇವಿಕಾ ಪ್ರಥಮ ಬಿ.ಬಿ.ಎ. 'ಬಿ', ದ್ವಿತೀಯ ಸ್ಥಾನವನ್ನು ಸುಜನ್ ಪ್ರಥಮ ಬಿ.ಬಿ.ಎ. 'ಎ', ತೃತೀಯ ಸ್ಥಾನವನ್ನು ಶಾಶ್ವತ್ ಪ್ರಥಮ ಬಿ.ಕಾಂ. ಪಡೆದರು.

ವಿದ್ಯಾರ್ಥಿಗಳ ಗ್ರಹಣ ಸಾಮರ್ಥ್ಯವನ್ನು ಹೆಚ್ಚಿಸುವ ನಿಟ್ಟಿನಲ್ಲಿ ದಿನಾಂಕ 19/08/2019 ರಂದು ಪದಬಂಧ ಸ್ಪರ್ಧೆಯನ್ನು ಆಯೋಜಿಸಲಾಯಿತು. ಇದರಲ್ಲಿ ಪ್ರಥಮ ಸ್ಥಾನವನ್ನು ಅಶ್ವಿತ್ ದ್ವಿತೀಯ ಬಿ.ಕಾಂ., ದ್ವಿತೀಯ ಸ್ಥಾನವನ್ನು ಸರಸ್ವತಿ ದ್ವಿತೀಯ ಬಿ.ಕಾಂ. ಹಾಗೂ ತೃತೀಯ ಸ್ಥಾನವನ್ನು ಸುರಕ್ಷಾ ದ್ವಿತೀಯ ಬಿ.ಕಾಂ ಪಡೆದರು.

ಕನ್ನಡ ವಿಭಾಗದ ವತಿಯಿಂದ ವಿಸ್ತೃತ ಕಾರ್ಯ ಚಟುವಟಿಕೆಯನ್ನು ದಿನಾಂಕ 22/08/2019 ರಂದು ಸರಕಾರಿ ಹಿ.ಪ್ರಾ.ಶಾಲೆ ಗಾಂಧಿನಗರ ಉರ್ವ ಇಲ್ಲಿ ಆಯೋಜಿಸಲಾಯಿತು. ಈ ಕಾರ್ಯಕ್ರಮವು ಸಮಾಜಮುಖಿ ಧೋರಣೆಯನ್ನು ಒಳಗೊಂಡಿದ್ದು, ಇದರ ಮುಖ್ಯ ಉದ್ದೇಶ ವಿದ್ಯಾರ್ಥಿಗಳ ವ್ಯಕ್ತಿತ್ವ ವಿಕಸನದೊಂದಿಗೆ ಪ್ರಾಥಮಿಕ ತರಗತಿಯ ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಆತ್ಮವಿಶ್ವಾಸವನ್ನು ಮೂಡಿಸುವುದೇ ಆಗಿದೆ.

ದಿನಾಂಕ 03/09/2019 ರಂದು 'ಕವನ ವಾಚನ ಸ್ಪರ್ಧೆ'ಯನ್ನು ಏರ್ಪಡಿಸಲಾಯಿತು. ಇದರಲ್ಲಿ ಪ್ರಥಮ ಬಹುಮಾನವನ್ನು ಶಮಿತ್ ದ್ವಿತೀಯ ಬಿ.ಕಾಂ., ದ್ವಿತೀಯ ಬಹುಮಾನವನ್ನು ಸುರಕ್ಷಾ ದ್ವಿತೀಯ ಬಿ.ಕಾಂ. ತೃತೀಯ ಬಹುಮಾನವನ್ನು ಶರಣ್ಯ ದ್ವಿತೀಯ ಬಿ.ಕಾಂ. ಪಡೆದರು.

ದಿನಾಂಕ 12/09/2019ರಂದು 'ಕಥೆ ಹೇಳುವ ಸ್ಪರ್ಧೆ'ಯನ್ನು ಆಯೋಜಿಸಲಾಯಿತು. ವಾಕ್ ಸಾಮರ್ಥ್ಯವನ್ನು ವೃದ್ಧಿಸುವುದರೊಂದಿಗೆ ಅವಕಾಶಗಳನ್ನು ಕಲ್ಪಿಸಿಕೊಡುವುದು ಈ ಚಟುವಟಿಕೆಯ ಉದ್ದೇಶವಾಗಿದೆ. ಇದರಲ್ಲಿ ಭಾಗವಹಿಸಿ ಪ್ರಥಮ ಸ್ಥಾನವನ್ನು ವಿದ್ಯಾರ್ಥಿನಿ ಸುರಕ್ಷಾ ದ್ವಿತೀಯ ಬಿ.ಕಾಂ. ಪಡೆದರು.

ಕನ್ನಡ ವಿಭಾಗದ ವತಿಯಿಂದ ದಿನಾಂಕ 26/09/2019 ರಂದು ದ್ವಿತೀಯ ಬಿ.ಕಾಂ. ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ 'ಕೊಂಕಣಿ ಸಾಹಿತ್ಯ' ಕುರಿತಂತೆ ಅತಿಥಿ ಉಪನ್ಯಾಸ ಕಾರ್ಯಕ್ರಮವನ್ನು ಆಯೋಜಿಸಲಾಯಿತು. ಈ ಕಾರ್ಯಕ್ರಮವನ್ನು ಬಿ.ಸಿ.ಎ. ವಿಭಾಗದ ಉಪನ್ಯಾಸಕರಾದ ಶ್ರೀಯುತ ಅರುಣ್ ಎಫ್.ಸಿಕ್ವೇರಾ ನಡೆಸಿ ಕೊಟ್ಟರು.

'ನವ್ಯ ಮಾಧ್ಯಮಗಳು ಮತ್ತು ಸಾಮಾಜಿಕ ಜಾಲತಾಣಗಳ ಸಾಧಕ ಬಾಧಕಗಳು' ಎಂಬ ವಿಷಯದ ಕುರಿತು ದಿನಾಂಕ 30/09/2019 ರಂದು ಪ್ರಥಮ ಬಿ.ಬಿ.ಎ. ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಹಳೆ ವಿದ್ಯಾರ್ಥಿ ಶ್ರೀಯುತ ಜಯದೇವ್ ಹಿರಣ್ಯ ಅವರಿಂದ ಅತಿಥಿ ಉಪನ್ಯಾಸ ಕಾರ್ಯಕ್ರಮವನ್ನು ಆಯೋಜಿಸಲಾಯಿತು.

ತಕ್ಷಣ ಒಂದು ವಿಷಯವನ್ನು ಗ್ರಹಿಸಿ ಮಾತನಾಡುವ ಸಾಮರ್ಥ್ಯವನ್ನು ಉಂಟುಮಾಡುವ 'ಆಶುಭಾಷಣ' ಸ್ಪರ್ಧೆಯನ್ನು ದಿನಾಂಕ 06/01/2020 ರಂದು ನಡೆಸಲಾಯಿತು. ಇದರಲ್ಲಿ ಪ್ರಥಮ ಸ್ಥಾನವನ್ನು ಸರಸ್ವತಿ ದ್ವಿತೀಯ ಬಿ.ಕಾಂ,. ದ್ವಿತೀಯ ಬಹುಮಾನವನ್ನು ಸಂದೀಪ್ ಜಿ,ಭಂಡಾರಿ ದ್ವಿತೀಯ ಬಿ.ಸಿ.ಎ. 'ಎ' ಹಾಗೂ ತೃತೀಯ ಬಹುಮಾನವನ್ನು ಅನುಶ್ರೀ ಆಳ್ವ ಪ್ರಥಮ ಬಿ.ಸಿ.ಎ. 'ಬಿ' ಪಡೆದರು.

ಯುವವಾಹಿನಿ ಸಂಸ್ಥೆಯ ವತಿಯಿಂದ ದಿನಾಂಕ 10/03/2020 ರಂದು ಪುರಭವನದಲ್ಲಿ ನಡೆದ ರಾಜಕೀಯ, ಶೈಕ್ಷಣಿಕ, ಆರ್ಥಿಕ ಸಾಮಾಜಿಕ ಮತ್ತು ಮಾನಸಿಕ ತತ್ವಚಿಂತನೆಗಳಲ್ಲಿ ಭಾಗವಹಿಸಿದ ಸಂಪನ್ಮೂಲ ವ್ಯಕ್ತಿಗಳೊಂದಿಗಿನ ಸಂವಹನ ಕಾರ್ಯಕ್ರಮದಲ್ಲಿ ದ್ವಿತೀಯ ಬಿ.ಕಾಂ. ವಿದ್ಯಾರ್ಥಿಗಳು ಪಾಲ್ಗೊಂಡರು.

ದಿನಾಂಕ 10/01/2020 ರಂದು 'ಬ್ಯಾರಿ ಭಾಷೆ' ಕುರಿತು ವಿದ್ಯಾರ್ಥಿನಿ ಅಂಕಿತಾ ತೃತೀಯ ಬಿ.ಕಾಂ. ಇವಳಿಂದ ಪ್ರಥಮ ಬಿ.ಕಾಂ. ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ವಿದ್ಯಾರ್ಥಿ ಸಿಬ್ಬಂದಿ ಕಾರ್ಯಕ್ರಮವನ್ನು ನೆರವೇರಿಸಲಾಯಿತು.

'ಹಳೆ ಸಿನೆಮಾ ಚಿತ್ರಗೀತೆ'ಗಳನ್ನು ಹಾಡುವ ಸ್ಪರ್ಧೆಯನ್ನು ದಿನಾಂಕ 17/01/2020 ರಂದು ನಡೆಸಲಾಯಿತು. ಇದರಲ್ಲಿ ಪ್ರಥಮ ಸ್ಥಾನವನ್ನು ದೇವಿಕಾ ಪ್ರಥಮ ಬಿ.ಬಿ.ಎ. 'ಬಿ', ದ್ವಿತೀಯ ಬಹುಮಾನವನ್ನು ಸುಭೀಕ್ಷಾ ದ್ವಿತೀಯ ಬಿ.ಬಿ.ಎ. 'ಬಿ', ಹಾಗೂ ತೃತೀಯ ಬಹುಮಾನವನ್ನು ಸಹರಾ ದ್ವಿತೀಯ ಬಿ.ಬಿ.ಎ. 'ಬಿ'. ಪಡೆದರು.

ಕನ್ನಡ ವಿಭಾಗದ ವತಿಯಿಂದ ದಿನಾಂಕ 08/02/2020 ರಂದು ವಿಸ್ತೃತ ಕಾರ್ಯಚಟುವಟಿಕೆಯನ್ನು ಬಿ.ಎಮ್. ಹಿ.ಪ್ರಾ.ಶಾಲೆ ಉಳ್ಳಾಲದಲ್ಲಿ ನಡೆಸಲಾಯಿತು. ಇದರಲ್ಲಿ ಬಿ.ಕಾಂ., ಬಿ.ಸಿ.ಎ., ಬಿ.ಎ. ಹೆಚ್.ಆರ್.ಡಿ. ವಿದ್ಯಾರ್ಥಿಗಳು ಪಾಲ್ಗೊಂಡು ಪ್ರಾಥಮಿಕ ಹಂತದ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ತಮ್ಮಲ್ಲಿರುವ ಪ್ರತಿಭೆಯನ್ನು ಉಪಯೋಗಿಸಿಕೊಂಡು ಕೆಲವು ಚಟುವಟಿಕೆಗಳನ್ನು ನಡೆಸಿದರು.

ಸಾಹಿತ್ಯದ ಬಗೆಗಿನ ಜ್ಞಾನ ಮತ್ತು ಅರಿವನ್ನು ಒರೆಗಚ್ಚುವ ಉದ್ದೇಶದಿಂದ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ 'ರಸ ಪ್ರಶ್ನೆ' ಸ್ಪರ್ಧೆಯನ್ನು ದಿನಾಂಕ 17/02/2020 ರಂದು ಆಯೋಜಿಸಲಾಯಿತು. ಈ ಸ್ಪರ್ಧೆಯಲ್ಲಿ 15 ವಿದ್ಯಾರ್ಥಿಗಳು ಭಾಗವಹಿಸಿ ಪ್ರಥಮ ಬಹುಮಾನವನ್ನು ಸರಸ್ವತಿ ದ್ವಿತೀಯ ಬಿ.ಕಾಂ. ದ್ವಿತೀಯ ಬಹುಮಾನವನ್ನು ಸರ್ವೇಶ್ ದ್ವಿತೀಯ ಬಿ.ಕಾಂ. ಹಾಗೂ. ತೃತೀಯ ಬಹುಮಾನವನ್ನು ಶಮಿತ್ ಪ್ರಥಮ ಬಿ.ಕಾಂ.ಪಡೆದರು.

ವಿದ್ಯಾರ್ಥಿಗಳಲ್ಲಿ ಪರಿಸರದ ಬಗ್ಗೆ ಅರಿವನ್ನು ಉಂಟುಮಾಡುವ ಉದ್ದೇಶದಿಂದ ದಿನಾಂಕ 18/02/2020ರಂದು 'ಹಸಿರೇ ಉಸಿರು' ಎಂಬ ವಿಷಯಕ್ಕೆ ಅನುಗುಣವಾಗಿ 'ಪೋಸ್ಟರ್ ಮೇಕಿಂಗ್' ಸ್ಪರ್ಧೆಯನ್ನು ಆಯೋಜಿಸಲಾಯಿತು. ಈ ಸ್ಪರ್ಧೆಯಲ್ಲಿ ಪ್ರಥಮ ಬಹುಮಾನವನ್ನು ಭೂಮಿಕಾ ಹಾಗೂ ನಮ್ರತಾ ತೃತೀಯ ಬಿ.ಬಿ.ಎ 'ಬಿ' ದ್ವಿತೀಯ ಸ್ಥಾನವನ್ನು ರಿತಿಕಾ ಹಾಗೂ ಸರಸ್ವತಿ ದ್ವಿತೀಯ ಬಿ.ಕಾಂ ಪಡೆದರು.



शैक्षणिक वर्ष 2019 – 20 साहित्यिक संघ ‘‘स्पुरण" द्वारा हिन्दी में आयोजित विविध प्रतियोगिताँ

ದಿನಾಂಕ 04/03/2020 ರಂದು ಜಿ.ಎಸ್.ಟಿ (ಸರಕು ಮತ್ತು ಸೇವೆ ತೆರಿಗೆ) ಕುರಿತು ಪ್ರಥಮ ಬಿ.ಬಿ.ಎ. ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಅತಿಥಿ ಉಪನ್ಯಾಸ ಕಾರ್ಯಕ್ರಮವನ್ನು ಏರ್ಪಡಿಸಿದ್ದು, ಸಂಪನ್ಮೂಲ ವ್ಯಕ್ತಿಯಾಗಿ ಮೃದುಲ ಜೆನಿಫರ್ ವಾಣಿಜ್ಯ ಉಪನ್ಯಾಸಕಿ ರಾಮಕೃಷ್ಣ ಕಾಲೇಜು ಮಂಗಳೂರು ಇವರು ಆಗಮಿಸಿದ್ದರು.

ಈ ಮೇಲಿನ ಎಲ್ಲಾ ಚಟುವಟಿಕೆಗಳನ್ನು ಸಾಹಿತ್ಯ ಸಂಘದ ಅಡಿಯಲ್ಲಿ ಕನ್ನಡ ವಿಭಾಗ ಹಾಗೂ ಕನ್ನಡ ಸಂಘ 'ವಿಕಸನ'ದ ಸಂಯೋಜಕರಾದ ಶ್ರೀಮತಿ ಜೀವಿತಾ ಡಿ. ಹಾಗೂ ಶ್ರೀಮತಿ ರೇಣುತಾಕ್ಷಿ ಇವರ ನೇತೃತ್ವದಲ್ಲಿ ಸಾಹಿತ್ಯ ಸಂಘದ ಕಾರ್ಯದರ್ಶಿಯವರ ಸಹಕಾರದೊಂದಿಗೆ ಸಂಯೋಜಿಸಲಾಯಿತು.

शैक्षणिक वर्ष 2019–20 साहित्यिक संघ की अंतर्गत आयोजित ‘‘ स्पुरण ‘‘ की उद्घाटन समारोह 26/06/2019 को विद्यार्थियों की प्रतियोगिताओं के द्वारा चालन दिया गया ।

प्रचार वाक्य स्पर्धा : दिनांक 11/07/19 को प्रचार वाक्य स्पर्धा आयोजित किया गया । इसमें १५ समूह ने इस प्रतियोगिता में भाग लिया । इसका विषय है **'पेड़ बचाओ'** और **'नारी शिक्षा'** । इसमें प्रथम स्थान संदीप और निहाल ज्ञान द्वितीय बी.सी.ए, द्वितीय स्थान ब्रिजेश और क्षमन द्वितीय बी.सी.ए, और तृतीय स्थान अतुल और अमन एस डीसोज़ा द्वितीय बी. सी.ए को मिला ।

प्रबंध स्पर्धा : दिनांक 23/7/19 को प्रबंध स्पर्धा की आयोजन किया गया । प्रबंध का विषय था **'किसान देश का अन्नदाता'** । । डॉ.ज्योति निर्णयकार बने । इसमें कुल २० विद्यार्थियों ने भाग लिया । इसमें प्रथम स्थान चैत्रा राव तृतीय बी.बी.एम्, द्वितीय स्थान मेघना शेनॉय द्वितीय बीकॉम और तृतीय स्थान वैष्णवी आर नायक प्रथम बीकॉम को मिला ।

आशु कथा : दिनांक 03/09/19 को **'बेटी बचाओ बेटी पढ़ाओ'** विषय पर कथा लिखने की प्रतियोगिताका आयोजन किया गया । श्रीमती ज्योती निर्णयकार बने । इसमें कुल १२ विद्यार्थियों ने भाग लिया । इसमें प्रथम स्थान चैत्रा राव तृतीय बी.बी.ए, द्वितीय स्थान अरफा बानू प्रथम बी.सी.ए और तृतीय स्थान मानसा यू प्रथम बी.बी.ए को मिला ।

कहानी कथन : दिनांक 04/09/19 को मौल्याधारित कहानियों के विषय पर की प्रतियोगिताका आयोजन किया गया । श्रीमती परिणीता जी निर्णयकार बनी । इसमें कुल १० विद्यार्थियों ने भाग लिया । इसमें प्रथम स्थान अंसारी अफसाना प्रथम बी.सी.ए, द्वितीय स्थान अमन गुप्ता प्रथम बी.सी.ए और माया डी व्यास तृतीय बी.बी.ए, और तृतीय स्थान विकी तिवारी प्रथम बी.बी.ए को मिला ।

भाषण स्पर्धा : दिनांक 09/09/19 को **'मेक इन इंडिया'** विषय पर विद्यार्थियों को भाषण स्पर्धा का आयोजन किया गया । इसके निर्णयकार श्रीमती गायत्री जी बने । इसमें प्रथम स्थान रेशमा तृतीय बीकॉम, द्वितीय स्थान भावना द्वितीय बीकॉम और अमन गुप्ता प्रथम बी. सी.ए, तृतीय स्थान विकी तिवारी प्रथम बी.बी.ए को मिला ।

देशभक्ति गीत : दिनांक 14/02/20 को देशभक्ति गीत स्पर्धा का आयोजन किया गया । इसके निर्णयकार संजना जी बने । इसमें कुल १२ विद्यार्थीयों ने भाग लिया । इसमें प्रथम स्थान सहारा और समूह द्वितीय बी.बी.ए, द्वितीय स्थान संजिता और समूह द्वितीय बीकॉम को मिल।

शायरी स्पर्धा : दिनांक 17/02/20 को कमरा संख्या 303 में शायरी स्पर्धा का आयोजन किया गया । श्रीमती ज्योति और श्रीमती शालिनी जी निर्णयकार बने । इसमें प्रथम स्थान रेशमा तृतीय बीकॉम, द्वितीय स्थान अफसाना प्रथम बी.सी.ए और तृतीय स्थान विकी तिवारी प्रथम बी.बी.ए को मिला ।

प्रश्नोत्तरी स्पर्धा : दिनांक 17/02/20 को सामान्य ज्ञान के विषय पर विद्यार्थियों को प्रश्नोत्तरी स्पर्दा का आयोजन किया गया । इसके निर्णयकार श्रीमती जीविता जी बने । इसमें प्रथम स्थान अश्वित.के द्वितीय बीकॉम, सरस्वती द्वितीय बीकॉम और तृतीय स्थान हर्षिता द्वितीय बी.ए.(एच आर डी) को मिला ।

चित्र देखकर कविता लिखो : दिनांक 17/02/20 को 'माँ और प्रकृती विषय पर चित्र देखकर कविता लिखने का प्रतियोगिता का आयोजन किया गया । श्रीमती ज्योती जी निर्णयकार बने । इसमें प्रथम स्थान साक्षी यू द्वितीय बीकॉम, द्वितीय स्थान मानसा यू द्वितीय बीकॉम, और तृतीय स्थान अफसाना प्रथम बी.सी.ए को मिला ।

हिन्दी दिवस समारोह : दिनांक 26/9/19 को हिन्दी दिवस समारोह आयोजित किया गया । कोर्पोरेशन बैंक के असिस्टेंट मैनेजर डॉ.गिरिजेश पाण्डेय जी समारोह के मुख्य अथिति

बने । इसके साथ ही विद्यार्थियों को **अथिति उपन्यास** का भी आयोजन किया गया । इसमें डॉ.गिरिजेश पाण्डेय जी **"हिन्दी भाषा का महत्त्व'** के विषय पर विद्यार्थियों सविस्तार रूप से विवरण दिया ।

विस्तृत कार्यक्रम : 7 मार्च 2020 को सेंट पीटर्स गवर्नमेंट स्कूल कोतरा में हिन्दी विभाग के द्वारा एक विस्तृत कार्यक्रम का आयोजन किया । सदस्यों ने कक्षा ३ और कक्षा ४ का सत्र लिया । सत्र का विषय कोविद १९ नामक व्यापक रूप से फैलने वाली बीमारी के बारे में था, जो इसके कारणों, लक्षणों को बताने में सक्षम था और उन्हें आसानी से रोका जा सके । और गायन और प्रश्नोत्तरी जैसी कुछ गतिविधियाँ भी आयोजित की गईं जिन्हें सर्वश्रेष्ठ बच्चों के लिए उपहार दिया । छात्र समन्वयक सुश्री फ़ातिमा नाशवाना और सुश्रीभारवी शेट्टी हैं । डॉ. ज्योति ने कार्यक्रम का समन्वय किया ।

विस्तृत कार्यक्रम : 03 मार्च 2020 को दक्षिण कन्नड़ जिला पंचायत उच्च प्राथमिक विद्यालय, मुल्लाकाड में हिन्दी विभाग द्वारा एक विस्तृत कार्यक्रम का आयोजन किया । विभाग के सदस्यों ने स्कूली बच्चों को प्रश्नोत्तरी और विभिन्न प्रकार के खेल आयोजित किए । इसका उद्देश्य छात्रों को पढ़ाई के साथ विभिन्न गतिविधियों में भाग लेने में मदद करना था । डॉ.ज्योति जी ने कार्यक्रम का समन्वय किया ।

छात्र अध्यापक कार्यक्रम

- दिनांक 17/07/19 को प्रथम बी.सी.ए के छात्रों को मार्कंडेय लिखित सहज और शुभ कहानी को रेशमा तृतीय बीकॉम के छात्र के द्वारा छात्र अध्यापक कार्यक्रम के आयोजन किया गया ।
- दिनांक 24/07/19 को द्वितीय बी.ए(एच आर डी) के छात्रों को लौटे हुए मुसाफ़िर उपन्यास को मेहर द्वितीय बी.बी.ए के छात्र के द्वारा छात्र अध्यापक कार्यक्रम के आयोजन किया गया ।

एक दिवसीय राष्ट्रीय संगोष्ठी : आधुनिक हिन्दी काव्य : एक अवलोकन

हिन्दी विभाग द्वारा आयोजित विश्वविद्यालय शिक्षक संघ के सहयोग से एस.डी.एम कॉलेज ऑफ बिजनेस मैनेजमेंट ने 10 जनवरी 2020 को आधुनिक हिन्दी काव्य:एक अवलोकन के राष्ट्रीय संगोष्ठी किया गाया । डॉ.पी सुब्रमण्य एदापदित्तायाजी ने सम्मेलन का उद्घाटन किया और अपनी परिचयात्मक टिप्पणी में उन्होंने हिन्दी के महत्व के बारे में बात की क्योंकि राष्ट्रीय भाषा हिन्दी को हमारी मातृभाषा की तरह सम्मान करना चाहिए । सम्मेलन के मुख्य अतिथि हिन्दी तकनीकी विश्वविद्यालय के प्रोफेसर शशिधरन हिन्दी विभगाध्यक्ष, कोच्चि ने हिंदी के महत्व के बारे में बताया। एस.डी.एम सी.बी.एम के प्रिंसिपल प्रोफेसर अरुणा पी.कामतजी ने कार्यक्रम की अध्यक्षता की । उद्घाटन के बाद तीन सत्र हुए । पहले सत्र के लिए संसाधन व्यक्ति डॉ.तारिक खान ने हिंदी कविता में प्रवृत्तियों के



FINE ARTS ASSOCIATION – Kala Vaibhava

Moto/ Vision : **Inhale Possibility, Excel Creativity**

Theme : **Art from natural to abstraction.**

Objectives

- To bring out the talents within each individual student and make them realize their excellence in the specific field of arts.
- Provide a platform for the student to exhibit their talent to develop qualities like co-ordination and competitive skills.

Staff Co-ordinators : Mrs. Deepa D. Hegde
Mr. Thilakraj G

Student Co-ordinators : Rajath R Amin
Prashobitha Prabhakar

Student Secretaries :	III BBM 'A'	Prathana
	III BBM 'B'	Anoop K M
	III BBM 'C'	Mokshat
	III B.Com	Theja
	III BCA 'A'	Poorvi Attavar
	III BCA 'B'	Arpitha
	III BA (HRD)	Anushka Rodrigues

ACTIVITIES

Inauguration and Orientation

The association was inaugurated on 28 June 2019 at 3.15 PM in the conference hall. Mr. Suhan Prasad, Film Director and Producer, Mangaluru, also an alumnus, of the college was the chief guest. The chief guest in his inaugural address stated that Art makes life, we can express our creativity and feelings through arts. He opined that the students have to involve themselves in all the activities of art and cultivate the appropriate goal in life. The programme was presided by the Vice-Principal, Dr. Muralidhar Rao. Student coordinator presented plan of action for the academic year. Mrs. Deepa D. Hegde and Mr. Thilakraj G. coordinated the programme.

Sthavana Dina Celebration

College anthem singing competition was held on 19 August 2019 in the college auditorium to mark the founders' day celebration. Students from all the classes sang the college anthem in groups. Reputed artists Mrs. GeethaUday Bhat, compeerer, All India Radio & Music Teacher at Ashoknagar English Meduim School, Ms. Shabari Ganiga International level female speed painter of India and playback singer and Ms. Shreeprajna judged the event. Mrs. Jeevitha D., spoke about the importance of college anthem singing competition. The aim of the competition is to get the students learn and master the college anthem which embodies the vision and mission of the college. As the institution was established in the year 1978 and the BBM course was formally inaugurated in the month of August, it is more appropriate to hold the competition on the foundation day. As Sthavana means praise in Kannada, praising the almighty ManjunathaSwamy whose divine spirit guides the institution through college anthem is the best way to show respect to the Alma mater.

SKILL ENHANCEMENT ACTIVITIES

Inter Class Variety Competition

Fine arts association organized interclass variety competition on 22August 2019. The theme of the competition were "Use of social media in community services", "Harmony between nature and life" and "Youth and Swaach Soch" for the first, second and third year respectively. The objective of the activity was to create positive attitude towards our nation, to develop a sense of hard work and honesty in public life. The themes were presented through various skit, mime shows and dance. Mrs. Nayana Kotian, Yakshagana and Drama Artist, Teacher, Cambridge School, Mr. Punit Kumar, Choreographer, Regional Manager for a Sport Company, Edusports, Mr. Vijesh Devadiga, Sahithy, MangalaDevi, Mangalore were the judges. Mrs. Deepa D. Hegde and Mr. Thilakraj G. coordinated the programme.

Pencil Sketch

The association organized pencil sketch competition on 4th July 2019. The objective was to test the pencil shading technique. Large number of students participated in the event. Mrs. Reshmi B. R. and Mrs. Bhat S. Sneha Ganesh were the judges. The participants showcased their creativity and artistic skills. Mr. Rajath Amin, Ms. Prashobitha of III BBA and Ms. RamithaPrabhu of II BBA were the student coordinators. Mrs. Deepa D. Hegde coordinated the programme.

Instrumental Playing

The association organized instrumental playing competition on 9th July 2019. The objective was to test the rhythm, intonation, tone quality and creative originality in music. The participants showcased their art in music through creative work in

music, composition, and performance. Mr. Rajath Amin and Ms. Prashobitha of III BBA were the student coordinators. Mr. Thilakraj G. coordinated the programme.

Texture Painting

The association organized texture painting competition on 23rd July 2019. The objective was to test the tactile quality which describes the different types of textures found in art. The participants showcased their senses of sight and touch that refers to the tactile quality of the surface of the art. Mrs. Divya Uchil and Mr. Arun F. Sequeira were the judges. Mr. Rajath Amin and Ms. Prashobitha of III BBA were the student coordinators. Mrs. Deepa D. Hegde coordinated the programme.

Singing

The association organized singing solo and group competition (Eastern and Western) on 25th July 2019. The objective of this event is to test the singing talent. The participants showcased their singing talent. Mrs. Supreetha and Mrs. Bhat S. Sneha Ganesh judged the group event and Mr. Gururaj and Ms. Sanjana judged the solo event. Mr. Rajath Amin and Ms. Prashobitha of III BBA were the student coordinators. Mrs. Deepa D. Hegde and Mr. Thilakraj G. coordinated the programme.

Flower Arrangement

The Fine Arts association organized flower arrangement competition on 28 August 2019. The objective of this event was to test the basic principles applied to the floral design, essentials of flower anatomy and diversity. Large number of students participated in the event. Mrs. Divya Naveen and Ms. Prakriti Bhandary were the judges. The participants showcased their creativity, decorative and arranging skills. Mr. Rajath Amin and Ms. Prashobitha of III BBA were the student's in-charge. Mrs. Deepa D Hegde coordinated the programme.

Clay Modeling

The Fine Arts association organized Clay Modelling competition on 31 August 2019. The objective of this event was to enhance the imagination and creativity skills of the students. The event was judged on the basis of creativity, presentation and neatness. Mrs. Somwya Jyothi and Mr. Akshith were the judges. Mr. Rajath Amin and Ms. Prashobitha of III BBA were the student's in-charge. Mrs. Deepa D Hegde and Mr. Tilakraj .G coordinated the programme.

Face Painting

The association organized face painting competition on 13 September 2019. The objective of this event is to test the basic principles applied to art and painting. Large number of students participated in the event. Mrs. Shashiprabha and Mrs Reshmi B R were the judges. The participants came out with their artistic best and creative ideas. Mr. Rajath Amin, Ms. Prashobitha of III BBA were the student in-charge. Mrs. Deepa D. Hegde and Mr. Thilakraj coordinated the programme.

Mehendi

The fine arts association organized mehendi competition on 4 January 2020. Each group had two participants. Judgement was based on the design, neatness and creativity. Mrs. Shashiprabha and Mrs. Sneha Bhat judged the event. Large number of students participated in the event. Mrs. Deepa D. Hegde coordinated the event.

Nail Art

The Fine arts association organized Nail art competition on 29 January 2020. It was a group event consisting of two participants in a team and time given was half an hour. Judgement was based on the design, neatness and creativity. Mrs. Sowmya Jyothi and Mrs. Deepashree Shenoy judged the event. Mrs. Deepa D. Hegde coordinated the event.

Rangoli

The Fine arts association organized Rangoli competition on 13 February 2020. The objective of the event was to enhance the creativity of the participants. The event was judged based on the presentation, creativity and color combination. Large number of students participated in the event. The event was judged by Mr. Gururaj and Ms. Sreeprajna. Mrs. Deepa D. Hegde and Mr. Thilakraj G. coordinated the programme.

T-Shirt Painting

The Fine arts association organized T-Shirt Painting competition on 24 February 2020. The objective of the event was to enhance the creativity of the participants. The event was judged based on design, neatness and creativity. Mrs. Supritha and Mr. Sumesh Matada were the judges. Mrs. Deepa D. Hegde coordinated the programme.

List of Prize Winners

Pencil Sketch

I	Brijesh	II BCA 'A'
II	Ashwin Pai	II BBA 'B'
III	Karthik R Suvarna	III BCA 'B'

Instrumental Playing

I	Deekshitha	II BA(HRD)

Texture Painting

I	Karthik R Suvarna	III BCA 'B'
II	Anushree Shetty	II BBA 'A'
III	Sanjana Amin	III BCA 'A'

Eastern Singing – Solo

I	Sathwik Ganesh Prasad	II BBA 'C'
II	Anviksha D	II BCA 'B'
III	Manvith	I BBA 'C'

Western Singing – Solo

I	Roshni D'souza	I BBA 'C'

Eastern Singing – Group

I	Archana & Group	II BBA 'B'
II	Megha & Group	III BBA 'C'

Western Singing – Group

I	Seema & Group	III BA(HRD)

Flower Arrangement

I	Athul S K	II BCA 'A'
II	Shradha	I BCA 'B'
III	Ramya Baliga	I BCA 'B'

Clay Modelling

I	Nandakrishna A	II BBA 'A'
II	Nihal Gyan & Shahil	II BCA 'A'
III	Brijesh & Aman Dsouza	II BCA 'A'

Face Painting

I	Athul S K & Brijesh	II BCA 'A'
II	Nandakrishna A	II BBA 'A'
	Sanketh K	II B.Com

Mehendi

I	Tasbiha Kausar	II BCA 'B'
	Swarnalaxmi	II BCA 'A'
II	Prajna	II BCA 'B'
	Sinchana	II BCA 'A'
III	Varsha K & Shikha Shetty	I BBA 'B'

Nail Art

I	Poojashree & Kavya	II B.Com
II	Varsha K & Kshama Poonja	I BBA 'B'
III	Rafa Fathima & Siddhi Rajesh Sulad	II BA(HRD)

Rangoli

I	Nandakrishna A	II BBA 'A'
	Sanketh K	II B.Com
II	Sinchana Sanil & Shradha	I BCA 'B'
III	Athul S K & Brijesh	II BCA 'A'

T-Shirt Painting

I	Athul S K	II BCA 'A'
II	Nandan Bhat	I BCA 'B'
III	Anvitha Ravindra K	I BCA 'B'

Inter Class College Anthem Singing Competition

Class	I Place	II Place	III Place
I Year	I BBA 'C'	I B.Com	I BBA 'B'
II Year	II BCA 'B'	II BCA 'C'	II B.Com
III Year	III BBA 'A'	III BCA 'B'	III BA(HRD)

Inter Class Variety Entertainment Competition

Class	I Place	II Place	III Place
I Year	I BBA 'C'	I BBA 'A'	I B.Com
II Year	II BCOM	II BCA 'A'	II BBA 'C'
III Year	III BBA 'A'	III BBA 'C'	III BCA 'B'

Inter Class Dance Competition

Class	I Place	II Place	III Place
I Year	I BBA 'A'	I BBA 'B'	I BBA 'C'
		I B.Com	
II Year	II B.Com	II BBA 'C'	II BCA 'A'
			II BA(HRD)
III Year	III BBA 'C'	III BCA 'B'	III BBA 'A'
	III B.Com		

Best Mc Award

Class	I Year	I B.Com & I BA (HRD)
	II Year	II BCA 'A'
	III Year	III B.Com & III BCA 'B'

FEST FORUM

Moto/Vision	:	**To provide training and opportunities for the young intellects to face the corporate world.**	
Theme	:	**ENTRE TECH (Entrepreneurship - Technology)**	
Staff Coordinators	:	Mrs. Shwetha Y.	
		Mrs. Shashiprabha	
Student Coordinators	:	Akhil Raj	III BBA 'A'
		SUKESH K.	III BCA 'A'
Student Secretaries	:	III BBA 'A'	Rahul Rao
		III BBA 'B'	Prashobitha Prabhakar
		III BBA 'C'	Mayank Patodi
		III BCOM	Deepika M.B.
		III BCA 'A'	Avinash R.
		III BCA 'B'	Sonalika
		III BA (HRD)	Tahseen Anwar

ACTIVITIES

Management Training

The Fest forum of the college conducted a training programme from 24 June to 28 June from 3.00 p.m. to 4.00 p.m. for the first-year students in their respective classes. The training programme was organized and conducted by a group of final year and second year students of the college. The Training focused on development of skill and enhancement of abilities that are used and adhered in the management fests conducted by various colleges. The main intention of the training conducted was to give experience and knowledge of what exactly happens in the corporate world and the challenges that are faced in a working environment. The students were given a brief introduction about the opportunities that are available to them and the exposure they receive by attending the training and fests. A demonstration of Stress interviews, Allegations and product launch were given to the students. The outcome of the training was to create awareness for the freshers, about the various dimensions of management and this training programme not only inspired the students but also provided them with lot of self-confidence and motivation. The core team in charge of training was Mr. Akhil Raj. Mrs. Shwetha Y. was the staff coordinator of the programme.

IT Training

A training programme was organized for I BCA on 26 and 27 June, 2019 by Fest Forum at 3 p.m. in their respective classrooms. The objective of this training programme was to enlighten the students about the various events organized by SCAN association and IT Fest events organized by the college and other colleges. Events such as Coding, Web Designing, IT Quiz, IT Debate, Allegation, Group Discussion, Treasure Hunt, IT advertisement, Photography, Paper Presentation and Stress Interview were explained with a demo. The session provided a platform to improve the communication and technical skills of the new entrants and to recognize the talents in budding technocrats. The training programme enhanced the confidence and competency level of the students. A brief introduction of the session was given by the fest forum student coordinator Sukesh of III BCA 'A'. Sharath Rao, Avinash, Sonalika, Neha Arpitha, Jeevitha, Noel, Varun were involved in the training session. The programme was coordinated by Mrs. Shashiprabha.

Genesis Training

The members of the Fest forum conducted genesis training to first year students of BBA, B.Com. and BA (HRD) from 2 July to 16 August 2019. The objective of the training programme was to provide an exposure to various events organized in management fest. The students were given a brief introduction about genesis, the available opportunities and the exposure they receive by attending the training and fests. The training programme enabled the members to identify the participants with competitive spirit and were chosen to take part in Genesis 2019. The programme was coordinated by Mrs. Shwetha Y.



NSS

Moto/ Vision : **"NOT ME BUT YOU"**

Theme : **"Youth for Science and Scientific Thinking"**

Objectives

- To identify the needs and problems of the society and involve them in a problem solving
- To develop among themselves a sense of social and civic responsibility
- To utilize their knowledge in finding practical solution to individual and community problem
- To develop competence required for group living and sharing of responsibility
- To develop capacity to meet emergency and natural disasters
- To encourage youth to participate enthusiastically in the process of national development , and promote national integration through democratic living and cooperative action
- To provide opportunities to students to play their due roles in the implementation of various development projects in rural areas and result in improvement of condition of weaker section of the society.
- To develop awareness and knowledge of social realities to have concern for the well-being of the community and engage in creative and constructive social action

The NSS unit comprises of various club as follows

- **Energy Club :** It organizes and support various energy conservation , measures and practices
- **Blood Donor Club:** NSS volunteers or blood donor will donate their blood in the camp or directly to the hospitals in case of emergency
- **Legal Cell:** To provide social justice to the people at no cost and at their door step
- **Antidrug Cell:** To visit various places and explaining about the health aspects of consumption of alcohol and drug
- **Campus Maintenance Club:** It is concerned with the campus cleaning programme periodically which includes the sweeping and cleaning of the interior of the college building and surrounding areas
- **Red Ribbon Club:** The club conducts seminars and awareness section aimed at spreading awareness about aids

Staff Coordinators	:	Dr. Shalini M	Mrs. Renuthakshi
Student coordinators	:	Akash	Thejas
		Sanketh	Niriksha
		Bhavana	Pratheeksha

ACTIVITIES

Yoga Training Programme

The NSS unit organized a yoga-training program from 21 June to 28 June 2019 in the college auditorium. Yogarathna Gopalakrishna Delampadi Kasaragod was the resource person. The objective of the camp was to enhance concentration and to maintain physical and mental health. 95 NSS volunteers participated in this yoga camp. Dr. Shalini M. and Mrs. Renuthakshi coordinated the programme.

Inaugration

The NSS unit was inaugurated on 9 July 2019 in the college auditorium. Mr. Paika Venkataramana Bhat, Professor in Sanskrit, GovindaDasa College, Surathkal, was the inaugurator. In his inaugural address, the chief guest threw light on the purpose of NSS. By participating in various NSS activities students get an opportunity to experience and build their personality. Mr. Abhishek, alumnus, shared his experience of being a NSS volunteer and also said that NSS has brought some changes in his life to become a good human being. Principal, Prof. Aruna P. Kamath, presided over the programme and urged the students to have dedication and sincerity in whatever work they do. Dr. Shalini administered NSS oath to the volunteers. Akash and Niriksha, NSS secretaries were also present. Dr. Shalini, Mrs. Renuthakshicoordinated the programme.

Orientation Programme

The NSS unit organized an orientation program for first year students on 5 July 2019. The objective of the programme was to enlighten the students about the objectives, motto and activities of NSS. The chief guest, Mr. SanthoshShetty addressed the gathering by sharing his experience to inspire the upcoming NSS volunteers. He spoke about the benefits of being a NSS volunteer, and making proper use of their skills. A video clip depicting the activities conducted in the previous year was displayed to motivate the volunteers. Suraksha of II B.Com compeered the programme, Anusha of II BBA 'A' welcomed the gathering, Skanda

of II BCA 'A' delivered the vote of thanks. The NSS officers Mrs. Renuthakshi and Dr. Shalinicoordinated the programme.

Blood Donation Camp

The blood donation camp was organized by NSS unit in association with Wenlock Hospital, Mangalore on 18 July 2019 in the college auditorium. The objective of the programme was to motivate the students to donate blood. Dr. Sharath Kumar Rao, Medical Officer, Blood Bank, Wenlock Hospital, Mangalore inaugurated the programme. In his inaugural address, Dr. Sharath Kumar enlightened the students on the need of donating blood. The Vice Principal, Dr. MuralidharRao presided over the programme. 126 students voluntarily donated the Blood. Dr. Shalini and Mrs.Renuthakshi coordinated the programme.

Soft Skill Training

The NSS unit organized a soft skill development programme on 22 July 2019 for I and II year students. The objective was to develop self confidence among the volunteers. Mr. YathishBaikampady, was the resource person. Mr. Yathish conducted some activities to familiarize the volunteers about coordination and develop leadership qualities. Around 50 NSS volunteers were present in the programme. Dr. Shalini and Mrs. Renuthakshi coordinated the programme.

Vanamahotsava and Swacchatha Abhiyan

The NSS unit organized Vanamahotsava and SwacchathaAbhiyan programme on 28 July 2019 at Srimanthi Bai Memorial Govt. Museum, Bejai. The chief guest of the programme, Mrs. Dhanalaxmi Ammal, Archeologist inaugurated the programme by planting the sapling. Around 25 saplings of plants such as rose, hibiscus and medicinal plants were planted by NSS volunteers in the surroundings of the museum. Nearly 70 NSS volunteers took part in the plantation. The NSS volunteers also cleaned the surroundings of the Museum, by pruning the plants and clearing litter and garbage. NSS officers Dr. Shalini M. and Mrs. Renuthakshi coordinated the programme.

AIDS Awareness Programme

The NSS unit conducted an AIDS Awareness programme on 26 August 2019. Mr. Mahesh U K, District Supervisor, District AIDS Prevention and Control Unit, was the chief guest of the programme created awareness on AIDS and the measures to control it. Large number of students actively present in the programme. Dr. Shalini and Mrs. Renuthakshi coordinated the programme.

Vanamahotsava and Cleaning Programme

The NSS unit of the college organized Vanamahotsava and Cleaning programme on 3 August 2019 at Govt. School, Kadri. The Chief Guest of the programme, Mr.Ashok, Corporater inaugurated the programme by planting the sapling. Around 25 saplings of various flowers and medicinal plants were planted by NSS volunteers in the surroundings of the School. Large number of student volunteers took part in the plantation. The NSS volunteers cleaned the surroundings of the School, by pruning the plants and clearing litter and garbage. Street play was organized in order to bring awareness about Women Harassment and Swacchatha. NSS officers Dr. Shalini .M and Mrs. Renuthakshi coordinated the programme.

One Day Camp

NSS One Day Camp was held on 7 September 2019 at Govt. U.P. School Gandhi Nagar. The objective was to conserve ecosystem. Around 80 NSS Volunteers actively participated in the camp. The NSS volunteers cleaned the school campus. The NSS officer Dr. Shalini M. coordinated the camp.

Second One Day Camp

NSS second One day camp was held on 8 September 2019 at Junior Technical School Kadri Hills, Mangalore. The objective of the programme was to keep the surroundings clean. The camp started with a survey of the problems faced by the school students regarding the cleanliness of the surroundings. There were 70 NSS volunteers participated in the camp, who were further divided into 4 groups and the groups were given different places to clean. Mrs. Renuthakshi coordinated the camp.

Campus Cleaning

The NSS unit of the college organized campus cleaning held on 14 September 2019. 85 Volunteers actively participated in the programme. Dr. Shalini M. and Mrs. Renuthakshi, coordinated the event.

Annual Camp at Government Higher School Sooda

The NSS annual special camp of SDM College of Business Management, Mangalore was held at Government Higher Primary School, Sooda, and Bellman for the period of 6 days from 23 December 2019 to 28 December 2019. The camp was inaugurated on 23 December 2019 by Mr. JayasheelaHegde. The inaugurator shared useful tips to be followed during the camp. Principal Prof. Aruna P Kamath, Presided over the programme. Taluk and Gram Panchayat members Mrs. Asha Devendra Shetty ,Mrs. Reshma Uday Kumar Shetty , MrsVarija Salian , Mr. Duggappa, Mr. Rithesh Shetty Headmaster, Government Higher Primary School, Sooda were present. Followed By the inaugural function students were grouped into 4 teams named Utkarsha, Kshamatha, Ektha and Sankalp. They were assigned the duties and responsibilities like work and discipline, flag hoisting and cultural,

prayer and escorting, kitchen and cleaning. The volunteers would begin their day by prayer and bhajans followed by flag hoisting.

On 23rd December 2019 "Gramasameekshe" programme was conducted wherein the NSS volunteers visited the houses of Sooda locality and collected the information regarding their lifestyle conditions and learned about their culture and agricultural activities. In the value based on educational programme MrShivaprasadAdiga as a resource person spoke on agriculture and importance of nature. A talk on ''Agricultural life" was held at 6pm by the resource person Mr. ArunDsouza. On 24 December 2019 a medical checkup camp was organized in collaboration with SDM Ayurveda hospital Bejai, Followed by a talk by Mr Ramesh K S on the topic "Culture towards Education". A talk on "Computers and uses of Internet" by Mr Alvin. On 25 December 2019 a talk by J C Dr Ragavendra Holla on 'Successful life goal and commitment to it" was organized and followed by a formal function on "Health" by Dr. Sathish and Mr. Nasir Hussain, Inspector, Rural police station, Karkala. The day conclude with Christmas celebration and cultural programme. On 26 December 2019 an educational programme was conducted by Mr. Nagabhushan on topic ''Lifestyle of students" followed by a talk on the topic "Kaanunuarivu, Rakshanehagusurakshathe" by, Ms. Sahana Kundar, Advocate, Sooda. On 27 December 2019, an Educational programme was held by Mr. Sitharam Bhat, on the topic ''Himalayadamadilali" followed by a talk on "Naadunudisamskrithi" by Ms. Anusha Acharya, Volunteers arranged ShibhiraJyothi by decorating map of India with flowers and lighting the lamp. The volunteers took the pledge for the welfare of the country.

On 28 December 2019, the valedictory programme was held. MrsSmitha R Shetty, Director, D.K .Milk Federation, Mangaluru. Mrs. Deepika, Mr. Jery L Dsouza, Mr. Rithesh Shetty, Headmaster of Government higher primary school, Sooda; were the guests for the programme. Prof. Aruna P Kamath presided over. Prizes were distributed by the guests. NSS volunteers were awarded with certificates of participation. Volunteers were also motivated by awarding All-rounder and Best Camper rewards. The camp was successfully organized with the complete support and cooperation of the Gram Panchayat , faculties of school, SDMC Members , NSS programme officers Dr. Shalini and Mrs. Renuthakshi and all NSS secretaries and volunteers.

Training Programme

The NSS unit conducted training programme on the topic 'Future' on 13 March 2020. JC NirmeshTyagi, National trainer, JCI India was the resource person. Prof. Aruna P Kamath, Principal, SDMCBM was Chief Guest of the programme. JC JFM Pallavi Rajesh, VP program, JCI MangaluruSamrat, JC HGF KarthikShasthry, President, JCI MangaluruSamrat, and JC VikramNayak were also present in the programme. Around 80 NSS volunteers were present and actively participated in the programme. The speakers shared their experience and explained various goals to be set for future. NSS programme officers Dr. Shalini M and Mrs. Renuthakshi coordinated the programme.

Poster Making Competition

The NSS Association conducted Poster making competition on the topic "Swacch Bharath", on 14th February 2020. The objective of the programme was to inculcate cleanliness among students. Large number of students actively participated in the event. The event was coordinated by Dr. Shalini.

Essay Writing Competition

The NSS Association conducted Essay writing Competition on the topic "Role of Youth in National Development" on 10th February 2020. The objective of the programme was to inculcate positive attitude towards nation building among students. Large number of students actively participated in the event. The event was coordinated by Dr. Shalini.

Visit to Assaigoli Abhayashram

NSS unit conducted orphanage visit on 28th February 2020 at AssaigoliAbhayashram. Around 15 NSS volunteers volunteered the programme, conducted some of the activities, and distributed fruits to the ashram people. NSS programme officer Dr. Shalini M. coordinated the visit.

Covid - 19 Awareness Programme

NSS unit in collaboration with Mangaluru University organized " Online Training Programme on Covid – 19" on 21 April 2020. The objective of the online programme was to create awareness about the pandemic. Dr. Gananatha Shetty Yekkar, State NSS coordinator inaugurated the training programme and highlighted the precautionary measures to prevent the virus. Dr. Poornima Jogi, State Implementation Officer, gave insights into the ways to protect ourselves and others. Dr. Nagarathna K. A NSS coordinator, Mangaluru University spoke about the pandemic. Resource person Mr. Devi Prasad, Nodal officer (DK) Covid -19 and NSS programme officer GFGC Siddakatte Bhantwal highlighted the services rendered by the NSS volunteers to the Nation. Prof. Aruna P. Kamath presided over the programme. NSS programme officers Mrs. Renuthakshi and Dr. Shalini organized the programme.

YOUTH RED CROSS ASSOCIATION

Motto/ Vision : **With Humanity, Towards Peace**
Theme : **Find the volunteer inside you.**
Staff coordinators : Mrs. Rashmi T.
Mrs. Kavya U.
Mr. Sumesh Matada
Student Coordinators : Chirag III B.Com
Shivani III B.Com

ACTIVITIES

Orientation

An Orientation programme was held on 27 June 2019. Mr. Prasanna Kumar T, Ex-Co-ordinator Red Cross, oriented the volunteers about Red Cross Unit and its importance in the Society. Mrs. Rashmi and Mr. Sumesh Matada, Staff co-ordinators, Ms. Shivani Karandoor and Chiraag Khanderi, Students Co-Ordinators organized the programme.

Inauguration

The inauguration of Youth Red Cross unit was held on 15 July 2019 Mr. Prabhakar Sharma S.A K.A.S (Retd.) Honorary Secretary Indian Red cross Society and Mr. Santhosh Peter D'Souza ,Advocate and Legal Consultant and Life Member Indian Red Cross Society Dakshina Kannada District were the chief guests for the programme. They enlightened the students about the motto of Red Cross Unit and also made them to understand the responsibilities towards the society. The plan of action for the academic year was revealed. Mrs. Smitha, Dean of BBA Department prised over the programme. Mrs. Rashmi and Mr.Sumesh Matada, Staff co-ordinators, Ms. Shivani Karandoor and Chiraag Khanderi, Students Co-Ordinators organized the programme.

First Aid Awareness Programme

First Aid Awareness Programme was held on 15 July 2019. Mr. Sacheth Suvarna, MC Member IRCS D.K. District was the resource person. The objective of the programme is to create an awareness among the students which provides them with the life-saving techniques needed to provide an initial respose in the event of medical emergency. The resource person guided the volunteers on the steps that are to be followed at the time of emergencies. Staff co-ordinator Mrs. Rashmi, student co-ordinators Ms.Shivani Karandoor and Chiraag Khanderi of III year B.Com organized the programme.

Road Safety Awareness

The Red Cross Unit conducted an extension activity at Lourdes Government High School, Bejai on 14 September 2019. The objective of this activity was to create road safety awareness among school students with a view to reduce a risk of road accidents. Mr. Ashwin Prabhu, of II BBA, gave a glimpse on the steps to be followed for road safety. Staff co-ordinator Mrs. Rashmi, student co-ordinators Ms.Shivani Karandoor and Chiraag Khanderi of III year B.Com organized the programme.

Vanamahotsav

The Red Cross Unit observed Vanamahotsav at Lourdes Government High School, Bejai on 14 September 2019. The objective of this activity was to create an awareness about importance of nature among school students and highlighting the need for planting and tending of trees as one of the best ways to prevent global warming and reduce pollution. Staff co-ordinator Mrs. Rashmi, student co-ordinators Ms.Shivani Karandoor and Chiraag Khanderi of III year B.Com organized the programme.

Eye Medical Camp

The Red Cross Unit conducted an Eye Medical Camp in association with Mangalore Chemicals and Fertilizers Limited(MCF), Mangalore and Justice K S Hegde Charitable Institute, Derlakatte, Mangalore at Government School, Pandeshwar, on 29 December 2019. The objective of this activity was to create awareness among the deprived population of the particular region who have no access to basic health care services or knowledge about the eye diseases they are suffering from. This medical camp also provided free medical advice, medicine to the unfortunate people and refer for specialized treatment or surgery whenever required. Staff co-ordinator Mrs. Rashmi, student co-ordinators Ms.Shivani Karandoor and Chiraag Khanderi of III year B.Com organized the programme.

Traffic Awareness Programme

Youth Red cross unit organised a traffic awareness programme in collaboration with Mangalore Traffic department to observe National Road Safety Week on 16 January 2019 at SDM college campus. The objective of the programme was to sensitize the students regarding the hazards faced on road. Mr. Manjunath Shetty, Assistant Commissioner of Police and Mr. Ganapathi Bhat were the resource

persons. ACP Manjunath Shetty had an interactive session with the students and emphasized on the need to spread awareness about road safety. Professor Aruna P. Kamath, Principal SDMCBM presided over the Programme, staff coordinators Mrs. Rashmi and Mrs. Kavya U coordinated the programme.

Blood donation camp

The Youth Red Cross unit in collaboration with KMC hospital organized blood donation camp on 31 January 2020 in the college auditorium. Dr. Deepa Adiga, Assistant Professor, Director Blood bank, KMC hospital was the chief guest. Principal, Prof. Aruna P. Kamath presided over the Programme. The chief guest addressed the students and explained the benefits of donating blood. She also added that through blood donation an individual could save lives of four people. Prof. Aruna P Kamath in her presidential remarks congratulated the Youth Red Cross unit of the college for organizing such programmes, which contributes to save lives. Large number of volunteers donated blood through this programme. Staff coordinators Mrs. Rashmi, Mrs. Kavya U and Mr. Sumesh Matada coordinated the Programme.



ROVERS AND RANGERS

Theme : **It's better to light a candle than to curse the darkness**

Objectives:

- To develop young people to their full physical, social and intellectual potentials as responsible citizens.
- Become such diplomatic leaders who will progress along with their group.
- Lead religious life through service to good and mankind

Staff coordinators	:	Mr. Praveen D.		Mrs. Shashukala K. G.
Student coordinators	:	Shreyas Bhat		Diksha Shetty
Student secretaries	:	III BBA 'A'	:	Karthik R. Shetty
		III BBA 'B'	:	Shreya Rai
		III BBA 'C'	:	Santhosh
		III B.COM	:	Vivek
		III BCA 'A'	:	Shreya
		III BCA 'B'	:	Prathap
		III BAHRD	:	Rohan C. A.

ACTIVITIES

Inauguration and talk on career opportunities in the army

The rovers and rangers association was inaugurated on 11 July 2019. The chief guest for the event was Lieutenant Colonel Glacian Sequeria, Indian Army, inaugurated the association by unavailing the yearly plan of action of the association from the magic box. The guest inspired the students to join the Defence forces by showing the immense opportunities available in the defence field and also spoke about the nationality, Valour, sacrifice, and patriotism .

The presidential address was delivered by principal Prof. Aruna P. Kamath highlighting the students to become a responsible citizen of the nation. Student coordinators Ms.Diksha Shetty and Mr. Shreyas Bhat presented the plan of action briefly. Mr. Praveen D, association Coordinator organised and coordinated the program.

Anti Drug awareness

The Rovers and Rangers Association was collaborated with Laxmi Memorial College and had conducted an Awareness programme on Drug Abuse and Illicit Trafficking on account of "International anti-drug" day on 21 June 2019.The programme was inaugurated by Inspector Mr. Ramakrishna. students of Laxmi memorial college had performed a role play on "Say no to drugs and alcohol" which was followed by a power-point presentation by Dr. Caroline Dsouza on the topic "Addiction". This event was coordinated by Mr. Praveen D, Mrs. Shashikala K.G. and Mrs. Shwetha Y.

Martyrs day

Rovers and rangers association was conducted Martyrs day-we remember Pulwama attack. on 14 February 2020. Mr. Santhosh Thammiah, famous journalist was the chief guest for the event. The chief guest in his inaugural address brought to light with details of the Pulwama attack, how it was carried out, who was carried out, after incidents, political involvement etc and stressed the students to never forget the sacrifices made by our brave hearts and it's our duty to tell our next generation about the supreme sacrifices made by the army to protect us. Vice principal Mr. Muralidhar Rao was present on the dias. Mr. Praveen D. coordinated the programme.

List of Prize Winners

Elocution

I	Meghana Rao	II B.COM
II	Saurav S. Kumta	III B.COM
III	Anushree	I BCA 'B'

Debate

I	Akhil Raj	III BBA 'A'
	Abhishek	I B.COM
	Athul	II B.COM
	Vibha	II B.COM
II	Reshma	III B.COM
	Harshitha	II BAHRD
III	Meghana Rao	II B.COM
	Sourav Kumta	III B.COM

Quiz

I	Akhilraj	III BBA 'A'
	Saurav Kumta	III B.COM
II	Harshitha	II BAHRD
	Abhishek Sharma	I B.COM
III	Rafa Fathima	II BAHRD
	Vandan	II B.COM

Poster making

I	Preksha	II BBA 'C'
II	Sneha	II BBA 'C'
III	Nikhitha	II BBA 'C'

Case Study Analysis

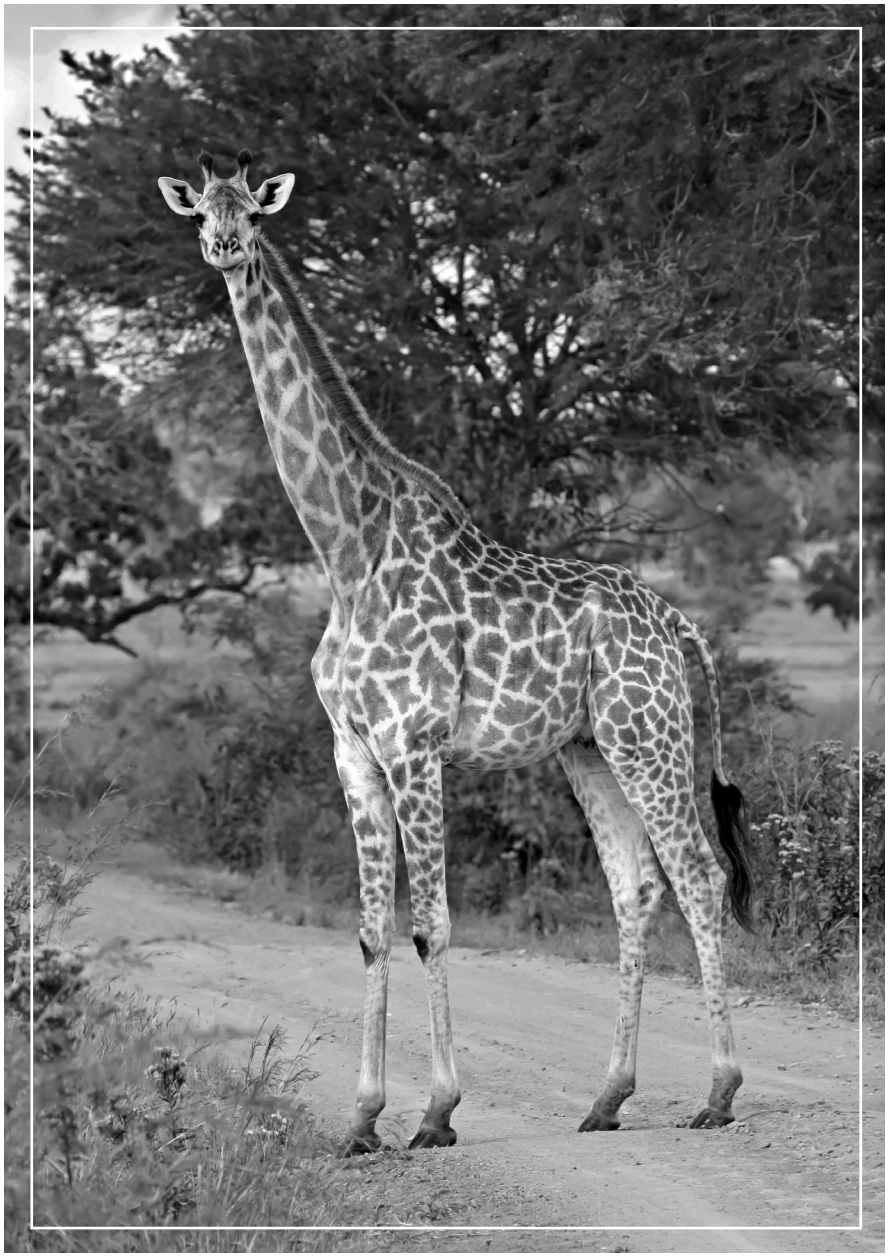
I	Harshitha	II BA(HRD)
II	Ananya Shetty	II BBA 'C'
III	Pragathi Bhat	II BBA 'C'

Essay writing

I	Trisha	II BBA 'C'
II	Arjun Mada	II BBA 'A'
III	Suraksha	II BBA 'B'

Skit Play

I	Amogh Alva	III BBA 'A'
	Bhavish Shetty	II B.Com
II	Bindya Shetty	III BBA 'C'
	Shivani Karandoor	III B.Com
III	Suraksha	III BBA 'C'
	Deepali	III BBA 'C'



LIBRARY DEPARTMENT

Theme : **Books are not just a source of knowledge they are messengers of life**

Staff Co-ordinators	:	Mr. Muralidhar Hegde
	:	Mrs. Manju H.
	:	Adarsh D. Devadiga
Student Co-ordinators	:	Chithra Rao, III BBA 'A'
	:	Sandeep, II BCA 'A'

ACTIVITIES

Orientation Programme

Library Orientation programme was conducted for first year students from 24 to 29 June 2019. The purpose behind was to give an introduction about Library's resources, services and rules and regulation which will help the students to make use of the library effectively. Students of BBA, B.Com., BCA and BA (HRD) participated in the programme. Library rules and regulations, software, services of the library which include book bank facilities, services of learning resources centre, reprographic service, Wi-Fi access, newspaper clipping collection and current contents services were also explained. The library orientation programme enabled the students to know the services offered by the library and their best use. Mr. Muralidhar Hegde and Mr. Adarsh Devadiga coordinated the Programme.

D-Space Awareness Programme

Library department organized Digital Library User awareness programme on 1 and 2 July 2019. The main objective was to make students aware about D-space digital Library software. Mr. Muralidhar Hegde, Librarian gave detailed demonstration on D-Space and pointed out that the students should utilize more Digital library software as they can save their time, paper and energy. The students enthusiastically agreed to use more D-Space.

Saraswathi Pooja

On the occasion of Navarathri festival the library department organized Saraswathi pooja on 5th October 2019 at college library, in order to seek the blessings of Goddess Saraswathi for the betterment of our college, students and all the staffs.

On behalf of this students and staffs actively involved themselves in the bhajan ceremony, followed by pooja and prasad distribution. Adding more glory to this occasion our student played saxophone in praise of lord Saraswathi. All the teaching, non-teaching and students of UG and PG department were present for the occasion.

Essay Competition

Role of libraries in Education

The Library department conducted an Essay competition on the topic "Role of libraries in Education" on 09 January 2020. The objective of this competition was to examine the knowledge of students relating to Library's role in Education. It also enhanced their intelligence about the above topic. Mr. Muralidhar Hegde and Mr.Adarsh Devadiga coordinated the programme.

Library Book Exhibition Report

On the Occasion of 157th Swami Vivekananda Jayanthi, Library department organized one day Book exhibition Programme in library on 27 January 2020.

The main purpose of this exhibition was to acquaint and familiarize the students of the collection available in library related to Swami Vivekananda. This is one way to inculcate and promote reading habits amongst the students. There was active and enthusiastic participation of faculty and students from BBA, Bcom, BCA and BA(HRD). It was a great honor to have Chakravarthy Sulebele visit library. His visit has indeed made this event a memorable one. The entire programme was co-ordinated by Librarian and Library staffs.

List of Prize winners

Essay Competition

I	Chitra Rao, III BBA 'A'	Mahima, II BBA 'A'
II	Abhishek, I B.Com	
III	Sreepriya Harish, I BBA 'B'	



SPORTS AND GAMES ASSOCIATION

Motto / Vision : **To develop physical, spiritual, mental and social development of the students.**

Theme : **Sports Craft**

Staff Coordinator : Mr. Bharath Kumar Jain
Mr. Shashiprasad
Mrs. Jeevitha D.

Student Coordinator : Shakshat III BBM 'A'
Disha III B. Com

ACTIVITIES

Interclass Tournaments

- Interclass March past competition was organized on the occasion of the Independence Day celebration on 13 January 2020.
- Interclass Volleyball Tournament was organized at Mangala Stadium Volley Ball Court, 15 teams participated in the competition.
- Inter class Football Competition was organized at Nehru Maidan Foot Ball Pavilion, 9 teams were participated in the Tournament.
- Interclass Shuttle Badminton was held at indoor stadium for Men and Women. In the competition 30 Men students and 18 Women students participated.
- Interclass Cricket Competition was organized at Urva ground ,Ashok Nagar ,10 teams participated .
- Interclass Kabbadi Tournament was organized at SDM CBM ground ,Kodialbail ,20 teams participated.
- Interclass Throwball competition was organized at SDM CBM ground ,Kodialbail ,10 teams participated

List of Prize Winners

Following are the Prize Winners in the sports events for the academic year 2019-20.

Event	Place	Name & Class
Volleyball	I II	Manohar & Team III BAHRD Ishan & Team II Bcom
Football	I II	Mithil & Team, III BBA 'C' Azbar & Team III BBM 'B'
Shuttle Badminton Singles (Men)	I II III	Revant , III Bcom Amog III BBM 'A' Mithil III BBA 'C'
Shuttle Badminton Doubles (Men)	I II	Revanth & Musthafa , III BCom Gowtham & Gowtham Kulal , I BCA'A'
Shuttle Badminton Singles (Women)	I II	Meghana , II BBA 'B' Chitra III BBA 'A'
Shuttle Badminton Doubles (Women)	I II	Anvitha & Megha III BAHRD Chitra & Maya III BBA 'A'
Shuttle Badminton (Mixed)	I II	Amog & Chitra III BBA 'A' Revanth & Rajivi III BCOM
Kabbadi	I II	Nithesh & Team II Bcom Manish & Team II BAHRD
Throwball	I II	Bindiya .Shetty .& Team III BBA 'C' Anushree .& Team I BCA'B'
Cricket	I II	Ishan .& Team II BCOM Manish & Team II BAHRD

Rohan II BBA **& Meghana** II BBA 'B' participated in InterUniversity Athletic Meet.

Inter Class March past Compe[illegible] 2017.
Results are as follows:

I Place II B.Com
II Place I BCA 'A'
III Place II BBA 'C'



CAREER GUIDANCE AND PLACEMENT CELL

Moto/Vision : **Building a better life through a better career**

Theme : **Shaping a Better Career**

Objectives

- To organize various talks by eminent personalities to inform students about various career opportunities.
- To create awareness of competitive examinations among the students for their future profession.
- To organize pre-placement programs / sessions to enable students to showcase their skills during the interview.
- To co-ordinate the on-campus and off-campus placements.
- To display information about higher education courses and various off-campus placement drives.

Staff Coordinator	:	Mr. Sumesh Matada	
		Mrs. Bhat S. Sneha Ganesh	
Members	:	Mr. Thilakraj G.	
		Mrs. Shwetha Y.	
		Mr. Prasanna Kumar T.	
Student Coordinators	:	Neha Arpitha	III BCA 'A'
		Manjula	III BA(HRD)
Student Secretaries	:	III BBM 'A'	Swathi M. Poojari
		III BBM 'B'	Vikas Verma S.
		III BBM 'C'	Samvidh S. Shetty
		III BCOM	Vignesh Baliga
		III BCA 'A'	Kalpitha V. Puthran
		III BCA 'B'	Pavana Purushotham
		III BA(HRD)	Spoorthi V. Achar

GUEST LECTURES

Career Guidance

A guest lecture was organized by the Career Guidance and Placement Cell on 8 August 2019. Mr. L. Dhanasekara, Senior Manager, Business Development South India, BC Examination and English Service India Pvt. Ltd., Chennai was the resource person. The objective of the programme was to provide an exposure to the students about job interviews. The resource person spoke about the student support program that was formed started by the British Council i.e. APTIS. Principal Prof. Aruna. P. Kamath, staff coordinators Mr. Sumesh Matada, Mr. Prasanna Kumar T. and Mrs. Bhat S Sneha Ganesh were present.

Employability Skills for Corporates

The Career Guidance and Placement Cell organized a Guest lecture on 4 September 2019 on topic "Employability Skills for Corporates". Rajkumar Iyyengar, Director of Bosch India & Vice-president of Bosch Rexroth in his session guided students to develop various skills and qualities which would enhance their opportunity of getting employed. Dr. B. Yashovarma, Secretary, SDME Society, Ujire and Principal Prof. Aruna P. Kamath were present in the programme. Mr. Sumesh Matada & Mr. Prassanna T. staff-coordinators organized the programme.

Effective Communication Skills and Writing Skills

The Career Guidance and Placement Cell organized a guest lecture on 14 September 2019 in association with ITM group Bangalore on topic "Effective Communication Skills and Writing Skills" for final year BBA and BCom students. Vinod Patil was the resource person who enhanced the knowledge about various communication skills that a companies look forward before employing. Mr. Sumesh Matada Staff-coordinator organized the programme.

Orientation Programme

SDMIMD conducted an orientation programme for III BBA on 18 December 2019. Dr. Gandhi , Asst.Professor, SDMIMD was the resource person. He gave insights about SDMIMD and business schools in India. He motivated students to take up further studies for bright options in future. The programme was coordinated by Mr. Sumesh Matada, Mr.Prasanna and Mrs. Bhat S. Sneha Ganesh.

Awareness on Answering Aptitude Test

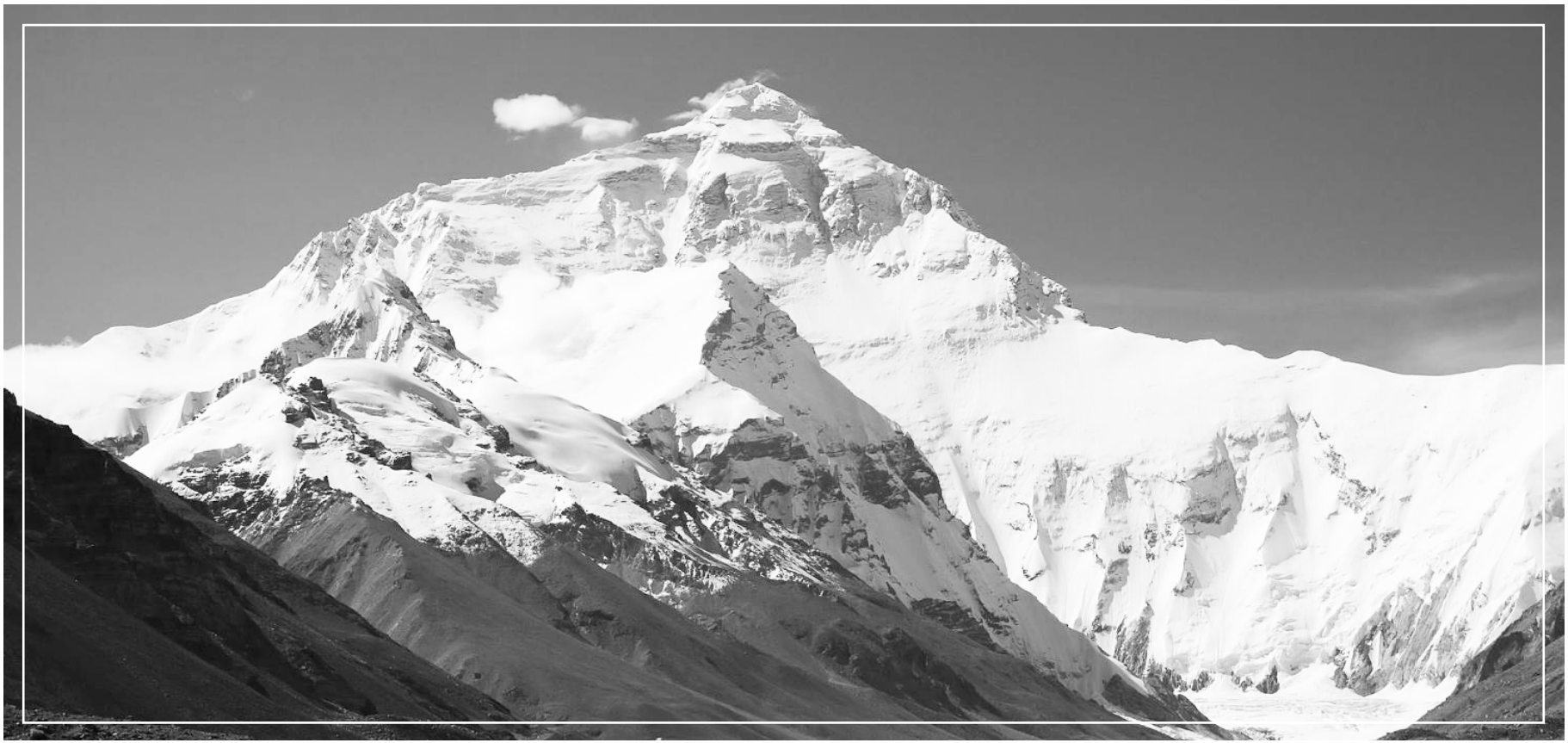
The Career Guidance and Placement Cellorganized a workshop on "Awareness on Answering Aptitude Test" by Mr. Ganesh Hebbar, Director, TIME Institute, Mangalore on 3 February 2020 for final BBA, BCA and B.Com students . The resource person guided the students to improve their competency skills. Mr. Prasanna Kumar T. and Mr. Sumesh Matada coordinated the programme.

Awareness on Higher Education in Abroad

The Career Guidance and Placement Cell organized a guest lecture on "Awareness on Higher Education in abroad" by Mr. Imran, planet education, Mangaluru on 10 February 2020 for the final year B.Com and BA (HRD) students. Mr. Prasanna Kumar T. Kumar and Mr. Sumesh Matada coordinated the programme.

PLACEMENTS

- The Career Guidance and Placement Cellorganized on-campus placement by Goan institute international consociation ofeducation [GICE] on 9th February 2020 for the post of 'skill development faculty trainer'. Six students of BA HRD and BBA were shortlisted in the programme. Mr. Prasanna Kumar T. and Mr. Sumesh Matada coordinated the programme.
- The Career Guidance and Placement Cell organized on-campus placement by Infosys Campus Recruitment Program 2020 on 07 January 2020 at SDM College. Out of 45 BCA students who have attended the interview, 15 students have been selected. Mrs. Bhat S. Sneha Ganesh coordinated the programme.
- The Career Guidance and Placement Cell organized on-campus placement by TCS company on 25 January 2020. In the interview and test conducted in our organization, III BCA students have been shortlisted.
- Prashobhitha Prabhakar of III BBA 'B' was selected in off-campus placement held at St. Joseph Engineering College on 30 January 2020 for the post of non-officer cadre in Federal Bank.





SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALURU

List of Rank Holders 2018 – 2019

1.	BBA	Deeksha V.	I Rank	3.	BCA	Sushmitha P. Bolar	V Rank
2.	BBA	Nishmitha B.	VIII Rank	4.	BA(HRD)	Advitha A.	III Rank

GENERAL PROFICIENCY PRIZES

I Semester BBM Oct/Nov 2018

I Place	:	MAHIMA	650
II Place	:	MALIHA SHEIKH	640
III Place	:	SUSHMA	636

II Semester BBM May 2019

I Place	:	MAHIMA	672
II Place	:	NAFEESATH HANNA	669
III Place	:	V S VAISHNAV	639

III Semester BBM Oct/Nov 2018

I Place	:	P VAISHNAVI BHAT	799
II Place	:	V NEHA KAMATH	763
III Place	:	SWATI M POOJARI	758

IV Semester BBM May 2019

I Place	:	P VAISHNAVI BHAT	801
II Place	:	V NEHA KAMATH	790
III Place	:	VINUTHA V RAO	768

I Semester B.COM Oct/Nov 2018

I Place	:	SARASWATHI	755
II Place	:	SAKSHI U SARANG	750
III Place	:	MANASA U	749

II Semester B.COM May 2019

I Place	:	SARASWATHI	771
II Place	:	A S MEGHANA RAO	769
III Place	:	BHAVANA	761

III Semester B.COM Oct/Nov 2018

I Place	:	SOWMYA S RAO	701
II Place	:	THANUSHREE	697
III Place	:	SANGEETHA	689

IV Semester B.COM May 2019

I Place	:	SANGEETHA	703
II Place	:	MANSI	700
III Place	:	MELISHA DSOUZA	691

I Semester BCA Oct/Nov 2018

I Place	:	SMRITI S SHETTIGAR	779
II Place	:	SUSHMITHA G	763
III Place	:	INDUSHREE	760
		SHREENIDHI S SHETTY	760

II Semester BCA May 2019

I Place	:	SMRITI S SHETTIGAR	773
II Place	:	SUSHMITHA G	771
II Place	:	HARISHREE	771
III Place	:	VARSHITHA BELLUR	757

III Semester BCA Oct/Nov 2018

I Place	:	KALPITHA V PUTHRAN	728
II Place	:	RASHVIKA N	725
III Place	:	MEGHA	696

IV Semester BCA May 2019

I Place	:	RASHVIKA N	695
II Place	:	RUSHALI K	693
		U BHOOMIKA	693
III Place	:	POOJALAKSHMI	686

I Semester BA(HRD) Oct/Nov 2018

I Place	:	ADLINE PRINCIA DSOUZA	744
II Place	:	SHIVAM S	704
III Place	:	RIMSHA ANAM	688
		ZAINABA SHAFWA	688

II Semester BA(HRD) May 2019

I Place	:	ADLINE PRINCIA DSOUZA	745
II Place	:	RIMSHA ANAM	738
III Place	:	RAFA FATHIMA	730

III Semester BA(HRD) Oct/Nov 2018

I Place	:	TEHSEEN ANWAR	637
II Place	:	DEEKSHITHA SHETTY	636
III Place	:	STANLY SONAL DSOUZA	620

IV Semester BA(HRD) May 2019

I Place	:	DEEKSHITHA SHETTY	661
II Place	:	SPOORTHI V ACHAR	635
III Place	:	SEEMA JOSLIN DSOUZA	634

THEY BROUGHT LAURELS TO THE COLLEGE

Sl.No.	Year	Course	Name of the Syudent	Rank
1	1982	BBM	Mr. Venkatesh G Hegde	II
2.	1982	BBM	Mr. Renukananda M.G.	V
3	1983	BBM	Miss Sreekala Nadakarni	I
4	1983	BBM	Miss Sunitha P.	II
5	1983	BBM	Miss Cynthia menezes	VI
6	1983	BBM	Miss Sumithra baliga	VIII
7	1983	BBM	Miss Kasturi Sumathi Pai	IX
8	1983	BBM	Mr. Narasimha Shenoy K.P.	X
9	1984	BBM	Miss Lydia Linet D'souza	II
10	1984	BBM	Miss Nalini Ramaswamy	IV
11	1984	BBM	Miss Rony Ferrao	VII
12	1984	BBM	Miss Zeiia Albuquereque	X
13	1985	BBM	Mr. Madhusudhan Bhat	II
14	1985	BBM	Miss Madhumalhi H.S.	III
15	1985	BBM	Miss Collette Noronha	IV
16	1985	BBM	Mr. Francis Alfred Concessao	IV
17	1986	BBM	Miss Shailaja R. Bhal.	I
18	1986	BBM	Miss Shaila Shevgor	II
19	1986	BBM	Miss Shaima Naik M	III
20	1986	BBM	Miss Garaldine Laveena M. Mascarenhas	IV
21	1986	BBM	Miss Leza saldanha	V
22	1986	BBM	Miss Rosette A.Rasquniha	VI
23	1986	BBM	Miss Supriya Chaudhry	VII
24	1986	BB M	Miss Helen M.AIvarez	VIII
25	1987	BBM	Miss Sahana Rani R.K	I
26	1987	BBM	Miss Shaila'ia Nayak U	II
27	1987	BBM	Mr. Gopalakrishna shenoy	III
28	1987	BBM	Mr. Vishnu murthy	IX
29	1988	BBM	Ms. Juliet Rodrigus	III
30	1988	BBM	Miss Prathibha Shetty	III
31	1988	BBM	Mr. Ravindra k.	IV
32	1988	BBM	Miss. Maya Kamath	IV
33	1988	BBM	Miss. Vidya Pai Kasluri	VI
34	1988	BBM	Mr. Ashok	VIII
35	1988	BBM	Mr. Rego Vincent Thomas	IX
36	1988	BBM	Mr. Pongol Devadas Nayak	X
37	1988	BBM	Mr. Christopher George Pereira	X
38	1989	BBM	Miss. Pramila Martis	I
39	1989	BBM	Mr. Harikrishna Maheshwari	II
40	1989	BBM	Miss. Sandhya Shenoy	III
41	1989	BBM	Miss. Kodancha Veena	IV
42	1989	BBM	Miss. Triveni Nayak	V
43	1989	BBM	Miss Kavitha Hedge	VI
44	1980	BBM	Miss. Neena S. Kudva	I
45	1990	BBM	Miss. Bemadefte Edith Flora Rodrigues	IV
46	1990	BBM	Mr. Chandrashekar.	V
47	1990	BBM	Miss Naina Agnes	V
48	1990	BBM	Miss Meena. A. Dias	X
49	1991	BBM	Miss Sandhya. S. Shenoy	I
50	1992	PGDBM	Miss Oreena Jeena Lobo	I
51	1993	BBM	Miss Anuradha S. Kamath	I
52	1994	PGDBM	Miss Anjali Dayananda Achar	I
53	1994	PGDBM	Miss Anuradha Kamath	I
54	1994	BBM	Miss Vidya R. Gadiyar	I
55	1994	BBM	Mr. Rao Radhakrishno Rama	IV
56	1995	BBM	Miss Sapna Dimple	I
57	1996	BBM	Miss Divya Jalan	I
58	1996	BBM	Mr Shrikanth A. Morale	IV
59	1997	BBM	Miss Sheela Prabhu	III
60	1998	BBM	Ms. Gayathri J. Kamath	III
61	1998	BBM	Miss Nandini M Kini	V
62	1999	PGDBM	Mr. Narasimha P Gadiyar	I
63	1999	BBM	Miss Rashmi Hande	VIII
64	2000	PGDBM	Mr. Shiva Prasad	I
65	2000	BBM	Miss Rashmi Kodical	III
66	2000	BBM	Miss Bindu	V
67	2001	BBM	Miss Seema Kudva	VII
68	2002	BBM	Miss Ujwala Rao	II
69	2002	BBM	Miss Joshana Alphonso	V

70	2002	PGDBM	Miss Aparna K.	VI
71	2003	BBM	Miss Renuka M V	V
72	2004	BCA	Mr. Avinash	II
73	2004	BCA	Ms. Hamsa Shenoy	III
74	2005	BBM	Mr. Venugopal Gaonkar	II
75	2005	BBM	Ms. Sneha Kamath N.	V
76	2005	BCA	Ms. Sangeetha K. S.	II
77	2006	BCA	Ms. Shilpa Pai. B.	I
78	2006	BCA	Ms. Rekha K. S.	VI
79	2006	BCA	Ms. Bhavya	IX
80	2007	BCA	Ms. Sneha Acharya B.	I
81	2007	BBM	Ms. Kripa P. B.	I
82	2007	BBM	Ms. Shilpa B.	IX
83	2008	PGDBM	Mr. Chethana Kamath	I
84	2008	BBM	Ms. Shruthi Prabhu	V
85	2008	BBM	Ms. Liezel Janet Nazreth	VI
86	2008	BBM	Mr. Pradeep Kamath	XI
87	2009	BBM	Mrs. Shubha Pai P.	II
88	2009	BCA	Ms. Sowmya	IV
89	2009	PGDBM	Ms. Anusuya Baliga K.	I
90	2010	BA(HRD)	Kavyashree Gatty	I
91	2010	BA(HRD)	Annie Supreetha	II
92	2010	BCA	Jayashree H	I
93	2010	BCA	Namrutha K	X
94	2010	BBM	Shilpashri A	III
95	2010	BBM	Megha M Kamat	VII
96	2010	BBM	Navya Shetty	IX
97	2010	PGDBM	Shahina P	I
98	2010	PGDBM	Sridevi B	II
99	2010	PGDBM	Vadiraja Acharya K	III
100	2011	BBM	Aparna Mallya S	I
101	2011	PGDBM	Harshitha K	I
102	2011	PGDBM	Abhishek D Toprani	II
103	2011	PGDBM	Akshatha C Rai	III
104	2011	BCA	Shama N	IV
105	2012	BA(HRD)	Meghana	I
106	2012	BA(HRD)	Shreya C	II
107	2012	BA(HRD)	Saumya S Shetty	III
108	2012	BBM	Shwetha	VII
109	2012	BBM	Varsha Pai G	X
110	2012	PGDBM	Afsana	I
111	2012	PGDBM	Swathi Bhat B	II
112	2012	PGDBM	Shashiprabha	III
113	2013	BA(HRD)	Daphney Assumpta Vas	II
114	2013	BCA	Padmanabha Bhat A V	IV
115	2013	BCA	Ankitha Kamath S	VI
116	2013	BCA	Sarika N Khandare	VIII
117	2013	PGDBM	Fathima Ifra Adka	I
118	2013	PGDBM	Shwetha	II
119	2014	BBM	Sindura H	III
120	2014	BBM	Shreya D Suvarna	VI
121	2014	BBM	Soumya	IX
122	2014	BA(HRD)	Sana Kausar	I
123	2014	BA(HRD	Gautam R	II
124	2014	BA(HRD	Rameeza	III
125	2014	BCA	Nandini Rohidas Shriyan	VIII
126	2015	BBM	Sanjana K Kamath	III
127	2015	BBM	Vignesh Kamath	VIII
128	2015	BBM	Manel Srikanth Nayak	IX
129	2015	BA(HRD)	Dhamini	II
130	2016	BBM	Simona Denise Fernandes	II
131	2016	BBM	Varalaxmi Bhat P	IV
132	2016	BBM	Keerthi Kumari U P	V
133	2016	BA(HRD)	Sara Nazareth	II
134	2016	BA(HRD	Nifa Ali	III
135	2017	BBM	Sushmitha S	II
136	2017	BBM	Leeta Welsy Aranha	III
137	2017	BBM	Kriti Nahata	IX
138	2017	BBM	Chaithra shree L	X
139	2017	BA(HRD	Alminaaz	I
140	2018	BA(HRD	Samantha Virginia Dsouza	I
141	2018	BBM	Sandra Merin Ronald	II
142	2018	BBM	Nidhi Bhandarkar	X
143	2018	BCA	Nishmitha K M	II
144	2019	BBA	Deeksha V.	I
145	2019	BBA	Nishmitha B.	VIII
146	2019	BCA	Sushmitha P. Bolar	V
147	2019	BA(HRD)	Advitha A.	III

DETAILS OF BHRD RESULTS

	I SEM. OCT/NOV & II SEM. APR			III SEM. OCT/NOV & IV SEM. APR			V SEM. OCT/NOV & VI SEM. APR		
YEAR	NO. OF STU. APP.	NO. OF STU. PASSED	%age	NO. OF STU. APP.	NO. OF STU. PASSED	%age	NO. OF STU. APP.	NO. OF STU. PASSED	%age
2003 Oct	39	33	85%						
2004 Apr	38	37	97%						
2004 Oct	39	36	92%	37	37	100%			
2005 Apr	38	38	100%	37	34	92%			
2005 Oct	41	37	90%	39	39	100%	37	34	92%
2006 Apr	41	38	93%	40	40	100%	36	36	100%
2006 Oct	43	30	70%	39	37	95%	39	39	100%
2007 Apr	43	38	88%	36	33	92%	39	39	100%
2007 Oct	62	51	82%	43	40	93%	37	34	92%
2008 Apr	62	43	69%	46	40	87%	36	35	97%
2008 Oct	64	48	75%	59	50	85%	43	34	79%
2009 May	59	50	85%	60	47	78%	41	37	90%
2009 Oct	57	42	74%	61	42	69%	60	57	95%
2010 May	58	30	52%	58	52	90%	60	57	94%
2010 Nov	52	27	52%	56	41	73%	58	55	95%
2011 May	46	27	59%	60	42	70%	59	49	83%
2011 Oct	57	42	74%	61	42	69%	60	57	95%
2012 May	57	25	44%	52	31	60%	53	40	75%
2012 Oct	50	31	62%	49	32	65%	58	51	88%
2013 May	52	19	37%	50	38	76%	49	47	84%
2013 Oct	56	30	54%	48	32	67%	51	42	82%
2014 May	50	22	44%	45	29	64%	49	47	96%
2014 Oct	40	22	55%	53	35	66%	43	35	81%
2015 April	39	18	46%	49	34	69%	43	37	86%
2015 Nov	40	23	58%	53	36	68%	43	37	86%
2016 April	52	37	71%	30	17	57%	40	29	73%

2016 Nov	57	42	74%	45	38	84%	29	19	66%
2017 April	55	36	65%	53	32	60%	46	32	70%
2017 Nov	57	33	58%	46	41	89%	25	24	96%
2018 April	53	41	77%	48	38	79%	43	38	88%
2018 Nov	56	42	75%	52	42	81%	44	21	48%
2019 April	56	30	54%	53	48	91%	48	41	85%
2019 Oct	54	28	52%	51	40	78%	52	42	81%

DETAILS OF B.COM RESULTS

	I SEM. & II SEM. APR			III SEM. & IV SEM. APR			V SEM. & VI SEM. APR		
YEAR	NO. OF STU. APP.	NO. OF STU. PASSED	%age	NO. OF. STU. APP.	NO. OF STU. PASSED	%age	NO. OF STU. APP.	NO. OF STU. PASSED	%age
2015 April	73	60	82%						
2015 Nov	73	60	82%						
2016 April	72	65	90%	72	68	94%			
2016 Nov	76	68	89%	75	71	95%	71	64	90%
2017 April	77	66	86%	76	72	95%	72	70	97%
2017 Nov	74	68	92%	75	73	97%	71	69	97%
2018 April	73	63	86%	75	73	97%	73	70	96%
2018 Nov	86	78	91%	77	71	92%	76	70	92%
2019 April	86	74	86%	76	72	95%	76	71	93%
2019 Oct	86	74	86%	84	79	94%	75	72	96%

DETAILS OF BCA RESULTS

	I SEM. OCT/NOV & II SEM. APR			III SEM. OCT/NOV & IV SEM. APR			V SEM. OCT/NOV & VI SEM. APR		
YEAR	NO. OF STU. APP.	NO. OF STU. PASSED	%age	NO. OF STU. APP.	NO. OF STU. PASSED	%age	NO. OF STU. APP.	NO. OF STU. PASSED	%age
2001 Oct	40	39	98%						
2002 Apr	39	35	90%						
2002 Oct	41	29	71%	39	33	85%			
2003 Apr	42	29	69%	39	34	87%			
2003 Oct	40	25	63%	39	36	92%	38	34	89%
2004 Apr	41	30	73%	38	35	92%	39	39	100%
2004 Oct	45	32	71%	37	29	78%	40	36	90%
2005 Apr	42	27	64%	37	30	81%	39	39	100%
2005 Oct	66	40	61%	43	28	65%	36	25	69%
2006 Apr	65	33	51%	43	13	30%	35	35	100%
2006 Oct	86	61	71%	61	31	51%	39	24	62%
2007 Apr	86	54	63%	63	37	43%	38	38	100%
2007 Oct	107	85	79%	90	67	74%	63	46	73%
2008 Apr	102	67	66%	85	50	59%	64	64	100%
2008 Oct	118	95	81%	106	71	67%	89	68	76%
2009 Apr	119	64	54%	106	66	62%	90	90	100%
2009 Oct	103	55	53%	117	78	67%	102	72	71%
2010 May	94	58	62%	115	90	78%	106	106	100%
2010 Nov	106	68	64%	89	47	53%	113	88	78%
2011 May	105	87	83%	87	63	72%	116	113	97%
2011 Oct	103	68	66%	103	67	65%	95	57	60%
2012 May	116	85	73%	97	66	68%	104	82	79%
2012 Oct	102	73	72%	104	79	76%	96	94	98%
2013 May	113	69	61%	93	79	85%	105	105	100%
2013 Oct	111	79	71%	118	87	74%	95	63	66%
2014 Apr	111	74	67%	115	86	75%	97	97	100%
2014 Oct	100	75	75%	106	67	63%	113	81	72%

2015 Apr	100	70	70%	105	82	78%	114	114	100%
2015 Oct	115	96	83%	95	66	69%	101	79	78%
2016 Apr	116	96	83%	98	78	80%	107	107	100%
2016 Oct	103	83	73%	114	95	85%	97	73	75%
2017 Apr	112	77	69%	113	92	81%	99	99	100%
2017 Nov	118	77	65%	110	75	68%	114	91	80%
2018 Apr	114	75	66%	109	81	74%	115	115	100%
2018 Nov	120	98	82%	116	93	80%	110	86	78%
2019 Apr	120	105	88%	114	99	87%	110	110	100%
2019 Oct	119	109	92%	117	99	85%	115	96	83%

DETAILS OF BBM RESULTS

	I SEM. OCT/NOV & II SEM. APR			III SEM. OCT/NOV & IV SEM. APR			V SEM. OCT/NOV & VI SEM. APR		
YEAR	NO. OF STU. APP.	NO. OF STU. Passed	%age	NO. OF STU. APP.	NO. OF STU. Passed	%age	NO. OF STU. APP.	NO. OF STU. Passed	%age
1978 Oct	55	29	53%						
1979 Apr	56	17	30%						
1979 Oct	55	41	75%	49	26	53			
1980 Apr	52	11	21%	49	36	73			
1980 Oct	44	29	66%	53	48	91	48	37	77%
1981 Apr	45	16	38%	53	43	81	49	37	76%
1981 Nov	53	20	38%	40	23	58	55	35	64%
1982 Apr	51	42	82%	42	37	88	49	38	78%
1982 Nov	47	30	64%	43	19	44	40	45	87%
1983 Apr	46	27	59%	43	23	53	43	30	70%
1983 Nov	51	22	43%	46	25	54	45	33	73%
1984 Apr	46	21	45%	41	22	54	46	30	65%
1984 Nov	47	24	51%	48	23	48	34	26	76%
1985 Apr	46	27	59%	44	31	70	38	25	66%
1985 Nov	60	27	45%	46	23	50	46	36	78%
1986 Apr	59	29	49%	47	21	45	48	36	75%

1986 Nov	57	33	58%	59	37	63	44	35	79%
1987 Apr	57	28	49%	58	30	52	45	41	91%
1987 Nov	69	37	54%	56	28	50	62	48	77%
1988 Apr	69	35	51%	53	28	52	59	52	88%
1988 Nov	66	45	68%	68	45	66	52	42	80%
1989 Apr	61	52	85%	68	33	49	52	35	67%
1989 Nov	69	31	45%	66	42	64	66	55	83%
1990 Apr	68	41	60%	64	35	55	67	41	61%
1990 Nov	66	50	76%	59	34	58	60	54	90%
1991 Apr	65	58	89%	62	33	53	59	53	89%
1991 Nov	66	57	86%	62	51	82	55	42	76%
1992 Apr	65	57	88%	63	55	87	60	44	73%
1992 Nov	62	47	76%	63	54	86	63	60	95%
1993 Apr	68	45	66%	66	42	64	61	51	84%
1993 Nov	64	48	75%	59	35	59	62	48	77%
1994 Apr	65	48	73%	61	26	43	61	45	73%
1994 Nov	62	42	68%	60	40	67	51	37	72%
1995 Apr	59	47	80%	64	47	73	49	24	48%
1995 Nov	66	59	89%	57	40	70	61	50	82%
1996 Apr	72	54	75%	58	30	51	64	48	75%
1996 Nov	80	61	76%	73	46	64	56	47	83%
1997 Apr	69	52	75%	68	54	79	54	47	87%
1997 Nov	70	64	91%	78	43	55	66	60	91%
1998 Apr	74	59	80%	74	57	77	66	58	88%
1998 Nov	77	73	95%	72	45	63	76	65	86%
1999 Apr	76	67	88%	69	55	80	72	70	97%
1999 Nov	122	103	84%	76	58	77%	70	64	91%
2000 Apr	120	104	87%	76	65	86%	70	67	96%
2000 Nov	145	130	90%	122	108	89%	78	71	91%
2001 Apr	145	142	97%	119	92	77%	77	73	95%
2001 Nov	163	144	88%	139	113	81%	117	112	96%
2002 Apr	161	138	86%	146	119	83%	120	107	89%
2002 Nov	163	150	92%	162	121	75%	151	145	96%
2003 Apr	159	140	88%	161	121	75%	149	131	88%

2003 Nov	162	134	83%	154	114	74%	157	135	86%
2004 Apr	159	133	84%	153	134	88%	160	143	89%
2004 Nov	167	156	93%	160	98	61%	158	146	92%
2005 Apr	166	151	91%	160	118	74%	156	133	85%
2005 Nov	161	148	92%	164	139	85%	160	141	88%
2006 Apr	164	143	87%	164	144	88%	160	136	85%
2006 Oct	235	194	83%	163	124	76%	166	159	96%
2007 Apr	229	185	81%	162	136	85%	164	152	93%
2007 Oct	270	237	88%	226	178	79%	162	157	97%
2008 Apr	266	232	87%	225	186	83%	162	153	94%
2008 Oct	303	241	80%	264	169	64%	228	195	86%
2009 Apr	297	231	78%	261	192	74%	228	195	86%
2009 Oct	309	229	74%	305	193	63%	264	199	75%
2010 May	302	259	86%	290	251	87%	260	196	75%
2010 Nov	308	246	80%	295	227	77%	301	243	81%
2011 May	302	243	80%	298	236	79%	299	253	85%
2011 Oct	302	223	74%	300	208	69%	296	258	87%
2012 May	301	201	80%	295	210	70%	301	259	86%
2012 Oct	298	228	77%	302	228	72%	293	254	87%
2013 May	300	179	60%	284	157	55%	299	261	87%
2013 Oct	295	205	69%	295	205	69%	300	256	85%
2014 Apr	288	209	73%	293	195	67%	295	262	89%
2014 Oct	218	137	63%	279	158	57%	288	236	82%
2015 Apr	208	156	76%	280	196	70%	280	216	77%
2015 Nov	203	150	74%	199	120	60%	266	222	83%
2016 Apr	196	140	71%	198	133	67%	267	234	88%
2016 Nov	201	150	75%	198	129	65%	193	158	82%
2017 Apr	201	154	77%	193	148	77%	193	167	87%
2017 Nov	201	158	79%	196	125	64%	195	156	80%
2018 Apr	203	152	75%	192	156	81%	191	166	87%
2018 Nov	223	154	69%	196	144	73%	189	170	90%
2019 Apr	227	184	81%	193	165	85%	187	174	93%
2019 Nov	226	174	77%	222	178	80%	199	179	90%

SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALURU

STATEMENT OF SUBJECTWISE RESULTS OF MANGALORE UNIVERSITY

FINAL YEAR BBA - APRIL/MAY 2019 EXAMINATION

FIRST CLASS WITH DISTINCTION - 44, FIRST CLASS - 61, HIGH SECOND CLASS - 39 ,SECOND CLASS - 05, PASS CLASS - 01,
PASSED BUT NOT COMPLETED THE LOWER EXAMINATIONS - 24

Class	*Name of the Lecturer taught the subject*	*No. of students appeared*	*No. of students passed*	*% age*
B.C.A. VI SEMESTER		**187**	**174**	**93%**
B.C.A. IV SEMESTER		**193**	**165**	**85%**
B.C.A. II SEMESTER		**227**	**184**	**81%**
SUBJECTWISE RESULTS				
B.B.A. VI SEMESTER				
Company Law	Preethika Dharmapal	190	183	96%
Investment Management	Rashmi T/Prasanna Kumar T	190	185	97%
Cost & Management Accounting	Smitha M/Thilakraj G/Veena D Kotian	189	185	98%
Auditing	Deepashree G Shenoy	50	45	90%
Financial Management	Supritha A/Gayathri K/Sowmya Hegde	100	97	97%
Marketing Management	Manju H/Shwetha Y	190	186	98%
Human Resource Management	Anasuya	90	87	97%
Project Work		138	138	100%
B.B.A. IV SEMESTER				
Business Statistics	Praveena D. /Gururaj G	202	187	93%
Modern Banking Management	Shashikala K G/Anasuya/Sumesh Matada	201	198	99%
Computer Applications in Mgt.	Reshmi B R/Deepa Hegde/Shashiprabha	201	189	94%
Fundamentals of Financial Mgt.	Rashmi T/Sowmya Hegde	198	181	91%
Human Resource Management	Dr. Muralidhar RaoK S	200	191	96%
Corporate Accounting - II	Salian Parinitha/Kavitha Prabhu	198	184	93%
CC&EC		203	203	100%
B.B.A. II SEMESTER				
English	Madhumathi J Raja/Kavya U	228	228	100%
Kannada	Jeevitha D	65	63	97%
Hindi	Shalini/Jyothi	163	160	98%
Managerial Economics	Aruna P Kamath/Shashikala K G	228	205	90%
“Business Environment & Entrepreneurship”	Sanjana/Akshith Kumar	227	223	98%
Accounting - II	Supritha A/Akshith Kumar	228	199	87%
Managerial Communication	Deepashree G Shenoy/Praveena D	228	225	99%
Human rights, Gender equity & Envir. studies	Kavitha K/Sumesh Matada/Sanjana	228	226	99%
CC&EC		229	229	100%

SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALURU

STATEMENT OF SUBJECTWISE RESULTS OF MANGALORE UNIVERSITY

FINAL YEAR BCA - APRIL/MAY 2019 EXAMINATION

DISTINCTION: 53, FIRST CLASS: 32, HIGH SECOND CLASS: 01,
PASSED BUT NOT COMPLETED THE LOWER EXAMINATIONS : 24

Class	*Name of the Lecturer taught the subject*	*No. of students appeared*	*No. of students passed*	*% age*
B.C.A. VI SEMESTER		**110**	**110**	**100%**
B.C.A. IV SEMESTER		**114**	**99**	**87%**
B.C.A. II SEMESTER		**120**	**105**	**88%**
SUBJECTWISE RESULTS				
B.C.A. VI SEMESTER				
Project Work		110	110	100%
B.C.A. IV SEMESTER				
Computer Graphics & Multimedia	Sowmya Jyothi/Shashiprabha	118	116	98%
Visual Basic Net Programming	Arun F Sequerira/Reshmi B R	118	111	94%
Principles of TCP/IP	Divya Uchil	118	111	94%
E-Commerce	Shashikala Shetty	117	117	100%
System Analysis & Design	Sneha Bhat	116	111	96%
Computer Graphics Lab	Shashiprabha/Sowmya Jyothi	117	117	100%
VB NET Lab	Arun F Sequerira/Reshmi B R	117	117	100%
CC&EC		118	118	100%
B.C.A. II SEMESTER				
English	Kavya U	120	120	100%
Kannada	Renuthakshi	45	45	100%
Hindi	Shalini	75	75	100%
Basics Of Networking	Arun F Sequerira/Sowmya Jyothi	120	111	93%
Object Oriented Programming Using C++	Divya Uchil/Shashikala Shetty	120	109	91%
Database Concepts And Oracle	Deepa D Hegde/Sneha Bhat	120	114	95%
C++ Programming - Lab 1	Divya Uchil/Shashikala Shetty	120	120	100%
Oracle - Lab II	Deepa D Hegde/Sneha Bhat	120	120	100%
Human Rights, Gender Equity & Environmental Studies	Gururaj G/Supritha A	120	120	100%
CC&EC		120	120	100%

SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALURU

STATEMENT OF SUBJECTWISE RESULTS OF MANGALORE UNIVERSITY

FINAL YEAR BA (HRD) - APRIL/MAY 2019 EXAMINATION

04 DISTINCTION, 08 FIRST CLASS, 06 HIGH SECOND CLASS, 03 SECOND CLASS, 01 PASS CLASS
PASSED BUT NOT COMPLETED THE LOWER EXAMINATIONS : 18

Class	*Name of the Lecturer taught the subject*	*No. of students appeared*	*No. of students passed*	*% age*
B.A (H.R.D.) VI SEMESTER		**48**	**41**	**85**
B.A (H.R.D.) IV SEMESTER		**53**	**48**	**91**
B.A (H.R.D.) II SEMESTER		**56**	**30**	**54**
SUBJECTWISE RESULTS				
B.A. (HRD) VI SEMESTER				
Management Information Systems	Anasuya	48	47	98
Trends in Human Resource Development	Gururaj G	48	47	98
Organisation Development & Mgt. of Change	Deepashree G Shenoy	47	41	87
Labour Legislation	Kavitha K	48	46	96
Global Human Resource Management	Salian Parinitha	46	44	96
Train& DevelopmentEdu./NGO/Corporate		46	46	100
B.A. (HRD) IV SEMESTER				
Gen.Proficiency & Communicative English	Madhumathi J Raja	53	51	96
Kannada	Jeevitha D	36	32	89
Hindi	Jyothi	17	17	100
Financial Management	Salian Parinita	53	51	96
Employee Relations	Sowmya Hegde	53	52	98
Administration & Management of NGOs	Akshith Kumar K	53	53	100
Strategic Mgt. & Corporate Policies	Gayathri K	53	52	98
CC&EC		53	53	100
B.A. (HRD) II SEMESTER				
Gen. Proficiency & Communicative English	Kavya	56	55	98
Kannada	Renuthakshi	23	19	83
Hindi	Shalini	33	30	91
Business Economics	Shashikala K G	56	43	77
Basics of Marketing	Manju H	56	51	91
Dynamics of Human Behaviour	PreethikaDharmapal	56	52	93
Professional Skill Development	Sanjana	56	51	91
"Human rights, Gender equity & Environmental studies"	Rashmi T/Sumesh Matada	56	55	98
CC&EC		57	57	100

SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALURU

STATEMENT OF SUBJECTWISE RESULTS OF MANGALORE UNIVERSITY

FINAL YEAR B.Com - APRIL/MAY 2019 EXAMINATION

DISTINCTION - 56, FIRST CLASS -11, HIGH SECOND CLASS - 02 ,SECOND CLASS - 00,

PASSED BUT NOT COMPLETED THE LOWER EXAMINATIONS - 03

Class	*Name of the Lecturer taught the subject*	*No. of students appeared*	*No. of students passed*	*% age*
B.COM VI SEMESTER		**76**	**71**	**93**
B.COM IV SEMESTER		**76**	**72**	**95**
B.COM II SEMESTER		**86**	**74**	**86**
B.Com VI SEMESTER				
Indian Corporate Law	Kavitha K	76	74	97
Auditing	Deepashree G Shenoy	76	75	99
Financial Management II	Veena D Kotian	76	74	97
Financial Accounting VI	Gayathri K	76	73	96
Cost and Management Accounting-IV	Sumesh Matada	76	74	97
Business Taxation-IV	Smitha M	50	50	100
Human Resource Management - IV	Kavitha Prabhu	26	26	100
B.Com IV SEMESTER				
English	Madhumathi J Raja	76	76	100
Hindi	Jyothi	48	48	100
Kannada	Jeevitha D	28	27	96
International Trade & Finance - II	Prasanna Kumar T	76	73	96
Financial Accounting-IV	Veena D kotian	77	76	99
Cost & Management Accounting II	Thilakraj G	77	76	99
Business Taxation -II	Smitha M	46	46	100
Human Resource Management - II	Praveena D	30	30	100
Ec/Cc		77	77	100
B.Com II SEMESTER				
English	Hemalatha	86	85	99
Hindi	Jyothi	55	55	100
Kannada	Jeevitha D	31	30	97
Money And Public Finance	Prasanna Kumar T	86	81	94
Modern Banking	Manju H	86	83	97
Business Statistics & Mathematics	Thilakraj G	86	84	98
Financial Accounting - II	Shwetha	86	79	92
"Human Rights, Gender Equity & Environmental Studies"	Sanjana	86	86	100
EC & CC		86	86	100

SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALURU

STATEMENT OF SUBJECTWISE RESULTS OF MANGALORE UNIVERSITY

B.B.A. - NOVEMBER 2019 EXAMINATION

Class	*Name of the Lecturer taught the subject*	*No. of students appeared*	*No. of students passed*	*% age*
B.B.A. I SEMESTER		**226**	**174**	**77%**
B.B.A. III SEMESTER		**222**	**178**	**80%**
B.B.A. V SEMESTER		**199**	**179**	**90%**
SUBJECTWISE RESULTS				
B.B.A. I SEMESTER				
IEnglish	Mrs.Shwetha K/Madhumathi J Raja	228	227	99%
Kannada	Mrs.Renuthakshi	68	63	93%
Hindi	Mrs.Shalini	160	158	99%
Accounting - I	Mrs.Shwetha Y/Supritha	229	221	97%
Principles of Economics	Mrs. Aruna P Kamath/ Mrs. Shashikala K G	229	214	93%
Principles of Management	Mr. Muralidhar Rao K S	229	208	91%
Business Organisation	Mrs.Pritheeka/Mr.Praveen /Shreeprajna	229	209	91%
Corporate Governance	Mr.Sumesh Matada	227	208	92%
Indian Constitution	Ms.Sanjana/Mr.Akshith Kumar/Sreepranja	229	209	91%
EC & CC		230	230	100%
B.B.A. III SEMESTER				
Business Mathematics	Mr.Praveen/Mr.Gururaj	226	216	96%
Business Economics	Mrs. Shashikala K.G/Mr.Prasanna Kumar	223	209	94%
Commercial Law	Mrs.Deepashree G Shenoy/Mrs. Kavitha K	226	213	94%
Marketing Management	Mr.Praveen/Mrs. Anasuya	224	220	98%
Income Tax	Mrs. Smitha/Ms. Sowmya Hegde/Akshith Kumar	225	209	93%
Corporate Accounting - I	Mrs.Salian Parinitha/Mrs.Kavitha Prabhu	224	198	88%
EC & CC		226	226	100%
B.B.A. V SEMESTER				
Organisational Behaviour	Ms.Sanjana/Salian Parinitha/Preethika Dharmpal	200	195	98%
Project Management	Mrs.Pritheeka/Mrs.Rashmi	200	195	98%
Export Management	Mrs.Deepashree G Shenoy/ Prasanna	200	196	98%
Cost Accounting	Mrs.Veena D Kotian/Sumesh	200	191	96%
Financial Management - I	Mrs. Gayathri k/Mrs. Supritha /Thilakraj	127	123	97%
Marketing Management - I	Mrs.Rashmi/Manju	201	193	96%
Human Resource Mgt. - I	Mrs. Anasuya	73	66	90%

SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALURU

STATEMENT OF SUBJECTWISE RESULTS OF MANGALORE UNIVERSITY

B.C.A. - NOVEMBER 2019 EXAMINATION

Class	*Name of the Lecturer taught the subject*	*No. of students appeared*	*No. of students passed*	*% age*
B.C.A. I SEMESTER		**119**	**109**	**92%**
B.C.A. III SEMESTER		**117**	**99**	**85%**
B.C.A. V SEMESTER		**115**	**96**	**83%**
SUBJECTWISE RESULTS				
B.C.A. I SEMESTER				
English	Mrs. Shwetha K	119	119	100%
Hindi	Mrs. Jyothi	77	77	100%
Kannada	Mrs. Jeevitha	42	42	100%
Fundamentals of Information Technology	Mrs. Deepa Hegde	119	119	100%
Computer Organisation	Mrs. Divya Uchil	119	109	92%
Problem Solving Using C	Mrs. Shashiprabha	119	117	98%
C Programming Lab	Mrs. Shashiprabha	119	119	100%
Office Automation Lab	Mrs. Deepa Hegde	119	119	100%
Internet Basics and HTML	Mrs. Deepa Hegde	119	118	99%
Indian Constitution	Mrs. Veena D kotian/Shreeprajna	119	118	99%
EC & CC		120	120	100%
B.C.A. III SEMESTER				
Basic Mathematics	Mrs. Shashiprabha	118	113	96%
Microprocessors	Mr. Arun F Sequeira/Prakruthi	118	114	97%
Data Structures	Mrs. Divya Naveen/Sowmya Jyothi	118	103	87%
Operating System	Ms. Sneha Ganesh Bhat	118	114	97%
Data Mining	Mrs. Reshmi B R	117	111	95%
Microprocessor Lab	Mr. Arun F Sequeira/Prakruthi	118	118	100%
Data Structures & Os Lab	Mrs. Divya Naveen/Sowmya Jyothi	118	118	100%
EC & CC		118	118	100%
B.B.A. V SEMESTER				
Software Engineering	Mrs. Divya Naveen	117	115	98%
Linux environment	Mrs. Sowmya Jyothi	117	114	97%
Web development in NET	Mrs.Reshmi	116	105	91%
Java Programming	Mrs.Divya Uchil/Sneha Ganesh	117	111	95%
Distributed computing	Ms.Prakrithi Bhandary	116	111	96%
LAMP Technology	Mr. Arun F Sequeira	117	115	98%
Lab I - Web Technology	Mrs.Shashiprabha/Reshmi B R	117	117	100%
Lab II - DC/JAVA	Mrs.Divya Uchil	117	116	99%

SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALURU

STATEMENT OF SUBJECTWISE RESULTS OF MANGALORE UNIVERSITY

B.Com - NOVEMBER 2019 EXAMINATION

Class	*Name of the Lecturer taught the subject*	*No. of students appeared*	*No. of students passed*	*% age*
B.COM I SEMESTER		**86**	**74**	**86**
B.COM III SEMESTER		**84**	**79**	**94**
B.COM V SEMESTER		**75**	**72**	**96**
SUBJECTWISE RESULTS				
B.Com I SEMESTER				
English	Mrs. Hemalatha	86	85	99
Hindi	Mrs. Jyothi	56	54	96
Kannada	Mrs. Jeevitha	30	30	100
Business Economics	Mrs. Shashikala K G	86	80	93
Financial Accounting-I	Mrs. Shwetha Y	86	84	98
Strategic Management and Organization Behaviour	Mr. Manju	86	84	98
Quantitative Techniques-I	Mr. Tilakraj G	86	81	94
Corporate Secretaryship	Ms. Sowmya Hegde	86	82	95
Indian Constitution	Ms. Shreeprajna	86	84	98
EC & CC		86	86	100
B.Com III SEMESTER				
English	Mrs. Madhumathi J Raja	85	84	99
Hindi	Mrs. Jyothi	55	54	98
Kannada	Mrs. Jeevitha	30	29	97
International Trade & Finance - I	Mr. Prasanna Kumar	86	82	95
Financial Accounting-III	Mrs. Veena D Kotian	86	86	100
Cost & Management Accounting-I	Mr. Thilakraj	86	85	99
Business Taxation	Mrs. Smitha M	60	60	100
Human Resource Management-I	Mr. Praveen	26	26	100
EC & CC		86	86	100
B.Com V SEMESTER				
Business Law	Mrs. Kavitha K	75	74	99
Modren Marketing	Mr. Gururaj G	75	74	99
Financial Management I	Ms. Sowmya Hegde	75	73	97
Financial Accounting V	Mrs. Gayathri K	75	74	99
Cost and Management Accounting III	Mrs. Salian Parinitha	75	75	100
Business Taxation III	Ms. Sanjana	45	45	100
Human Resource & Management-I	Mrs. Kavitha Prabhu	30	30	100

SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALURU

STATEMENT OF SUBJECTWISE RESULTS OF MANGALORE UNIVERSITY

B.A.(HRD) - NOVEMBER 2019 EXAMINATION

Class	*Name of the Lecturer taught the subject*	*No. of students appeared*	*No. of students passed*	*% age*
B.A. (H.R.D) I SEMESTER		**54**	**28**	**52**
B.A. (H.R.D) III SEMESTER		**51**	**40**	**78**
B.A. (H.R.D) V SEMESTER		**52**	**42**	**81**
SUBJECTWISE RESULTS				
B.A. (H.R.D.) I SEMESTER				
Compulsory Foundation Language in English	Mrs. Madhumathi J Raja	55	48	87
Hindi	Mrs. Jyothi	33	28	85
Kannada	Mrs. Jeevitha D	22	15	68
Principles And Practice Of Management	Mr. Manju H	55	45	82
Computer Applications	Mrs. Anasuya	54	44	81
Business & Society	Ms. Shreeprajna	54	52	96
Individual Development	Mr. Akshith Kumar	54	51	94
Human Resource Accounting	Mr. Salian Parinitha	54	49	91
Consitution of India	Ms. Shreeprajna	54	44	81
EC & CC		55	55	100
B.A. (H.R.D.) III SEMESTER				
Compulsory Foundation Language in English	Mrs. Madhumathi J Raja	54	51	94
Hindi	Mrs. Shalini	28	26	93
Kannada	Mrs. Renuthakshi	23	20	87
Basic Accounting	Mrs. Supreetha A	53	51	96
Organisational Behaviour	Ms. Sanjana	52	50	96
HR Research & Devlopment Methodologies	Mrs. Gayathri K	52	46	88
Human Resource Management	Mrs. Veena D Kotian	52	50	96
EC & CC		54	54	100
B.A. (H.R.D.) V SEMESTER				
Strategic Human Resource Management	Mrs. Rashmi T	53	53	100
Principles Of Training And Development	Mrs. Smitha M	53	52	98
Business Law	Mrs. Kavitha K	52	42	81
Corporate Communications & Public Relations	Mrs. Gururaj G	52	51	98
Business Ethics & Corporate Governance	Ms. Sowmya Hegde	52	52	100
Field Study - Corporate		53	53	100

MANGALORE UNIVERSITY - ELIGIBILITY LIST : DEGREE BBA/BBM 2018-19

S.No.	Reg. No.	Name of the Candidate	Class Obtained
1	164590304	ABHISHEK	FIRST CLASS
2	164590305	ADITI DE SOUZA	H.SECOND CLASS
3	164590306	AFREENA FAKIZA	H.SECOND CLASS
4	164590307	AFRID AHAMED	H.SECOND CLASS
5	164590308	AISHA MAIMOONA	FIRST CLASS
6	164590309	AKSHAY B R	FIRST CLASS WITH DIST
7	164590310	AKSHITH KUMAR	FIRST CLASS WITH DIST
8	164590312	ANCHAL JAIN	SECOND CLASS
9	164590314	ANURADHA	FIRST CLASS WITH DIST
10	164590315	ANUSH G S	FIRST CLASS WITH DIST
11	164590316	ANUSHA PAWASKAR (SC)	FIRST CLASS
12	164590317	APARNA R	FIRST CLASS WITH DIST
13	164590318	ARBAZ ALI R	FIRST CLASS
14	164590321	ASHISH PRASAD	FIRST CLASS
15	164590323	ASHWINI S SHANBHAG	FIRST CLASS
16	164590324	AYESHA ANAM	FIRST CLASS WITH DIST
17	164590326	AZEEM ABDUL RAZAK	H.SECOND CLASS
18	164590329	BHAVIKA SALIAN	FIRST CLASS WITH DIST
19	164590331	DARRYL PRESTON ARANHA	H.SECOND CLASS
20	164590332	DEEKSHA S	FIRST CLASS WITH DIST
21	164590333	DEEKSHA V	FIRST CLASS WITH DIST
22	164590335	DHIRAJ	H.SECOND CLASS
23	164590336	FAIROOSE	H.SECOND CLASS
24	164590337	FAKRUDDEEN ALI	H.SECOND CLASS
25	164590338	FATHIMA SIMRAN	FIRST CLASS WITH DIST
26	164590339	FATHIMA SUBHANA	FIRST CLASS WITH DIST
27	164590342	HAMRAZ AHAMED	FIRST CLASS
28	164590343	HEGDE NIDHI SURESH	FIRST CLASS WITH DIST
29	164590345	IMRAN UBAIDULLAH	FIRST CLASS
30	164590346	ISMAIL	H.SECOND CLASS
31	164590347	JANIFA BEGUM	FIRST CLASS WITH DIST
32	164590348	JAYAKRISHNAN H	FIRST CLASS WITH DIST
33	164590349	JOSHUA GEO REJI	PASS CLASS
34	164590350	K PRAKRITHI RAI	FIRST CLASS
35	164590351	KAMAL SARFAZ	FIRST CLASS
36	164590352	KAZI AFNAN	H.SECOND CLASS
37	164590353	KRITHI SHETTY	FIRST CLASS WITH DIST
38	164590354	KRUPALI P THAKAR	FIRST CLASS WITH DIST
39	164590355	KSHITHI G M	FIRST CLASS
40	164590356	M AKSHAY AITHAL	FIRST CLASS WITH DIST
41	164590358	MAC KEN KARAT	FIRST CLASS
42	164590359	MACLEAN JOHNAS CRASTA	FIRST CLASS
43	164590360	MANASA	FIRST CLASS
44	164590361	MANISHA	FIRST CLASS
45	164590364	MOHAMED SHIHAD	FIRST CLASS WITH DIST
46	164590365	MOHAMMAD SHARAFATH	FIRST CLASS
47	164590366	MOHAMMED ADIL	FIRST CLASS
48	164590368	MOHAMMED ARIF A M	FIRST CLASS WITH DIST
49	164590369	MOHAMMED FARAN	H.SECOND CLASS
50	164590371	MOHAMMED SUHAIL	H.SECOND CLASS
51	164590372	MOIDIN AFNAN	FIRST CLASS
52	164590373	MRINAL S RAO	H.SECOND CLASS
53	164590374	MUHAMMED NIHAL	SECOND CLASS
54	164590375	N VAISHALI D KUDVA	FIRST CLASS WITH DIST
55	164590376	NAFISA THASEEN	FIRST CLASS
56	164590380	NIRIKSH R SHETTY	H.SECOND CLASS
57	164590381	NISAR HUSSAIN	FIRST CLASS
58	164590382	NISHMITHA B	FIRST CLASS WITH DIST

S.No.	Reg. No.	Name of the Candidate	Class Obtained
59	164590383	P C SUCHETH	H.SECOND CLASS
60	164590386	PAWAN G SHARMA	FIRST CLASS
61	164590387	PRAJNA B	FIRST CLASS WITH DIST
62	164590388	PRAJWAL	H.SECOND CLASS
63	164590389	PRAJWAL KUMAR P	FIRST CLASS
64	164590392	RAJAB SHAQIB	H.SECOND CLASS
65	164590393	RAKESH	H.SECOND CLASS
66	164590395	RASHMI RAMESH ACHARI	FIRST CLASS WITH DIST
67	164590396	RIFA RUKSHATH	FIRST CLASS WITH DIST
68	164590397	ROHAN	FIRST CLASS
69	164590398	ROHITH D SHENOY	SECOND CLASS
70	164590399	ROOHI ZAINAB	FIRST CLASS WITH DIST
71	164590400	ROSHAN MONTEIRO	H.SECOND CLASS
72	164590401	ROSHNI MEENA (ST)	FIRST CLASS WITH DIST
73	164590403	SAI DEEPA	H.SECOND CLASS
74	164590405	SAMARTH LATHESH SHETTY	FIRST CLASS
75	164590406	SANDHYA T	H.SECOND CLASS
76	164590407	SANDRA ROVEENA DSOUZA	FIRST CLASS WITH DIST
77	164590408	SANJANA L KARKERA	FIRST CLASS
78	164590409	SANJAY S KUMAR	FIRST CLASS
79	164590410	SARWANA	H.SECOND CLASS
80	164590412	SHAHIN PARVEEN	H.SECOND CLASS
81	164590413	SHARAN K P	H.SECOND CLASS
82	164590414	SHARAN SHETTY	FIRST CLASS WITH DIST
83	164590415	SHARANYA	FIRST CLASS
84	164590416	SHARANYA S P	FIRST CLASS
85	164590417	SHASHANK RAO	FIRST CLASS
86	164590418	SHRAVAN KUMAR	FIRST CLASS
87	164590419	SHRAVYA (SC)	FIRST CLASS
88	164590421	SHREEKANTH BHAT	FIRST CLASS
89	164590422	SHRINIDHI UDAYA RAI	FIRST CLASS WITH DIST
90	164590423	SINCHANA	FIRST CLASS WITH DIST
91	164590424	SONAL	FIRST CLASS
92	164590425	SUBRAMANYA VISHWANATH ACHARYA	H.SECOND CLASS
93	164590426	SUMA	FIRST CLASS
94	164590427	SUNAIZA	FIRST CLASS
95	164590428	SUPREETH T L	H.SECOND CLASS
96	164590429	SUSHMA BANGERA	H.SECOND CLASS
97	164590430	SUSHMITHA J DEVADIGA	FIRST CLASS
98	164590431	THOWHID	FIRST CLASS
99	164590432	VAIBHAV JAGADEESAN	FIRST CLASS
100	164590433	VAISHNAVI	FIRST CLASS WITH DIST
101	164590434	VAISHNAVI J SHETTY	FIRST CLASS WITH DIST
102	164590436	VINAYASHRI	FIRST CLASS WITH DIST
103	164590437	VINYAS R KUMAR	H.SECOND CLASS
104	164590439	VISHNU MOHAN K	SECOND CLASS
105	164590441	WAFA NAAZ	H.SECOND CLASS
106	164590443	YASHASMITHA	FIRST CLASS WITH DIST
107	164590444	YASHASWI U	FIRST CLASS
108	164590445	ZAINABA NISHATH	FIRST CLASS
109	164590446	ZEABANAAZ	FIRST CLASS
110	164590447	ABDUL SALAM	FIRST CLASS
111	164590448	ABHIJITH	FIRST CLASS
112	164590451	ANANYA VIVEK HEGDE	FIRST CLASS WITH DIST
113	164590454	CANISH SAMSON SOANS	H.SECOND CLASS
114	164590455	CHIRAG POOJARY	FIRST CLASS
115	164590456	DARSHAN N SHIRALI (SC)	SECOND CLASS

S.No.	Reg. No.	Name of the Candidate	Class Obtained
116	164590457	DEEKSHA N	FIRST CLASS
117	164590459	HALIMA RAZEENA BANU	FIRST CLASS
118	164590461	KARTHIK BHANDARY	H.SECOND CLASS
119	164590462	KAUSHIK BHANDARY	FIRST CLASS
120	164590464	LIKITHA R	FIRST CLASS WITH DIST
121	164590465	MAITHILI M	H.SECOND CLASS
122	164590466	MANJUSHA SHETTY	H.SECOND CLASS
123	164590470	MOHAMMED RAZEEK	FIRST CLASS
124	164590471	MOHAMMED SHINAN	FIRST CLASS
125	164590472	NIDHI B GAMBHIRA	FIRST CLASS
126	164590473	NISHA H J	FIRST CLASS
127	164590474	NISHANTH N	H.SECOND CLASS
128	164590476	POOJA D (ST claim)	FIRST CLASS
129	164590477	POOJA T K	FIRST CLASS
130	164590478	RAMZEENA	FIRST CLASS
131	164590479	RATHAN RAJ	FIRST CLASS
132	164590480	ROHITH RAJ	H.SECOND CLASS
133	164590481	ROSHIN ALEX JOHN	FIRST CLASS WITH DIST
134	164590482	SADHVI YELAMALI	H.SECOND CLASS
135	164590483	SARIKA J B	FIRST CLASS
136	164590485	SHAAZ V H	H.SECOND CLASS
137	164590486	SHIVANI B M	FIRST CLASS
138	164590487	SHREYA	FIRST CLASS WITH DIST
139	164590488	SHRUTHI	FIRST CLASS WITH DIST
140	164590490	SITHARA H ULLAL	FIRST CLASS
141	164590491	SNEHA S	FIRST CLASS WITH DIST
142	164590494	SOUNDARYA P	FIRST CLASS WITH DIST
143	164590496	SRINIDHI D	H.SECOND CLASS
144	164590499	SUMUKH S SHETTY	FIRST CLASS
145	164590500	SUSHANTH KUMAR K	H.SECOND CLASS
146	164590502	SWAPNIL	FIRST CLASS
147	164590503	THANVI S SHETTY	FIRST CLASS WITH DIST
148	164590504	VAISHAK	FIRST CLASS
149	164590507	VIVEK MITHRA M	FIRST CLASS WITH DIST
150	164590510	ZEBA	FIRST CLASS WITH DIST
151	158730230	DEVADIGA KARAN ASHOK	II CLASS
152	158730260	MOHAMMAD SAFWAN	PASS CLASS
153	158730265	MOHAMMED NAMEER NAZEER	PASS CLASS
154	158730284	NISHAN N	H.SECOND CLASS
155	158730294	PRATHVI	PASS CLASS
156	158730304	SAEED IKSHAN	PASS CLASS
157	158730315	SHAAZ ABDULLA	PASS CLASS
158	158730322	SHEIKH MOHAMMED MIZBAH	II CLASS
159	158730347	AHAMED RAHIZ	PASS CLASS
160	158730376	MUHAMMED SAJJAD B	PASS CLASS
161	158730404	SOWRABH D SHETTY	H.SECOND CLASS
162	148040220	BHAVISH	PASS CLASS
163	111290050	SUDHEENDRA UDUPA	H.SECOND CLASS
164	158730217	ANANTHESH BHAKTA M	PASS CLASS
165	158730221	ATHUL VIJAYAN	H.SECOND CLASS
166	158730358	DEEKSHITH	II CLASS
167	158730367	KAVANASHREE P [s.c.]	PASS CLASS
168	158730401	SHREENIVAS PANJAGALL	PASS CLASS
169	148040218	AZEEM AHMED	PASS CLASS
170	148040324	SOHAN ALVA N	II CLASS
171	136940318	NIHAL HARIS	PASS CLASS

MANGALORE UNIVERSITY - ELIGIBILITY LIST : DEGREE B.Com. 2018-19

S.No.	Reg. No.	Name of the Candidate	Class Obtained
1	164590803	AISHWARYA K SHETTY	I CLASS WITH DISTINCTION
2	164590804	AISHWARYA V	I CLASS WITH DISTINCTION
3	164590805	AKSHAYA PRABHU M	I CLASS WITH DISTINCTION
4	164590806	ANANYA SAHANA	I CLASS WITH DISTINCTION
5	164590807	ANEESH KRISHNA	I CLASS WITH DISTINCTION
6	164590808	ANUSHA SHENOY B R	I CLASS WITH DISTINCTION
7	164590809	ANUSHA SHETTY	I CLASS WITH DISTINCTION
8	164590810	BHAVANI H	I CLASS WITH DISTINCTION
9	164590811	BHUMIKA B	I CLASS WITH DISTINCTION
10	164590812	G LIKHITHA	I CLASS WITH DISTINCTION
11	164590813	GOUTHAMI Y SHETTY	I CLASS WITH DISTINCTION
12	164590815	K AISHWARYA SHENOY	I CLASS WITH DISTINCTION
13	164590816	K ANNAPOORNA KAMATH	I CLASS WITH DISTINCTION
14	164590817	KIRTHI C SHETTY	I CLASS WITH DISTINCTION
15	164590818	KRITHI PAL	I CLASS WITH DISTINCTION
16	164590819	LAVANYA C M	FIRST CLASS
17	164590820	MANTHAN	FIRST CLASS
18	164590821	MEGHA	I CLASS WITH DISTINCTION
19	164590822	NEEPA RAI	I CLASS WITH DISTINCTION
20	164590823	NISHAL KUNDER	I CLASS WITH DISTINCTION
21	164590824	NISHMITHA	I CLASS WITH DISTINCTION
22	164590825	PRATHEEKSHA S	FIRST CLASS
23	164590826	PRATHVI	I CLASS WITH DISTINCTION
24	164590827	PRATHVIRAJ K	I CLASS WITH DISTINCTION
25	164590828	PUNITH R KOTIAN	I CLASS WITH DISTINCTION
26	164590829	RAKSHA A	I CLASS WITH DISTINCTION
27	164590830	RAKSHA M PUTHRAN	I CLASS WITH DISTINCTION
28	164590831	RAKSHITHA	I CLASS WITH DISTINCTION
29	164590832	RAMYASHREE	I CLASS WITH DISTINCTION
30	164590833	S DEEKSHA PRABHAKAR	FIRST CLASS
31	164590834	S J SREEJA	I CLASS WITH DISTINCTION
32	164590835	SAKSHA	FIRST CLASS
33	164590836	SAMEEKSHA RHEA	I CLASS WITH DISTINCTION
34	164590838	SEHENAZ M R	FIRST CLASS
35	164590839	SHARANYA	I CLASS WITH DISTINCTION
36	164590840	SOURAV	FIRST CLASS
37	164590841	SOWJANYA	I CLASS WITH DISTINCTION
38	164590842	SWETHA	I CLASS WITH DISTINCTION
39	164590843	THARUN	I CLASS WITH DISTINCTION
40	164590845	VARSHA GLEVITA D SOUZA	I CLASS WITH DISTINCTION
41	164590846	VIJAYALAXMI	I CLASS WITH DISTINCTION
42	164590847	VINAI PRABHU G	HIGH SECOND CLASS
43	164590849	ADAMYA C P	HIGH SECOND CLASS
44	164590850	AKSHATHA	I CLASS WITH DISTINCTION
45	164590851	AKSHATHA S	I CLASS WITH DISTINCTION
46	164590852	ANIL P N	I CLASS WITH DISTINCTION
47	164590853	ASHIKA	I CLASS WITH DISTINCTION
48	164590854	ASHWIN R	I CLASS WITH DISTINCTION
49	164590855	ASIYATH SUHANA	FIRST CLASS
50	164590856	DARSHAN B	I CLASS WITH DISTINCTION
51	164590857	GAUTHAMI NAYAK	I CLASS WITH DISTINCTION
52	164590858	LAVANYA A	I CLASS WITH DISTINCTION
53	164590859	MAHESHA RAMAGONDA	I CLASS WITH DISTINCTION
54	164590860	MINAL S	I CLASS WITH DISTINCTION
55	164590861	MONISHA M	I CLASS WITH DISTINCTION
56	164590862	N POOJA	I CLASS WITH DISTINCTION
57	164590863	NISHA	I CLASS WITH DISTINCTION
58	164590864	POOJA	I CLASS WITH DISTINCTION
59	164590865	PRAJNA N	I CLASS WITH DISTINCTION
60	164590866	REETHI SHETTY	I CLASS WITH DISTINCTION
61	164590868	SANJANA S	I CLASS WITH DISTINCTION
62	164590870	SHIVANI N MALLYA	I CLASS WITH DISTINCTION
63	164590871	SHWETHA	FIRST CLASS
64	164590872	SOURAV A	I CLASS WITH DISTINCTION
65	164590873	SUPRIYA	I CLASS WITH DISTINCTION
66	164590874	SWAROOP KOTIAN	I CLASS WITH DISTINCTION
67	164590875	VENKATESH KUMAR S S	FIRST CLASS
68	164590876	VRINDA	FIRST CLASS
69	165410013	AMBIKA	I CLASS WITH DISTINCTION
70	158730516	MANOJ KUMAR E S	I CLASS

MANGALORE UNIVERSITY - ELIGIBILITY LIST : DEGREE B.C.A. 2018-19

S.No.	Reg. No.	Name of the Candidate	Class Obtained
1	164591001	A MANOJ CHURYA	FIRST CLASS
2	164591002	ABDUR RAHMAN	FIRST CLASS
3	164591003	ABHISHEK U UCHIL	FIRST CLASS
4	164591004	ADLINE SANDRA DMELLO	FIRST CLASS WITH DIST
5	164591005	AKSHAY KUMAR K	FIRST CLASS
6	164591006	ANUSHREE SHENOY	FIRST CLASS WITH DIST
7	164591007	ARPITHA SHETTY V	FIRST CLASS
8	164591009	CHAITHRA K	FIRST CLASS WITH DIST
9	164591010	DEEKSHITH DINAKAR S	FIRST CLASS
10	164591011	DEERAJ J SALIAN	FIRST CLASS
11	164591012	DHANUSH	FIRST CLASS
12	164591013	FARAZ MAROOF	FIRST CLASS
13	164591014	FARZEEN RAHMAN K	H.SECOND CLASS
14	164591015	HARIKESH	FIRST CLASS
15	164591016	INDRANI SINGH	FIRST CLASS
16	164591018	JOEL DSOUZA	FIRST CLASS WITH DIST
17	164591020	KAZI MOHAMMED SUHAIB	FIRST CLASS WITH DIST
18	164591021	KRITHI	FIRST CLASS WITH DIST
19	164591022	KUMBLE NAMRATA SRINIVAS	FIRST CLASS WITH DIST
20	164591023	LAWANYA SHETTY	FIRST CLASS WITH DIST
21	164591024	MANISH B KARKERA	FIRST CLASS
22	164591025	MANISHA D SHETTY	FIRST CLASS
23	164591026	MANJUNATH SHENOY M	FIRST CLASS WITH DIST
24	164591029	MUHAMMED SAHAD BIN ABDUL SAMED	FIRST CLASS WITH DIST
25	164591031	NELSON JACK LOBO	FIRST CLASS WITH DIST
26	164591032	NIDHI NAGARAJ SHET	FIRST CLASS WITH DIST
27	164591033	NIREEKSHA	FIRST CLASS
28	164591036	OLIVIA JANE LOBO	FIRST CLASS WITH DIST
29	164591037	PAVITHRA K	FIRST CLASS WITH DIST
30	164591038	PAYAL SHETTY	FIRST CLASS WITH DIST
31	164591039	POOJA ANANDA CHOWTA	FIRST CLASS
32	164591041	PRAJNA J SHETTY	FIRST CLASS WITH DIST
33	164591042	PRANAY RAJ	FIRST CLASS WITH DIST
34	164591043	PRATEEKSHA	FIRST CLASS WITH DIST
35	164591044	PRATHIKSHA RAI	FIRST CLASS WITH DIST
36	164591045	PRATHIKSHA SHETTY	FIRST CLASS WITH DIST
37	164591046	RAKSHA A P	FIRST CLASS WITH DIST
38	164591048	ROOPAL SHETTIGAR	FIRST CLASS WITH DIST
39	164591049	SAGAR S	FIRST CLASS
40	164591051	SANJANA KOTIAN	FIRST CLASS
41	164591052	SANJANA S PAI	FIRST CLASS WITH DIST
42	164591053	SHARAN PRAKASH	FIRST CLASS WITH DIST
43	164591054	SHETTY PRATHIKSHA BALAKRISHNA	FIRST CLASS WITH DIST
44	164591055	SHIVANGI	FIRST CLASS WITH DIST
45	164591057	SNEHA BOLAR	FIRST CLASS WITH DIST
46	164591058	SRINIVAS SHENOY	FIRST CLASS
47	164591059	SUJAL GAJANAN BHAT	FIRST CLASS WITH DIST
48	164591060	SUSHANTH V KOTIAN	FIRST CLASS
49	164591061	SUSHMITHA P BOLAR	FIRST CLASS WITH DIST
50	164591062	SWASTHI	FIRST CLASS
51	164591063	SWATHI	FIRST CLASS WITH DIST
52	164591065	THANAZ	FIRST CLASS WITH DIST
53	164591066	THRISHUL H ADAPPA	FIRST CLASS
54	164591067	THWISHA Y AMIN	FIRST CLASS WITH DIST
55	164591068	VARSHA	FIRST CLASS WITH DIST
56	164591069	VARSHITHA	FIRST CLASS WITH DIST
57	164591070	VEERAJ V ACHAR	FIRST CLASS
58	164591071	VISHAL	FIRST CLASS WITH DIST
59	164591073	ADITI J	FIRST CLASS WITH DIST
60	164591074	AISHWARYA	FIRST CLASS WITH DIST

S.No.	Reg. No.	Name of the Candidate	Class Obtained
61	164591077	AMITH K	FIRST CLASS
62	164591078	ANURAG MAKKIMANE	FIRST CLASS
63	164591079	ASHWIN	FIRST CLASS WITH DIST
64	164591080	BHAVYASHREE P S	FIRST CLASS
65	164591081	DHANUSH	FIRST CLASS WITH DIST
66	164591082	GAGANA B	FIRST CLASS WITH DIST
67	164591083	HARSHITH	FIRST CLASS
68	164591084	KAUSHIK SHETTY	FIRST CLASS WITH DIST
69	164591086	NIKHIL	FIRST CLASS WITH DIST
70	164591088	NISHMITHA V	FIRST CLASS
71	164591090	PRAGATHI M	FIRST CLASS
72	164591091	PRAJWAL KUMAR D	FIRST CLASS WITH DIST
73	164591092	RAHUL K UCHIL	FIRST CLASS WITH DIST
74	164591093	RAKESH G SHETTY	FIRST CLASS WITH DIST
75	164591094	RAKSHITHA	FIRST CLASS WITH DIST
76	164591095	RAKSHITHA H N	FIRST CLASS
77	164591097	RANJITHA K M	FIRST CLASS WITH DIST
78	164591098	RANJITHA R	FIRST CLASS
79	164591100	RESHMA P N	FIRST CLASS WITH DIST
80	164591103	SHIVA PRASAD NAYAK	FIRST CLASS WITH DIST
81	164591108	SOUJANYA M	FIRST CLASS WITH DIST
82	164591109	SOUNDARYA R	FIRST CLASS WITH DIST
83	164591110	SWATHIK	FIRST CLASS
84	164591111	THEJAS H	FIRST CLASS
85	164591112	VIJITHA V	FIRST CLASS WITH DIST
86	164591113	YASHASHREE I	FIRST CLASS WITH DIST
87	158730644	SANJANA J	I CLASS
88	158730663	AISHWARYA VINAYACHANDRA	I CLASS
89	158730676	HARSHITHA	FIRST CLASS WITH DIST
90	158730683	KARTHIK	I CLASS
91	158730696	PRAJWAL	H II CLASS
92	125620683	MOHAMMAD ARIF	H II CLASS

MANGALORE UNIVERSITY - ELIGIBILITY LIST : DEGREE B.A. (HRD) 2018-19

S.No.	Reg. No.	Name of the Candidate	Class Obtained
1	164590001	ADVITHA A	FIRST CLASS WITH DIST
2	164590002	AMAR RAJ	HIGH SECOND CLASS
3	164590003	AMRA ZUMAN	FIRST CLASS WITH DIST
4	164590008	DHANYASHREE	FIRST CLASS
5	164590011	KOTIAN PRANIT ARUN	FIRST CLASS
6	164590015	MOHAMMED NABEEL MULKI	FIRST CLASS
7	164590020	NISHA K	FIRST CLASS WITH DIST
8	164590021	PARINITHA K N	FIRST CLASS WITH DIST
9	164590022	RUKIYA HAFEELA C K	FIRST CLASS
10	164590028	SHREELAXMI	FIRST CLASS
11	164590029	THUSHAR GAGAN SHETTY	HIGH SECOND CLASS
12	164590034	ANANYA DEVADIGA	SECOND CLASS
13	164590039	FATHIMA NISHANA	HIGH SECOND CLASS
14	164590040	IBRAHIM RAMEEZ	HIGH SECOND CLASS
15	164590045	MRANAL SHETTY	SECOND CLASS
16	164590047	NIHARIKA S M	FIRST CLASS
17	164590048	RITHESH D SHETTY	HIGH SECOND CLASS
18	164590052	SHWETHA P	FIRST CLASS
19	164590053	SUDHEEKSHA	HIGH SECOND CLASS
20	164590054	SUMANTH P	SECOND CLASS
21	164590056	VARUN S BHAT	PASS CLASS
22	164590057	VINAYA PRASAD	FIRST CLASS
23	158730104	ASTEL CLIVE TAURO	PASS CLASS
24	158730120	MOHAMMED ABDUL SALAM	HIGH SECOND CLASS

SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALURU - 3

MANGALORE UNIVERSITY - MAY 2019 EXAMINATION

DISTINCTION STUDENTS OF THE COLLEGE III Year BBA

S.No.	Reg. No.	Name of the Candidate	Marks/5000
1	164590333	DEEKSHA V	4653
2	164590382	NISHMITHA B	4313
3	164590464	LIKITHA R	4248
4	164590395	RASHMI RAMESH ACHARI	4226
5	164590338	FATHIMA SIMRAN	4225
6	164590422	SHRINIDHI UDAYA RAI	4217
7	164590407	SANDRA ROVEENA DSOUZA	4205
8	164590434	VAISHNAVI J SHETTY	4152
9	164590375	N VAISHALI D KUDVA	4123
10	164590481	ROSHIN ALEX JOHN	4075
11	164590443	YASHASMITHA	4074
12	164590507	VIVEK MITHRA M	4060
13	164590401	ROSHNI MEENA (ST)	4049
14	164590354	KRUPALI P THAKAR	3955
15	164590356	M AKSHAY AITHAL	3880
16	164590451	ANANYA VIVEK HEGDE	3864
17	164590423	SINCHANA	3837
18	164590387	PRAJNA B	3808
19	164590353	KRITHI SHETTY	3795
20	164590491	SNEHA S	3783
21	164590343	HEGDE NIDHI SURESH	3777
22	164590309	AKSHAY B R	3773
23	164590414	SHARAN SHETTY	3757
24	164590324	AYESHA ANAM	3727
25	164590329	BHAVIKA SALIAN	3721
26	164590494	SOUNDARYA P	3715
27	164590510	ZEBA	3708
28	164590348	JAYAKRISHNAN H	3707
29	164590488	SHRUTHI	3669
30	164590396	RIFA RUKSHATH	3667
31	164590332	DEEKSHA S	3662
32	164590487	SHREYA	3655
33	164590399	ROOHI ZAINAB	3639
34	164590503	THANVI S SHETTY	3636
35	164590364	MOHAMED SHIHAD	3618
36	164590310	AKSHITH KUMAR	3594
37	164590339	FATHIMA SUBHANA	3590
38	164590347	JANIFA BEGUM	3577
39	164590317	APARNA R	3573
40	164590436	VINAYASHRI	3566
41	164590368	MOHAMMED ARIF A M	3552
42	164590314	ANURADHA	3519
43	164590433	VAISHNAVI	3516
44	164590315	ANUSH G S	3515

SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALURU - 3

MANGALORE UNIVERSITY - MAY 2019 EXAMINATION

DISTINCTION STUDENTS OF THE COLLEGE III Year BCA

S.No.	Reg. No.	Name of the Candidate	Marks/5000
1	164591061	SUSHMITHA P BOLAR	4784
2	164591108	SOUJANYA M	4691
3	164591065	THANAZ	4633
4	164591018	JOEL DSOUZA	4536
5	164591059	SUJAL GAJANAN BHAT	4513
6	164591044	PRATHIKSHA RAI	4499
7	164591023	LAWANYA SHETTY	4445
8	164591043	PRATEEKSHA	4429
9	164591021	KRITHI	4392
10	164591004	ADLINE SANDRA DMELLO	4388
11	164591032	NIDHI NAGARAJ SHET	4361
12	164591074	AISHWARYA	4335
13	164591031	NELSON JACK LOBO	4243
14	164591057	SNEHA BOLAR	4241
15	164591026	MANJUNATH SHENOY M	4191
16	164591037	PAVITHRA K	4182
17	164591086	NIKHIL	4182
18	164591052	SANJANA S PAI	4142
19	164591041	PRAJNA J SHETTY	4069
20	164591029	MUHAMMED SAHAD BIN ABDUL SAMED	4054
21	164591068	VARSHA	4033
22	164591109	SOUNDARYA R	4029
23	164591038	PAYAL SHETTY	4022
24	164591006	ANUSHREE SHENOY	4018
25	164591069	VARSHITHA	3989
26	164591063	SWATHI	3957
27	164591094	RAKSHITHA	3907
28	164591091	PRAJWAL KUMAR D	3883
29	164591054	SHETTY PRATHIKSHA BALAKRISHNA	3868
30	164591081	DHANUSH	3829
31	164591009	CHAITHRA K	3790
32	164591082	GAGANA B	3754
33	164591042	PRANAY RAJ	3732
34	164591036	OLIVIA JANE LOBO	3723
35	164591100	RESHMA P N	3711
36	164591093	RAKESH G SHETTY	3688
37	164591048	ROOPAL SHETTIGAR	3675
38	164591020	KAZI MOHAMMED SUHAIB	3667
39	164591067	THWISHA Y AMIN	3666
40	164591113	YASHASHREE I	3660
41	164591022	KUMBLE NAMRATA SRINIVAS	3635
42	164591084	KAUSHIK SHETTY	3630
43	164591103	SHIVA PRASAD NAYAK	3593
44	164591071	VISHAL	3574
45	164591055	SHIVANGI	3569
46	164591046	RAKSHA A P	3565
47	164591097	RANJITHA K M	3541
48	164591045	PRATHIKSHA SHETTY	3532
49	164591079	ASHWIN	3529
50	164591112	VIJITHA V	3516
51	164591092	RAHUL K UCHIL	3514
52	164591053	SHARAN PRAKASH	3500
53	164591073	ADITI J	3500

III Year B.A. (HRD)

S.No.	Reg. No.	Name of the Candidate	Marks/5000
1	164590001	ADVITHA A	4122
2	164590003	AMRA ZUMAN	4036
3	164590020	NISHA K	3923
4	164590021	PARINITHA K N	3506

SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALURU - 3

MANGALORE UNIVERSITY - MAY 2019 EXAMINATION

DISTINCTION STUDENTS OF THE COLLEGE III Year B.Com

S.No.	Reg. No.	Name of the Candidate	Marks/5000
1	164590806	ANANYA SAHANA	4444
2	164590863	NISHA	4409
3	164590852	ANIL P N	4396
4	164590831	RAKSHITHA	4309
5	164590818	KRITHI PAL	4305
6	164590857	GAUTHAMI NAYAK	4299
7	164590823	NISHAL KUNDER	4268
8	164590841	SOWJANYA	4233
9	164590866	REETHI SHETTY	4210
10	165410013	AMBIKA	4198
11	164590829	RAKSHA A	4197
12	164590843	THARUN	4163
13	164590805	AKSHAYA PRABHU M	4153
14	164590822	NEEPA RAI	4132
15	164590861	MONISHA M	4079
16	164590865	PRAJNA N	4074
17	164590815	K AISHWARYA SHENOY	4067
18	164590873	SUPRIYA	4044
19	164590811	BHUMIKA B	4043
20	164590858	LAVANYA A	4042
21	164590860	MINAL S	3999
22	164590846	VIJAYALAXMI	3976
23	164590856	DARSHAN B	3937
24	164590813	GOUTHAMI Y SHETTY	3931
25	164590864	POOJA	3924
26	164590862	N POOJA	3916
27	164590817	KIRTHI C SHETTY	3912
28	164590872	SOURAV A	3901
29	164590810	BHAVANI H	3896
30	164590807	ANEESH KRISHNA	3888
31	164590845	VARSHA GLEVITA D SOUZA	3874
32	164590868	SANJANA S	3867
33	164590828	PUNITH R KOTIAN	3837
34	164590827	PRATHVIRAJ K	3836
35	164590839	SHARANYA	3809
36	164590826	PRATHVI	3792
37	164590842	SWETHA	3782
38	164590859	MAHESHA RAMAGONDA	3774
39	164590812	G LIKHITHA	3753
40	164590853	ASHIKA	3744
41	164590832	RAMYASHREE	3736
42	164590821	MEGHA	3726
43	164590854	ASHWIN R	3720
44	164590870	SHIVANI N MALLYA	3714
45	164590874	SWAROOP KOTIAN	3709
46	164590836	SAMEEKSHA RHEA	3699
47	164590830	RAKSHA M PUTHRAN	3691
48	164590816	K ANNAPOORNA KAMATH	3683
49	164590824	NISHMITHA	3653
50	164590804	AISHWARYA V	3618
51	164590808	ANUSHA SHENOY B R	3590
52	164590809	ANUSHA SHETTY	3590
53	164590850	AKSHATHA	3584
54	164590803	AISHWARYA K SHETTY	3548
55	164590851	AKSHATHA S	3531

FULL TIME FACULTY IN SERVICE

Sl.No.	Name	Qualification	Total Teaching Experience in Degree College	No. of Years of Service in SDM
1.	Mrs. Aruna P. Kamath	M.A.(Eco)	29 Years	26 Years
2.	Dr. Muralidhar Rao K. S.	M.B.A., M.Phil., P.hd	23 Years	23 Years
3.	Mrs. Divya Uchil	M.C.A., M.Phil	17 Years	17 Years
4.	Mrs. Smitha	M.Com.	17 Years	16 Years
5.	Mrs. Jeevitha	M.A.(Kannada) M.Phil., PGDBM	24 Years	16 Years
6.	Mr. Arun Sequeira	MCA., M.Phil., PGDBM, PGDCA	15 Years	14 Years
7.	Mrs. Manju	M.Com. B.Ed., M.Phil., M.B.A.	18 Years	16 Years
8.	Ms. Gayathri	M.Com., NET	14 Years	14 Years
9.	Mr. Thilakraj G.	M.Com., M.B.A., NET	13 Years	13 Years
10.	Mrs. Shashikala Shetty	MCA, B.Ed., PGDBM	15 Years	13 Years
11.	Mrs. Madhumathi J. Raja	M.A.(Eng), B.Ed., MBA., M.Phil.	16 Years	15 Years
12.	Mrs. Kavitha Prabhu	M.Com., M.Phil., MBA	17 Years	13 Years
13.	Mrs. Sowmya Jyothi	M.C.A., PGDBM	14 Years	12 Years
14.	Mrs. Deepa D. Hegde	M.Sc.(Software)	13 Years	13 Years
15.	Mrs. Renuthakshi K.	M.A.(Kan.) NET	14 Years	14 Years
16.	Mrs. Shashikala K. G.	M.A.(Eco.), M.B.A.	13 Years	13 Years
17.	Dr. Jyothi	M.A.(Hin.), M.Phil., P.hd	14 Years	13 Years
18.	Mrs. Shashiprabha	M.Sc.(IT)., PGDBM, PGDCA	11 Years	11 Years
19.	Mrs. Supritha A.	M.B.A., PGDCA	11 Years	10 Years
20.	Dr. Shalini Devadiga	M.A.(Hindi), P.hd	12 Years	11 Years
21.	Mrs. Anasuya	M.Com., M.Sc.(IT)	10 Years	20 Years
22.	Mrs. Reshmi B. R.	M.C.A., MBA	10 Years	10 Years
23.	Mrs. Shwetha Y.	M.Com	10 Years	10 Years
24.	Mrs.Veena D. Kotian	M.Com	14 Years	10 Years

25.	Ms. Preethika Dharmapal	MHRD, MBA	11 Years	11 Years
26.	Ms. Rashmi T.	MBA	9 Years	9 Years
27.	Ms. Sowmya Hegde	M.Com., NET, (Ph.d) MBA, KSE	9 Years	9 Years
28.	Ms. Deepashree G. Shenoy	M.Com., M.Phil	10 Years	9 Years
29.	Mr. Prasanna Kumar T.	M.A.(Eco) MBA., (P.hd)(SLET)	11 Years	9 Years
30.	Ms. Parinita Salian	M.Com., MBA., NET	11 Years	9 Years
31.	Mr. Gururaj G.	M.Com	6 Years	6 Years
32.	Mr. Bharath Kumar Jain	M.P. Ed.	34 Years	34 Years
33.	Mr. Muralidhar Hegde	M.A., MLISc., SLET	9 Years	4 Years
34.	Mr. Sumersh Matada	M.Com	3 Years	3 Years
35.	Ms. Kavya U.	M.A.,(Eng)	6 Years	2 Year 4 Months
36.	Mr. Praveena D	M.Com	3 Years	3 Years
37.	Ms. Sanjana	M.Com., NET	2 Years	2 Years
38.	Mrs. Bhat S. Sneha Ganesh	M.C.A	3 Years 4 Months	1Years 9 Months
39.	Mr. Akshith Kumar K	M.Com	3 Years	2 Years

PART - TIME LECTURERS IN SERVICE

1. Mrs. Kavitha, LL.M	5. Ms. Hemalatha, M.A. (Eng)
2. Ms. Divya Naveen, MCA	6. Ms. Shamashri M. Rao MBA
3. Ms. Prakriti Bhandary, MCA	7. Ms. Deliena Joan. Menerger M. com
4. MS. Shreeprajna, M.Com,	8. Shwetha K. MA English

WE RECOGNISE THE SERVICES OF EX FULL TIME LECTURERS

1.	Mr. B. S. Ramanand	19 years	1978	1997	29.	Mr. Jnaneshwar Pai Maroor	3 years	2003	2006
2.	Mr. M. S. Moodithaya	14 years	1983	1997	30.	Mrs. Kalaivani	1 year	2006	2007
3.	Mr. Jayakumar Shetty	3 years	1985	1988	31.	Mrs. Naveen Kumar K. R.	10 years	1998	2007
4.	Mr. K. P Chandrashekar	5 years	1988	1993	32.	Mr. Chandrasheker K.	9 years	1999	2008
5.	Mr. Ajay Kombrabail	3 years	1997	2000	33.	Mrs. Arathi Karkera	9 years	1999	2008
6.	Mr. Nivard Antony D'Silva	1 year	1991	1992	34.	Ms. Jyothi Laxmi	4 years	2005	2009
7.	Mr. Basavaraj R. Hugar	1 year	1991	1992	35.	Ms. Vidhyo A. K.	4 years	2005	2009
8.	Mr. Rajashekar Manjunath	6 Months	1992	1993	36.	Ms. Shobha R. Nayak	2 years	2007	2009
9.	Ms. Sushma Amin	1 year	1992	1993	37.	Mrs. Kusuma Purushotham	1 year	2008	2009
10.	Mr. Shivaprasad H.N.	2 years	1993	1995	38.	Mr. Ashok Kumar	1 year	2008	2009
11.	Mr. Udayakumar S.	1 year	1992	1993	39.	Mrs. Sonia V.	3 years	2007	2010
12.	Ms. Laths S. Holla	3 years	1994	1997	40.	Mrs. Rajashree Kini	3 years	2007	2010
13.	Mr. Praveen Kumar K. C.	1 year	1994	1995	41.	Mrs. Deepa Rani Salian	1 year	2009	2010
14.	Mr. Rajesh Nayak	1 year	1993	1994	42.	Mrs. Gayathri Shetty	2 years	2009	2011
15.	Mr. Sridhar Maniyani	1 year	1995	1996	43.	Mrs. Ashwini	2 years	2009	2011
16.	Ms. Sandhya Rani B. K.	1 year	1998	1999	44.	Mrs. Shubhalaxmi	2 years	2009	2011
17.	Mr. Vasanth Kumar	1 year	1997	1998	45.	Mrs. Sandhya S.	4 years	2007	2011
18.	Ms. Priya G. R.	1 year	2000	2001	46.	Mrs. Manjushree Rai	3 years	2008	2011
19.	Ms. Priti K. Rao	6 Months	1999	2000	47.	Mrs. Gowri Shenoy	3 years	2008	2011
20.	Ms. Anitha Selvaraj	1 year	2002	2003	48.	Mrs. Mamatha	5 years	2009	2014
21.	Ms. Vani Prabhu	4 months	2003	2004	49.	Mrs. Shaini Naveen	3 years	2011	2014
22.	Mr. Prajwal Jain	3 years	2001	2004	50.	Mrs. Radhika Pai	2 years	2012	2014
23.	Mr. Vivek	2 years	2002	2004	51.	Mr. Jeevandhar Kumar	36 years	1978	2014
24.	Mrs. Suman Kishore	3 years	2001	2004	52.	Mrs. Vasudha	4 years	2012	2016
25.	Mr. Santhosh Pinto	1 year	2004	2005	53.	Mr. Hardhik P. Chauhan			2017
26.	Ms. Wilma Merino D'Sa	4 years	2001	2005	54.	Mr. Ashwin Mendonca	11 years	2006	2017
27.	Ms. Preethi Thomas	6 months	2004	2005	55.	Mr. Thrishanth Kumar	11 years	2006	2017
28.	Dr. lqbal	7½ years	1999	2006	56.	Mr. Devi Prausad	3 years	2014	2017

NON - TEACHING STAFF IN SERVICE

Sl. No.	Name	Designation	Service in SDM
1.	Mr. Vishnu Murthy, B.Com	Superintendent	-
2.	Mrs..Ushakiran K. N., B.A.	FDA	33 years
3.	Mr. Rajatha Kumar, B.A.	SDA	33 years
4.	Mr. Nagaraj P B., Certificate course in Library Science	Lib. Asst	33 years
5.	Ms. Neetha Rani, B.C.A.	Technival Assistant	12 years
6.	Mrs. Ramya Jinesh, B.A., B.L.I.Sc., M.A.(Eng)	Office Assistant	20 years
7.	Mr. Adarsh D. Devadiga, B. B.M., MBA	Office Assistant	15 years
8.	V. Mrs. Geetha, B.Sc., PGDCA	Office Assistant	14 years
9.	Mrs. Yashasvini Naik, B.A.	Office Assistant	13 years
10.	Mr. Nithin Kumar, B.A.	Office Assistant	12 years
11.	Ms. Pramitha B. V., M.Com.	Office Assistant	4 years
12.	Mrs. Usha Parvathi T.	Office Assistant	4 years
13.	Ms. Sri Lakshmi, M.Com.	Office Assistant	1 year
14.	Ms. Kusuma, B.Com.	Office Assistant	1 year
15.	Akhila V. Bhandarkar, M.Com	Office Assistant	
16.	Yashmitha, BCA	Lab Assistant	
17.	Mr. Janardhana Naika, PUC	Attender	34 years
18.	Mr. Devaraj Hegde B. N.	Peon	34 years
19.	Mr. Vasantha Kumar K.	Peon	33 years
20.	Mr. Poornaprakash, B.A.	Attender	19years
21.	Mr. Yogisha A., B.A.	Attender	13 years
22.	Mr. Punith Jain	Attender	3 years
23.	Mr. Nikhil	Attender	
24.	Mr. Akash	Attender	years
25.	Mr. Mithil	Attender	years
26.	Mrs. Indira	Attender	9 years
27.	Mrs. Vinoda	Attender	9 years

WE RECOGNISE THE SERVICES OF EX PRINCIPAL'S

1	Prof. N. J. Kadamba	1978	1979	1 year
2	Prof. T. Krishna Rao	1979	1982	3 years
3	Prof. V. T. Kulkarni	1982	1997	15 years
4	Prof. Devaraj K.	1997	2013	16 years

WE RECOGNISE THE SERVICES OF EX PART TIME LECTURERS

1.	Prof. A. Rajendra Shetty	34.	Mr. Srinivas Achar	66.	Mr. Shikaripura Krishnamurthy	98.	Mrs. Poornima
2.	Mr. Venkat Rao	35.	Mr. Rajmohan Rao	67.	Ms. Rajashree	99.	Mrs. Asha Kamath
3.	Mr. D. R. Bhat	36.	Mr. Dinesh Pai	68.	Rajeshwari K.	100.	Mr. Sathyamurthi K.
4.	Mr. Gopalkrishna Rao	37.	Mr. Dayananda Kamath	69.	Sharitha B.	101.	Mrs. Seema Shenoy
5.	Ms. Leena Fernandes	38.	Mr. Subramanya P. N.	70	Dr. J. N. Bhat	102.	Mrs. Melita
6.	Ms. T. N. Indira Varma	39.	Ms. Keerthi Devi	71.	Ms. Asha M.	103.	Mrs. Sujatha
7.	Ms. Vedavathi	40.	Mr. Mittal	72.	Mr. Praveen Kumar K. C.	104.	Ms. Sowmya H. P.
8.	Mr. B. K. Ravindra	41.	Mr. G. G. Prabhu	73.	Mr. Mohandas	105.	Mrs. Sandhya Rani
9.	Ms. Irene Noronha	42.	Ms. Sarojini	74.	Ms. Doreen Snehalatha Kotian	106.	Mrs. Madhavi Patravali
10.	Ms. Parvathi M.	43.	Mr. Sathish Bhat	75.	Ms. Sumana K. B.	107.	Ms. Suchithra Suman
11.	Mr. Devadas Mallya	44.	Mr. Louds Swamy	76.	Mr. Naveenchandra K. P.	108.	Mrs. Mamatha Rai
12.	Mr. Krishnappa Borapa	45.	Ms. Vagishwari Shivaram	77.	Mr. Rajeshkumar J. Vasani	109.	Mr. Mahesh Bhat
13.	Ms. Vrinda Nayak	46.	Ms. Sharoon Rego	78.	Mr. Ramakrishna Gummani	110.	Mrs. Mahalaxmi
14.	Mr. Krishnamurthy Acharya	47.	Mr. Lawrence Sequeria	79.	Ms. Yogishini	111.	Ms. Shyamala D.
15.	Ms. Vidya Shri	48.	Ms. Pushpavathi D.N.	80.	Mr. Chrysostom Fernandes	112.	Mrs. Hanisha Kabeer
16.	Mr. Victor R.	49.	Mr. Niranjan A. P.	81.	Mr. Shivaprasad	113	Ms. Lalitha Naik
17.	Mr. G. D. Shetty	50.	Ms. Srimathi Y.	82.	Mr. Udayakumar S.	114	Mrs. Preethi
18.	Mr. Radhakrishna Mayya	51.	Ms. Vijetha Kamath	83.	Mr. Prashantha	115.	Ms. Deepa
19.	Mr. Manjunath Bhat	52.	Ms. Jyotsna Narti	84.	Ms. Thejashree Huvanoor	116.	Mrs. Shabina

20.	Ms. Shakuntala	53.	Mr. Sadashiva	85.	Mr. Rajaram	117.	Mrs. Nayana Pai
21.	Mr. Narayan Bhat	54.	Mr. Amith Kumar Jha	86.	Mr. K. S. Udupa	118.	Ms. Renuka
22.	Mr. C. A. Saldanha	55.	Ms. Amina	87.	Mr. B. N. Herala	119.	Mrs. Manjushree Ballal
23.	Mr. Raghuram Baliga	56.	Mr. Olivar D'Souza	88.	Mr. Narasinga Rao K.	120.	Mrs. Jayalaxmi Shet
24.	Mr. Gopalakrishna Bhat	57.	Mr. Dinesh	89.	Precilla Pinto	121.	Ms. Vrinda Pai
25.	Mr. Suresh Kukilaya	58.	Prof. John H. G. Anchan	90.	Ms. Kini Sujatha Sadashiva	122.	Ms. Sonali Mallya
26.	Mr. Aloysius Sequeira	59.	Ms. Sujatha P. V.	91.	Ms. Brinda C. V	123.	Ms. Sahana
27.	Mr. Sudeep Bangera	60.	Ms. Rekha	92.	Ms. Ashalatha K.	124.	Mrs. Nayana Pai
28.	Mr. Padakannaya	61.	Mr. Raghuram Shetty	93.	Ms. Rekha K. Alva	125.	Mrs. Bharathi Neelakanth
29.	Mr. S. S. Bosco	62.	Mr. Seetharama Poojary	94.	Mr. Ram Sajjan	126.	Ms. Nidhi
30.	Mr. Gopinath P A.	63.	Mr. Chandrashekar	95.	Mr. Mithun Vijay	127.	Ms. Sushma
31.	Mr. Ramdas, A. N.	64.	Ms. Kiran Kumari	96.	Mr. Modhusheel	128.	Ms. Deepthi
32.	Mr. Subraya Karanth	65.	Ms. Vas Sheela Cyril	97.	Mrs. Ambika J. Mallya	129.	Ms. Mural henrita cutinha
33.	Mr. I. V. Sharma						

WE RECOGNISE THE SERVICES OF EX - SUPPORTING STAFF

1.	Sri P Krishna Das	1978	-	1993		13.	Smt. Rashmi Prasad	2006	-	2007
2.	Sri Raghuveer Mudya	1978	-	1986		14.	Sri. Shivaprasad	2007	-	2008
3.	Sri Ravindra Suvarna	1979	-	1982		15.	Sri Gangadhara Gowda	2008	-	2009
4.	Sri Camil D'Souza	1982	-	1983		16.	Sri Edwin Mendonca	2007	-	2010
5.	Sri Chandrahasa K.	1982	-	1983		17.	Sri Sharath Kumar	2005	-	2011
6.	Sri Niranjan Achar	1982	-	1984		18.	Sri Shailesh B.	2011	-	2014
7.	Sri Udaya Kumar Shetty	1982	-	1983		19.	Sri Vishwanath Naik	2008	-	2015
8.	Sri Vijaya Raj	1986	-	1987		20.	Ms. Archana K. C.	2014	-	2015
9.	Sri Umesh G. K.	1986	-	1990		21.	Sri Annu Gowda	1979	-	2014
10.	Sri Yuvaraja Poovani	1987	-	1991		22.	Sri Shekar Madival	1978	-	2018
11.	Sri K. A. Radhakrishna	1988	-	1990		23.	Sri Jaikumar P.	1982	-	2018
12.	Sri Hanumantha Rayappa T. C.	1986	-	1995		24.	Smt. Merceline D' Souza	1983	-	2018

PAST PRESIDENTS OF PARENTS TEACHERS ASSOCIATION

1.	Dr. G. R. Krishna	1987	-	1988		17.	Smt. Gladys Pereira	2003	-	2004
2.	Sri Suresh Kamath	1988	-	1990		18.	Sri Jagadish Shetty	2004	-	2005
3.	Sri S. S. Kamath	1989	-	1989		19.	Sri Narayan	2005	-	2006
4.	Sri B. Ganapathi Pai	1990	-	1991		20.	Sri Ashok Kumar B.	2006	-	2007
5.	Sri B. Ganapathi Pai	1991	-	1992		21.	Sri Annayya	2007	-	2008
6.	Sri B. Ganapathi Pai	1992	-	1993		22.	Sri Vishnudas Kini	2008	-	2009
7.	Prof. M. T. Subramanium	1993	-	1994		23.	Smt. Priya P Kamath	2009	-	2010
8.	Prof. M. T. Subramanium	1994	-	1995		24.	Sri Raghavendra M.	2010	-	2011
9.	Prof. Shridhar Murthy	1995	-	1996		25.	Sri Ravindra Shet	2011	-	2012
10.	Prof. H. V. Shankara Narayana	1996	-	1997		26.	Sri Koragappa Gowda	2012	-	2013
11.	Sri D. Vinay Kumar	1997	-	1998		27.	Sri Narayan T.	2013	-	2014
12.	Sri C. J. Rupani	1998	-	1999		28.	Sri Sathish B. Padiwal	2014	-	2015
13.	Sri V. Sripati Bhat	1999	-	2000		29.	Sri Rajesh Shetty	2015	-	2016
14.	Smt. Sudha S. Baliga	2000	-	2001		30.	Smt. H. K. Geetha	2016	-	2017
15.	Smt. Jyothi R. Rao	2001	-	2002		31.	Smt. Asha	2017	-	2018
16.	Sri U.R. Kini	2002	-	2003						

PAST PRESIDENTS OF STUDENTS COUNCIL

1.	Melwin D'Souza	1978 - 1979	24.	Vijesh Vidhyadhor	2001 - 2002
2.	Sudheesh P. K.	1979 - 1980	25.	Ajay Krishna Naidu	2002 - 2003
3.	Rohit Shetty	1980 - 1981	26.	Natesh Kumar	2003 - 2004
4.	Adil A. Fareed	1981 - 1982	27.	Sudeep Vas	2004 - 2005
5.	Surendra Shenoy	1982 - 1983	28.	Mithun Rai	2005 - 2006
6.	Mohammed Laiz	1983 - 1984	29.	Sumith Melroy Karkada	2006 - 2007
7.	Rangnath Kini	1984 - 1985	30.	Srivatsa Gudi	2007 - 2008
8.	Madhusudan Bhat	1985 - 1986	31.	Pon Permumal	2008 - 2009
9.	Arun D'Souza	1986 - 1987	32.	Ms. Hanica	2009 - 2010
10.	Sunil Colaso	1987 - 1988	33.	Ms. Vanditha D.	2010 - 2011
11.	Sadhashiva Rao	1988 - 1989	34.	Mr. Goutham G. Pai	2011 - 2012
12.	Arun Kumar C. F.	1989 - 1990	35.	Mr. Dhiren Anand	2012 - 2013
13.	Roshon Rasquinha	1990 - 1991	36.	Ms. Swathi S. Rao	2013 - 2014
14.	Ajith K. P.	1991 - 1992	37.	Mr. Manel Srikanth Nayak	2014 - 2015
15.	Ananth G. Pai	1992 - 1993	38.	Ms. Simona Denise Fernadies	2015 - 2016
16.	Rakesh Kumar	1993 - 1994		Ms. Amra Amir Arabi (Both Student Coodinators)	2015 - 2016
17.	Parameshwara M. S.	1994 - 1995	39.	Ms. Sushmitha	2016 - 2017
18.	Koreya Godwin Prashanth	1995 - 1996		Ms. Krithi Nahata (Both Student Cordinators)	2016 - 2017
19.	Sanjay G. Shet	1996 - 1997	40.	Ms.Chrirsmitha Mary D'costa	2017 - 2018
20.	Rakesh Paleri	1997 - 1998		Ms. Vaishali Kudva (Both Student Coordinators)	2017 - 2018
21.	Johan Fernandes	1998 - 1999	41.	Ms. Rakshitha	2018 - 2019
22	Shiyan Usman	1999 - 2000		Ms. Rashmi Ramesh Achari (Both Student Coordinators)	2018 - 2019
23.	Mithun Appaiah	2000 - 2001	42	Ms. Sangeetha (President)	2019-2020



WORDS OF WISDOM

VISITOR'S OPINION 2019-20

- Very well organized. Receptive student Warm faculty.
  - Dr. Caroline P Dsouza, Consultant Psychiatrist
- Good collaboration support.
  - Dr. Larisia , Proprietor, Laxmi company
- I am visiting this college for the fourth time to train women on self-defense. I am really impressed by principal,staff and students hospitality shown towards me.
  - Mr. Karthik S Kateel, Founder, Suraksha for Women Trust (R).
- It's been a privilege inaugurating the fine arts association being a alumni & gives me nostalgic feeling about it.
  - Mr. Suhan Prasad, Film Director & Producer, Mango Pickle entertainment
- It's been a privilege to come to our own college and giving inputs to the students was wonderful.
  - Ms. Sai Sudha D K, System Engineer, Infosys
- Very good to interact with BCA fresher's. Looking for great success for SDM college.
  - Mrs. Riddhi Vasani, HR Executive, Coastal Farms
- Very good interaction and Q&A
  - Mr. Madhava Kalyani, Freelance HSE-OSHA Awareness Trainer
- Very good interacting with fresher's.
  - Mrs. Meghashree, Software Quality Engineer
- Very well organized programme.The college is still the same since I passed out. I relieved old memories. The students here have good potential. Let them make the best use of it.
  - Ms. Manjushree Kamath, Pursuing Company Secretary
- The college is still the same since I passed out. I relieved old memories. The students here have good potential. Let them make the best use of it.
  -Mr. Canute D'Costa, Accounts Manager, Zomato.com
- Students were good. It is better to give them proper plan for future by giving various options available.
  - Mr. Ganesh Rao P,. CA

- I was fascinated by the session. Students here are very attentive.
  - *Mr. Aravind Kini,* HR Manager

- Appreciate the participation and discipline of the students. Well organised event
  - *Ms. Nelvita Cleona Noronha,* Advocate.

- It's been an honour being a part of inauguration ceremony of EDP Cell. Thankyou everyone for making me a part of this beautiful program.
  - *Mr. Shravan Shetty,* Managing Director, Atharva Planners

- Amazing students. Very responsive and gave out ideas right from first instant. Hats off to SDM BBM team
  - *Mr. Sunil John George,* Director, Asta Academy

- It is a nice experience for me here delivering lecture on the topic.
  - *Mrs. Prafulla,* Asst. Professor, Dept of BCA, St. Aloysius College, Mangaluru.

- It was indeed an interactive session where the students co-operated well and had a good approach.
  - *Ms. Pooja,* Assistant Professor, St Aloysius College, Mangaluru

- Responsive and communicative students. Well-mannered and completely justified respect for the talk. Always good to be back to the college. Looking forward for many more interactions.
  - *Ms. Karishma K,* Network Engineer, DXC technologies

- The students were enthusiastic & interested to learn more. It's good to be back.
  - *Ms. Santhosh Peter D'Souza,* Life member – IRCS DK

- Great being back here, also a very quality time spent on informative session.
  - *Ms. Santhosh Kumar V Shet,* HR Manager, IDFC First bank

- It's an honour to be a part of this institution. Economic association has a very innovative activities planned.
  - *Ms. Meenu Sreekumar,* Information Researcher – M Results, Secretary, Ayudh

- I am privileged to be a part of Noble programme. I appreciate the kind gesture of all students who donated blood & saved lives.
  - *Dr. Sharath Kumar Rao J.*
  Senior Specialist Blood Bank Officer, Wenlock district hospital

- Proud to come back to the place where my actual career started & happy to see the enthusiastic students.
  - *Ms. Narendra Prabhu,* CEO, Vinayaka Enterprises

- Session went on well. Students were concentrating & listening and was responsive
  - *Ms. Sudhir Kumar,* Asst. Training Manager, Diya systems Pvt Ltd

- Happy to be a part of this training camp. Students were very active & vibrant
  -*Ms. Yathish Baikampady,* Chairman, Disaster management committee.

- Pleasure to be back among students and talk to them.
  - *Dr. Sharol Fernandez,* Psychiatrist, Father Muller Medical college.

- Fun filled Session. Very nice students. Loved it.
  - *Ms. Sonia Mohan,* Senior Software Developer

- Sessions was very good. Excellent classroom and students. Felt very happy to come back to my own college
  - *Ms. Sharath ,* Customer Relationship Manager, Thomas cook India LTD

- Well organized event, students well prepared and presented.
  - *Ms. Shabari Y Ganiga,* Artist & Playback Singer

- A nice program. Students participated happily. Enjoyed throughout.
  - *Ms. Geetha Uday Bhat,* Music teacher

- It was my pleasure to be here to share my HIV/AIDS view for NSS students.
  - *Ms. Mahesh UK,* District supervisor, DAPCU DK

- Wonderfully organized fest - 'Genesis 2019'. The idea to encourage 1st year students.
  - *Ms. Sulaj Kini,* Managing Partner, Bell Paints

- Indeed, a pleasure to be back in SDM. Genesis has always been the best State level Management fest. Great Platform for learning.
  - *Ms. Shambhu Nath P,* Team Manager, Amazon.com

- It was a pleasure to be a part of INSPIRE – 2019, it's very important to learn new skills to upgrade the knowledge. My best wishes to the institution
  - *Ms. B Shruthil Baliga,* Tetheri Technology

- Well organised. Good competition.
  - *Ms. Srivastav,* Manager, Techinfo, Bangalore
- It was a great experience in judging the event here.
  - *Ms. Prapti Shetty,* Lecturer, Shree Devi college.
- Great experience and a proud moment to guide the competition. It was organised in a very well manner.
  - *Ms. Aditi Harish,* Alumna
- Happy to judge the event. Great experience. The event was well organized.
  - *Ms. Pooja Chowta,* Alumna
- Very happy to come back to SDM and a really good experience
  - *Ms. Nelson Jack Lobo,* Alumnus
- As always the best college to judge.
  - *Ms. Sandesh Shenoy,* Proprietor, Upendra Trading Co
- Judged web designing event inspire 2019. Happy to return to my college as a judge.
  - *Ms. Manjunath Shenoy,* Alumni
- Pretty good competition. Expecting more participation next year.
  - *Ms. Joy D Costa,* Foxwell Production
- Very nicely organised . Thank you for the invite.
  - *Ms. Dawn Prakash,* Asst. Professor, SDM PG Centre
- It was a great experience to come and feel Genesis being an alumnus.
  - *Ms. Hysum Danudi,* Proprietor, Solid steels
- It was a pleasure being back to college. I would recommend source more training to 1st year students
  - *Ms. Jayant Jain,* Alumni
- The event quality is Increasing year by year. All the best.
  - *Ms. Shravan Kumar B,* CA
- It was a good session. Thank you for inviting me. I wish the students a bright future.
  - *Ms. B. Sushmitha Achar,* Asst Professor, Kings Cornerstone College
- It was a great experience and lively crowd. Thanks for always supporting young talents like us.
  - *Ms. Anvitha Acharya,* Freelance Graphic Designer
- Good experience and participation
  - *Ms. Rashmi Nahata,* CA, KNDC Associates
- Well organised. Good competition.
  - *Ms. Srivastav,* Manager, Techinfo, Bangalore
- Wonderful experience and great to feel nostalgic.
  - *Ms. Mohammed Ashiq,* MD, A.K production
- Great opportunity for first year students of management. Kudos
  - *Ms. Sanjeetha Xavier Rodriguez,* counselling Psychologist
- It was a great experience and lively students.
  - *Ms. Steevan D'Souza,* Project Manager, SSR
- It was a great experience to be a part of Yasha .
  - *Ms. Ashwath Hegde H,* IT Officer, Karnataka Bank
- A great experience for us. Great interactive session with students
  - *Ms. Yashvanth Rao,* Business Partner, Aditya Birla Sunlife Insurance
- Thank you for giving me an opportunity to conduct a session here. Well-arranged and good students.
  - *Ms. Venugopal,* Financial Advisor
- Thank you for an opportunity. Students who are interested can attend such session even in small number.
  - *Prof. Raghanenda Rao,* ICFAI, IBS, Bangalore
- Very well organized event. Great learning experience for me. Wishing all of you best of luck.
  - *Mr. Girijesh Pandey,* Assistant Manager, Corporation Bank
- Students are disciplined and have keen interest in updating their knowledge, also highly interactive.
  - *Mr. Vignesh Kamath,* Advocate, Mangalore
- Students are well mannered and well behaved
  - *Ms. Manjushree,* Entrepreneur, Manjushree Agencies
- Well receptive bunch of students
  - *Mr. Sanjeeth Rodrigues,* Counselling Psychologist
- Very well organized programme. This reflects the opportunities given to students to improve knowledge and organisational skills
  - *Mrs. Sanjana M. Shenoy,* HOD, FND & FT, Shree Devi College

- Wonderful hospitality was extended and the session was well organized.

  - *Ms. L. Gandhi,* Asst. Professor, SDMIMD, Mysore

- Truly blessed to have this opportunity in this college. The students seem to be polite and cooperate during the session.

  - *Ms. Nihal Rao,* Customer care Manager, AMR Motors

- It was a pleasure to have a session with the bunch of students. More students are interested to go abroad after their degree

  - *Mr. Shameer,* Director Edroofs International

- Students were keen and enthusiastic to listen. Positive energy was shown in the class.

  - *Mr. Ashik Pinto,* System engineer, HPE

- Very happy to come back to the college after a long time to address the enthusiastic gathering.

  - *Mr. Shreemukha S.,* Founder, Bullistore.com

- Very well organized programme. Great opportunity for the students and researchers for exchanging and sharing ideas.

  - *Mr. Krishna Puthran,* Sr. System Analyst, Toshiba Software India Pvt. Ltd.

- Excellent organisation of the event by the faculty and the department. The topic is quite relevant to the given time.

  - *Mr. Santhosh,* Dean, School of IT, St. Aloysius College, Mangalore

- Very happy to be here as resource person. Nice hospitality and ambience. Want to be here again.

  - *Mr. Ashwin Mendonca,* Asst. Professor, GFGC, Haleyangadi

- All the participants actively participated in the conference. Paper presenters should improve novel idea in their papers.

  - *Dr. Krishnaprasad K.,* Associate Professor, Srinivas University

- Hindi national seminar is organized in this great institution in a highly benefitting manner. Best wishes to all.

  -*Prof. P. Subrahmanya Yadapadithaya*, Vice Chancellor, Mangalore University

- Extremely delighted to visit this institution as a resource person. The staff and students are highly dedicated and well organized. Best wishes

  - *Dr. Tariq Khan,* Officer incharge, National Translation Mission

- A good experience of interacting with the students.

  - *Ms. Prathiksha P.,* Trade Processing Officer, Australia and Newzeland Bank

- Great opportunity for sharing my experience of Canada with the students.

  - *Ms. Ashwini Jayanth Kotian,* Operation Associate, Zara, Toronto, Canada

- Had a great time communicating with the students and sharing our experience.

  - *Ms. Amritha Ganiga,* Sr. Process Executive, Envoy Mortgage Pvt. Ltd.

- All the participants actively participated

  - *Mr. Nighil S. Toms,* Chief administrative officer, Goan Institute

- Wonderful experience. Students were responding so well. Nice hospitality.

  - *Mohd. Fayaz D.,* Asst. Professor, GFGCW, Balmatta

- My immense privilege and profound pleasure to be the chief guest of a beloved programme called synergy. Thank you.

  - *Mr. Vipin Nambiar,* Asst. VP, Procam International

- Very well organized. Felt happy to be back in college after a long time.

  - *Mr. Mohd. Ashiq,* Event Head, AK Production

- Always a pleasure to come back here.

  - *Mr. Mohd. Ashhar,* HR Assistant, P.A. College

- Very well organized and happy to be a part of Synergy

  - *Mr. Siddharth Vasani,* Proprietor, Hi-Tech sales Corporation

- Good to be back. well organized

  - *Mr. Padmanabha Bhat AV,* MDM Developer, Barclay's India

- Great experience to judge an event and feels good to be here again.

  - *Mr. Ajay,* RJ, Radio Mirchi 98.3 FM

- Its always great to be here.

  - *Mr. Suraj Kumar Bhat,* Marketing Manager, Swiggy, Mangalore

- Good as always. **- *Mr. Rakshith Shetty,*** CEO, Hakunamatata Inc.

- Synergy is just getting better and better every year.

  - *Ms. Shruthi Bhat Rai,* Freelancer in Accounting

- It was a pleasure to be a part of Sygma 2020.

  - *Ms. Saisudha,* System Engineer, Infosys, Mudipu

- It was a nostalgic to be a part of Synergy. Overall had a good experience.

- Ms. Chrismitha D'Costa, Digital Marketing Manager, Mindstorm

- Well organized and maintained. All the best.
  - Mr. Shivaprasad Bhat, Former Software Engineer, Envestnet Yodlee
- Well organized.
  - Mr. Manjunath Shenoy M, CEO, Avishjnana the PC Studio
- Thank you for inviting as judge. Well organized event.
  - Ms. Soujanya M., Content Editor, Stats Perform Media Pvt. Ltd.
- Delighted to participate in the seminar
  - Mr. Giridhar Salian, Director KGTTI, Mangalore
- It was a great experience to be here. It is worth appreciating to note that this college management is organizing many such awareness programme to prepare students to meet industry needs.
  - Mr. M. Janardhan, Executive Director, RUDSETI, Ujire
- This seminar was organized with the right balance of speakers for both students and faculty for a comprehensive understanding of skill enhancement in management education.
  - Mr. Shravan Shetty, Consultant, Skill development and Career Coach
- It was a great experience interacting with the students. Students here are quite interactive and enthusiastic.
  - Dr. Jnaneshwar Pai, Associate Professor, JKSHIM, Nitte
- Nice experience chairing the paper presentation session. Excellent hospitality.
  - Dr. Santhosh Pinto, Asst. Professor, GFGC, Haleyangadi
- Well organized seminar. The faculty and students have good hospitality. All the best.
  - Dr. Lokesha, Asst. Professor, GFGC, Punjalakatte
- Excellent platform to begin with. Great planning and arrangements. Good crowd and faculty. Had a splendid experience.
  - Mrs. Nikita Rithvik Nayak, CS, Entrepreneur
- Well organized. Professor are open to learn and participate. Overall it was a great experience.
  - Mr. Vinod Tantri, Financial Advisor, Knowledge Bell, Bangalore
- Well organized. The institution has been building the country by contributing wonderful students to this country.
  - Mr. Ashwath Hegde, M.D. & CEO, Envigreen Biotech India Pvt. Ltd.
- Need of the hour concept, well organized and good topics
  - Mr. Rakesh, Deputy Manager, Relationship and Communication, KMC Hospital, Attavara
- Good initiative by the college administration to have such events and give a good exposure to the students
  - Mr. Parthasarathy C.R., Sr. Manager, SELCO Solar Light Pvt. Ltd., Bangalore
- Thanks to the college administration for having arranged such session.
  - Mr. Arun Kaulige, Entrepreneur, Kaulige Foods Pvt. Ltd, Bangalore
- Had a good experience. Students are good and attentive.
  - Mr. Canute D'costa, Entrepreneur, Mamma's Kitchen
- Very well organized programme.
  - Mr. B.N. Jayaprakash, Treasurer, D.K. Dist. Federation of Consumer Organisation, Mangalore
- Programme was good, need to organize more such programmes to bring awareness among students.
  - Ms. Violet Periera, Founder, Parivarthan Charitable Trust
- Thanks to the college administration for having arranged such session.
  - Mr. Praveen Pinto, Advocate
- It was my pleasure to teach law based concepts.
  - Ms. Stephania Pinto, Associate, Precinct Legal
- It was very nice with many champions. Real life management skill imparting institution.
  - Dr. Renuka K., Principal, Shree Gokarnanatheshwara College, Mangalore
- It was my pleasure to come back to college. Loved the programme and the whole experience.
  - Ms. Shreeparna S. Holla, Software Analyst, Accenture, Bangalore
- It was a pleasure to be with the students and wish the students all the very best in their respective career.
  - Prof. K. Umamaheshwar Rao, Director, NITK, Surathkal
- It was my privilege to address the students of this institution.
  - Dr. Siri P.B., Dentist

STATEMENT ABOUT OWNERSHIP AND OTHER PARTICULARS ABOUT THE MAGAZINE
SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALURU

FORM - IV (Rule 8)

1.	Place of Publication	:	Mangaluru
2.	Periodicity	:	Annual
3.	Printer's Name	:	Manjushri Printers Ujire - 574 240
	Naationality	:	Indian
	Address		Belal Road, Ujire - 574 240
4.	Publisher's Name	:	Smt. Aruna P. Kamath
	Nationality	:	Indian
	Address	:	Principal S.D.M. College of business Management Mangaluru - 575 003
5.	Editor's Name	:	Smt. Aruna P. Kamath
	Nationality	:	Indian
	Address	:	Principal S.D.M. College of business Management Mangaluru - 575 003
6.	Name of the Address of Individual who own the Magazine	:	The Principal SDM College of Business Management, Mangaluru - 575 003

I, Smt. Aruna P. Kamath hereby declare that particulars given above are true to the best of my knowledge and belief.

Date : 31-03-2020 -Sd/-





English Section

Hope

◆ **AdlinePrincia D'Souza**
II BA (HRD)

She's a girl,
A girl of values,
A girl of honours.

She has her secrets,
She has met demons,
But when you meet her,
You get an unbroken smile.

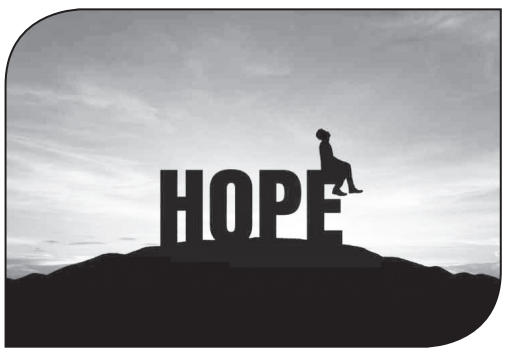
She has been loved,
She has a broken heart,
But when you meet her,
You find hope in her eyes.
And when she loves,
She loves with the big heart.

She is pretty,
Because she has hidden scars.
But when you meet her,
You don't realise why you like her.

She has been loved,
She has been betrayed,
She has seen all the negativity,
But when she talks,
She talks of possibilities.

She feels alone,
Deep inside she's afraid,
But when u meet her,
You admire the courage.

Yeah, she exits.
She lives, lives to know why she was born.



Reminisce

◆ **A. S. Meghana Rao**
II B.Com.



Echo through tremors
When the sands of time finally settle
and I ready myself for my slumber
And I am but reduced to my fleeting memories
I wish it would pull me back to the dreams I've had
Into the summer I woke to the smell of pancakes
With my parents bickering about
Take me back to the times when we danced our fingers on windowsills
Counting stars and chasing the wind
When all eyes were on my one big very red dress at 7
When we raced down into the mud like carefree droplets on the windows
and engulfed ourselves ornate in the earth
Following the shadows of the north star into the stoic mountains.
I deeply wish to have these memories
I need to have these memories
And yet
I seem to reminisce
The blinding light
The sandstorm of blood and pungent odours
Of tripping over rumble and debris
Of stumbling upon broken smiles in crevices of the wall
The howling sirens bleating safety
Of young life birthed into this horror
Accompanied by the bubbling whiff of fear
So petrifying that the stars too had disappeared into their abode
But they too remember don't they?
Pray tell, do they reminisce the young girl abandoned on the roads of terror?
-- a survivor.

She's strong

◆ **AdlinePrincia D'Souza**
II BA (HRD)

Whenever the world hurts her, she fakes a smile and keeps on going as if nothing happened. As if she's perfectly fine. As if her heart is unbreakable.

She looks strong. But she doesn't feel strong. She feels like she is living a lie, like everyone gives her more credit than she deserves.

After all, everybody thinks she is strong, because they only a single side of her.

They see her during the day, when she has enough energy to pretend. But they don't see her at night, alone and her bedroom, when she is too tired to outrun her problems.

She never let anyone catch her when she's vulnerable. She doesn't see the point in sharing her hurt. Her friends consider her the funny one. The bubbly one. The problem solver. They come to her with their issues. The expect her to know what to do. They expect her to hold things together. So she doesn't let herself explode. She listens. She understands. She tries to be a good friend.

Even though she looks strong, even though she is strong, her fears will not leave her alone. They follow her home every night, into her bedroom, into her dreams.

And they make her feel small. Heartless. Worthless. Useless.

She hates that the rest of the world sees her as one thing, as a beautiful independent woman, while she sees herself as something else entirely.

She doesn't realise that she's as strong as iron, because she keeps going. She's strong, because she still has hope. She's strong, because she is capable of smiling through pain. She's strong, because she still alive, even though she is witnessed how cruel the world can be.

ALBATROSS

◆ **Prapthi H. J.**
I BBA 'A'

Want to fly high to my destination
Trying hard beyond others imagination
Albatross is my inspiration
Nothing can be done without dedication
Want to achieve something beyond others expectation
Something holds me here,
may be something called infactuation
Concentrating on my improvisation
This is my final decision
"I want to emerge as a new Edition".



Mother

◆ **AdlinePrincia D'Souza**
II BA (HRD)



She has feelings, she has a heart.
In fact she probably has the
Biggest heart among
All the ones you know.
Because although you have given her nothing,
Not one reason for her to be around.
She was still there.
And some day, she won't be anymore.
Mother is the best of all

My last revenge

◆ **Anushree Alva**
I BCA 'B'

Siblings is what we are
Quarrel is what we do
Though time spent is less
Memories are more
Fate drifted us apart –
In our childhood
But sadly now the gap
Has only widened

I remember things
Which you probably don't
Though you are older
By a year and a half
You were little gentle;
I was a bit tough
Both we no more than fine:
But our spirits were high
Playing and fooling around
Taking silly revenges

The Joys of Life

◆ **Saurav S. Kumta**
III B. Com.



Oh Mother Earth you gave me life
I still remember all the strife
I was lucky I was born all fine
You gave me parents who I can say are mine
Throughout my life I have made many friends
They stayed with me through change in trends
As I grew up I came to know
Not all are good, but just for show;
Friends, Teachers, I have learnt from all
They have taught me to never fall
When I fall, I have learned to get up
I have learnt to be strong through all the shakeup
Throughout the year studied, studied, studied
But still my joy wasn't buried
For this I thank my friends and family
For joining me in my adventure merrily

Life is a beautiful Garden

◆ **AdlinePrincia D'Souza**
II BA (HRD)



The number of flowers
Blooming in someone else's
Garden does not indictate
Your growth. Plant flowers
In the barran places of your
Life. The universe has its
Own time for growing the
Flowers, rising the sun
And making it rain.
I will bloom again.

My Dream World

◆ **Bindiya Shetty**
III BBA 'C'

I build my castles everyday...
And tear them down, again in such a way,
And it is quite a wondrous way to play,
When life is hard and full of pain,
I have my world ....
My very, very own
Where I just love to be alone,
For there I sit without a care
And float upon thin, thin air .....



Memories

◆ **Roshni Dsouza**
I BBA 'C'

Memories are there to remind us
Of the thing that have gone before
Though we can no longer see them
They are always in in the thought
And god let them see them
Each and everyday



Without ever saying goodbye
Without ever saying why
You departed from the life leaving us all behind

From friend to enemies
Not an eye was left dry
Tears filled from the eye
Not a heart was left unbroken

Memories which cn remain in our life
Which can never come back again
Which can feel hurted again and again
But you cant get back to it
Which wil be forever in your mind

A Day Without Electricity

◆ **Mahima**
II BBA 'A'

I woke up early in the morning , sweating profusely only to discover that the three blade fan was staring at me and had stopped moving, which meant there was no electricity! It was a sunny and sweltering morning in the month of April and I was at my grand mom's place. Due to the uneasiness, I forced myself out of bed. I went to the kitchen complaining about the power cut. And my grandma said we will never have electricity anymore!

This news made my hair stand on end. As I could not imagine an entire day without electricity and water! I came down to the dining room to have my breakfast. Grand mom had prepared delicious breakfast consisting all my favorites. But I was too sad to eat any . I and my cousins sat thinking what to do the entire day without phone and TV. But just then my grand mom came and sat next to us. She said that when she was a kid like us she did not grow in an environment that had all these facilities but still they enjoyed. "How?" we asked her. She said , "Well you all must be thinking that life without electricity was boring. But actually it wasn't. We played a lot in the fields , helped our parents in their household chores, played games, climbed trees, ate mangoes. So forget about the gadgets and play around. You will love it". All what she said seemed like a fairytale to us. As we had no choice, I and my cousins came out. We went into the woods, searching for a cool place. We finally found one beautiful place. I felt like this must be the place that people called heaven. We were mesmerized with the beauty around us. Then all of a sudden I saw a huge tree right in front of me which had many beautiful natural swings. I and two of my cousins played with swings while another climbed the tree. We played until afternoon and enjoyed a lot. Then our grandpa took us on a ride on his horse cart .The horse was blessed with special power, it could fly in the sky. We were all enthralled with this new experience because this one was an open plane. Cool breeze was hitting across my face. I could see entire village from the top view. Our village looked like a bride dressed in green gown from top to bottom. I was head over heels in love with the scenery. In the evening we narrated our adventurous evening experience with our grand mom while we had our dinner. Then it was time to sleep. Now all of us wondered how do we sleep without a fan. Grand mom asked all four of us to lay our head on her lap. She patted on our back and started narrating a story and by the time I reached the dream world, I woke up.



I opened my eyes to see the same three blade fan moving. And suddenly I realized whatever I witnessed all this while was in my dream and nothing was true at all. Now I was once again staring at the same fan sadly and this time I was sad to see the fan working. I wished to spend another day and many more without electricity. In my dreamland I had spent an entire day without electricity which was very exciting than the days I've spent with electricity. I started living every moment and loving every little thing that happened in my life.

Test for life

◆ **AdlinePrincia D'Souza**
II BA (HRD)

The world
Is certainly up to something.
Either it is teaching us
To stay on the ground
Or is testing our wings.
Not what you gain
But what you Give is life .

Importance of Values In Our Life

◆ **Namratha Kamath**
I B. Com.

Values are essential substance in ones life without value a person is like a flute without banboo. All of us have grown up listening stories like "The thirsty crow", "The fox and the grapes" , that always end up with a strong conclusion We migh have forgotten those stories but their teachings someway or the othe have contributed to what we call our moalvalues.Moral value are the principles that guide us throughout our klives .From childhood to adulthood we keep on learning and transforming ourselves and so do our morals .



Moral values are important in life because if a person has never learned about moral values then how can he\she decide betweenthe good and the bad ,moral values reflect on individuals character and spirituality . Values helps us in identifying what is good and bad .Sometimes values guides us in tough situation and provides self motivation .Vlue help in building good relationhips in personal as well as proffesional lives.

Life is hard and filled withpain ,sorrow and sufferings without anyone lifting a finger .Without moral values ,you will experience the harshness of life at a higher degree than most people do. You wont enjoy life, peace, love and you simply wont appreciate life .That the impotance of moral values in our lives.

On the rules of literature - A Mirror Held To Femininity

◆ **A. S. Meghana Rao**
II B. Com.

Question yourself; if 'War and Peace' the famous Russian novel would be written by a woman rather than Leo Tolstoy, would it still be considered as the great book of 'War and Peace'?

What is the chance that it would slowly relegate to 'Women's Fiction' rather than be echoed throughout the ages?

This was one of the main problems arising in the mid nineteenth century. That men view culture and literature as male forte is understandable, given that the male sector of the population involved need not think about the world's gender, as there is no visible difference or conflict between what a man is about and how the world is supposed to run; that women also view the world from masculine eyes is a sad but unfortunate fact. The difficulty in achieving change in this perception lies in its subtlety. But if in fact society is 'male' then literature is and must also be 'male'. Though writings about females by males may be suspect, all literature, even women's writings about women may also need to be re-read.

The truth is, women who write literary fiction frequently find themselves in an unjust world, even as young women are outlearning men in literature. Of all authors reviewed in publications nearly three fourths are men. It is no wonder that when we talk about leading novelist – the ones who generate heat and conversations and are read by both men and women – we are talking mostly about men.

"Women internalise the male idea of a feminine and recreate themselves in the shape of that idea" – Susan KoppelmanCornillion

Because of this reshaping many women writers have strayed little from the given stereotypes of the female characters that so plague literature. While male characters have been given free rein to be and become what they like, even to fail if they choose, women characters have been written to play and replay the same themes, limited as they are.

Thus when the female characters deviate from the norm, from these stereotypes more attention is then called to the purity of what the female character is supposed to be. The narrowness, the confining nature of the women's stereotypes in literature is as nullifying as are the imagined strictures on her in real life. Men are encouraged to become men in both novels and life. Women are forced to rise above being a woman. Women strive to be more man like and condemned when they take on male characteristics – aggression, ambition, etc. and are frowned upon constantly.

Jane Austen was well aware of the expectation and norms of women to marry and be co-dependent on their male relatives, Austen however challenged the notion that unmarried women could not support themselves. Her novels server as vehicles into a realm women had not crossed alone before: the public.

The vision of Virginia Woolf was strongly based on the emancipation and independence of women as men; what a woman in Victorian times was forced to do, it was never right of her personal growth.

Not being a historian, one might go even further and say that women have burnt like beacons in all the works of all the poet's from the beginning of time – Clytemnestra, Antigone, Cleopatra, Lady Macbeth, Phaedra, Cressida, Rosalind, Jane Eyre, Desdemona, the Duchess of Malfi; among the prose writers – Milliamant, Clarissa, Anna Karenina – all women striding in their fictional stories to prove their individuality; Mary Shelley inventing a whole new genre (of science fiction) on just a moonlight dare by Lord Byron; J K Rowling at the lowest point of life, grasping at the idea of a wizard world becoming the first literary major to become a billionaire; Maya Angelou flooding the streets with her voice on civil rights.

The being the actual crossover of feminists from the world of fiction to reality pushing women unto their emancipation from the male ideologies and setting them free into creating their own dates and writing their own future.

My Loving Grandma

◆ **Dielle**
I BBA 'C'



If I was given a movement
To hold a single slice from my past
I would hold you close forever grandma
Never wish I would say my last good bye

All your memories bring back love only
You being here would never make us feel this lonely
Thanking you is the least I can do ,
You just being around here was the best you could do.

Asking the father above ,to give you back ,
Would be a little cliche ,
But being a little ciiche, is in my genes,
And all thank to you.

Loving Yourself: The Art of Self Acceptance

◆ **Tanvi**
I BBA 'A'

"True love first begins with loving yourself", recited Kim Namjoon better known as RM- leader of BTS in his impassioned speech along with the rest of his teammates who stood by him in solidarity, at the launch of "Generation Unlimited" a UNICEF campaign at the United Nations General Assembly. To love yourself means to accept yourself as you are, to have self-respect and a positive self image without underestimating ourselves and knowing our true potential. It does not mean being arrogant thinking you are better than anyone, its knowing that you are a worthy human being. Each of us is unique in our own way and we all have strengths and weakness. Loving yourself is simply accepting what you are. Stop comparing yourself to others. 'Comparison is the thief of joy'. When you stop comparing and start focusing internally you start being better at what really matter and that's being you. It's simple but not easy.

Don't try to jam yourself into the molds that other people make. Do what brings you happiness. Do what excites you and make your heart beat. Stop worrying about what other people thought of you. Focus on your goals, no matter how big or small it is. Follow your dreams like breaker even if it breaks never run backwards because at the end of the day win or lose you only have yourself. Embrace your flaws, after all flaws only make us human. Don't let your flaws hold you back. All the scars and sadness will become passing memory. Life is a sculpture that you cast as you make mistakes and learn from them. 'Maybe I made a mistake yesterday but yesterday's me is still me. Today I am who I am with all my faults and my mistakes. Tomorrow I might be a tiny bit wiser and that'll be me too. These faults and mistakes are what I am, making up the brightest stars in the constellation of my life.'

Loving yourself might be harder than loving someone else. Even if you get disturbed and feel afraid, walk forward and meet your true self that you hid inside the storm. Perhaps you are a bit dull and imperfect, perhaps people might not see your shy sparkle, but you are just as you are. So love yourself for who you are, for who you were and for who you hope to become, though not perfectly but beautifully. Our lives are long, trust yourself when in a maze because when winter









ಕನ್ನಡ ವಿಭಾಗ

ದೇಶದ ಅಭಿವೃದ್ಧಿಯಲ್ಲಿ ಯುವಜನತೆಯ ಪಾತ್ರ

◆ ರಿತಿಕಾ
ದ್ವಿತೀಯ ಬಿ. ಕಾಂ.

ಯುವಜನಾಂಗ! ಈ ಪದ ಕೇಳಿದಾಕ್ಷಣ ನಮ್ಮ ನೆನಪಿಗೆ ಬರುವುದು ಬಿಸಿರಕ್ತ, ಛಲ, ಧೈರ್ಯ, ಸಾಹಸ. ಯುವಜನಾಂಗವೇ ನಮ್ಮ ದೇಶದ ಬೆನ್ನೆಲುಬು ಎಂಬುವುದು ಅನೇಕ ಪ್ರಗತಿಪರರ ಅಭಿಪ್ರಾಯವಾಗಿದೆ. ಏನಾದರೂ ಸಾಧಿಸಬೇಕಾಗಿದ್ದರೆ ಯುವಕನಾಗಿರುವಾಗಲೇ ಅದನ್ನು ನೆರವೇರಿಸು, ಅದೃಷ್ಟವನ್ನು ನಿರೀಕ್ಷಿಸಿ ಅಮೂಲ್ಯವಾದ ಯೌವನವನ್ನು ವ್ಯರ್ಥಮಾಡಬೇಡ ಎಂಬುವುದು ಹಿರಿಯರಿಂದ ಕೇಳಿಬರುವ ಸರ್ವೇಸಾಮಾನ್ಯವಾದ ಮಾತು.

ನನಗೆ ನೂರು ಮಂದಿ ಯುವಕರನ್ನು ಕೊಡಿ, ನಾನು ಇಡೀ ಭಾರತವನ್ನೇ ಬದಲಾಯಿಸಬಲ್ಲೆ ಎಂದು ಸ್ವಾಮಿ ವಿವೇಕಾನಂದರು ಹೇಳುತ್ತಿದ್ದರು. ಆದರೆ ಶೇ. 35 ಭಾಗ ಯುವಕರನ್ನೇ ಹೊಂದಿರುವ ಭಾರತದಲ್ಲಿ ಸ್ವಾಮಿ ವಿವೇಕಾನಂದರು ನಿರೀಕ್ಷಿಸಿದ್ದ ಆ ನೂರು ಜನ ಸಿಗಲಿಲ್ಲ. ಕಾರಣವೇನೆಂದು ಹುಡುಕುತ್ತಾ ಹೋದರೆ ಅದಕ್ಕೆ ಕಾರಣ ಯುವಕರಲ್ಲಿರುವ ಆತ್ಮಸ್ಥೈರ್ಯ, ದೇಶದ ಮೇಲಿರುವ ಪ್ರೀತಿ, ಮಮಕಾರದ ಕೊರತೆ!



ಇಂದಿನ ಯುವಜನಾಂಗದ ದೇಶಪ್ರೇಮ ಕೇವಲ ಸಾಮಾಜಿಕ ಜಾಲತಾಣಕಷ್ಟೇ ಹಾಗೂ ಆಡಂಬರಕ್ಕೆ ಮಾತ್ರ ಸೀಮಿತವಾಗಿದೆ. ನಿಜವಾದ ದೇಶಭಕ್ತನನ್ನು ಹುಡುಕಹೊರಟರೆ ಅಲ್ಲಿ ಸಿಗುವುದು ಕೆಲವೇ ಕೆಲವು ಮಂದಿ ಎಂಬುವುದು ವಿಪರ್ಯಾಸದ ಸಂಗತಿ. ಆದರೆ ನಮ್ಮ ದೇಶದ ಯುವಜನತೆಯನ್ನು ಸರಿಯಾದ ಮಾರ್ಗದಲ್ಲಿ ಮುನ್ನಡೆಸುವ ಪ್ರಯತ್ನ ಆಗಬೇಕಾಗಿದೆ ಹಾಗೂ ಇದು ಅತ್ಯಂತ ಅನಿವಾರ್ಯವಾಗಿದೆ.

ನಮ್ಮ ದೇಶದ ಆರ್ಥಿಕ, ಸಾಮಾಜಿಕ, ರಾಜಕೀಯ ಪ್ರಗತಿ ಯುವಜನತೆಯ ಕೈಯಲ್ಲಿ ಅಡಕವಾಗಿದೆ ಎಂದರೆ ತಪ್ಪಾಗಲಾರದು. ಕಿರಿಯರು ಅಂದರೆ ಯುವಕರು ಮನಸ್ಸು ಮಾಡಿದರೆ ಇಡೀ ಸಮಾಜವನ್ನೇ ಬದಲಿಸಬಹುದು. ಇದಕ್ಕೆ ಉತ್ತಮ ಉದಾಹರಣೆ ಎಂದರೆ ನಮ್ಮ ಕೈಗಾರಿಕೋದ್ಯಮ. ಈ ಉದ್ಯಮದಲ್ಲಿ ಯಶಸ್ಸು ಗಳಿಸಬೇಕಾದರೆ ಯೌವನಾಸ್ಥೆಯಲ್ಲಿಯೇ ತಯಾರುಗೊಂಡಿರಬೇಕಾಗುತ್ತದೆ. ಈ ಕಾರಣದಿಂದ ನಮ್ಮಲ್ಲಿ ಬಹುಸಂಖ್ಯೆಯ ಕೈಗಾರಿಕೋದ್ಯಮಗಳು ಬಹಳ ತ್ವರಿತಗತಿಯಿಂದ ಅಭಿವೃದ್ಧಿಗೊಳ್ಳುತ್ತಿದೆ.

ಇನ್ನು ರಾಜಕೀಯ ಕ್ಷೇತ್ರ! ಇಂದಿನ ರಾಜಕೀಯ ವ್ಯವಸ್ಥೆಯಲ್ಲಿ ಯುವಜನತೆಗೆ ಸಿಗುತ್ತಿರುವ ಅವಕಾಶ ಬಹಳಷ್ಟು ಹೆಚ್ಚಾಗಿದೆ ಎಂದರೆ ಅತಿಶಯೋಕ್ತಿಯ ಮಾತಾಗಲಾರದು. ಹಾಗೆಯೇ ಇನ್ನಷ್ಟು ಇದೇ ರೀತಿಯ ಅವಕಾಶಗಳು ನಿರ್ಮಾಣವಾದರೆ ಸದೃಢ ಭಾರತ ನಿರ್ಮಾಣವಾಗುವುದರಲ್ಲಿ ಯಾವುದೇ ರೀತಿಯ ಸಂದೇಹವಿಲ್ಲ. ಆದರೆ ಭಾರತದಲ್ಲಿ ಯುವಜನತೆಯನ್ನು ಸಂರಕ್ಷಿಸುವ ಪ್ರಕ್ರಿಯೆ ಇನ್ನಷ್ಟು ಉತ್ತಮ ರೀತಿಯಲ್ಲಿ ನಡೆದುಬರಬೇಕಾಗಿದೆ. ಯುವಜನತೆಯನ್ನು ಸಂರಕ್ಷಿಸುವುದೆಂದರೆ ಅದರಲ್ಲಿರುವ ದೇಶಪ್ರೇಮ, ಮೌಲ್ಯ, ನಡತೆಗಳನ್ನು ಉತ್ತಮಗೊಳಿಸುವುದು ಹಾಗೂ ಭದ್ರಪಡಿಸುವುದಾಗಿದೆ. ಹಾಗೆಯೇ ಕೇವಲ ಯುವಜನಾಂಗದ ಮೇಲೆಯೇ ಅವಲಂಬಿತರಾಗಿ ಅವರ ಮೇಲೆ ಒತ್ತಡ ಹೇರುವ ಬದಲು, ಹಿರಿಯರೂ ತಮ್ಮ ಜವಾಬ್ದಾರಿಗಳನ್ನು ಅರಿತುಕೊಂಡು ಮುಂದಿನ ಪೀಳಿಗೆಯ ಜನರನ್ನು ತಯಾರುಗೊಳಿಸಬೇಕಾಗಿದೆ. ಆಗ ಗಾಂಧೀಜಿಯವರು ಕಂಡ ರಾಮರಾಜ್ಯ ಸ್ವಾಮಿ ವಿವೇಕಾನಂದರು ಕಂಡ ಸದೃಢ ಬಲಿಷ್ಠ ಭಾರತ ನಿಸ್ಸಂದೇಹವಾಗಿ ನಿರ್ಮಾಣವಾಗಿ, ಇತರ ದೇಶಗಳೊಂದಿಗೆ ಉತ್ತಮ ಬಾಂಧವ್ಯ ಕಾಣುವುದು ಸಾಧ್ಯವಾಗುತ್ತದೆ. ಇದಕ್ಕಾಗಿ ಯುವಕರ ಜೊತೆ ಹಿರಿಯರ ಪಾಲೂ ಮುಖ್ಯವಾಗಿರುತ್ತದೆ. ಹಾಗಾಗಿ ಬನ್ನಿ, ನಮ್ಮ ನಿಮ್ಮೆಲ್ಲರ ಭಾರತವನ್ನು ಕಟ್ಟೋಣ, ಅಖಂಡ ಭಾರತ, ಸಮೃದ್ಧ ಭಾರತ, ಸದೃಢ ಬಲಿಷ್ಠ ಭಾರತವನ್ನು ನಿರ್ಮಿಸೋಣ.

ಜೀವನದ ಹಾದಿಯಲ್ಲಿ

◆ **ಅಶ್ವಿತ್ ಕೆ.**
ದ್ವಿತೀಯ ಬಿ. ಕಾಂ.

ಜೀವನದ ಹಾದಿಯಲ್ಲಿ
ಪ್ರತಿಯೊಂದು ಹೆಜ್ಜೆ–ಹೆಜ್ಜೆಯಲ್ಲೂ
ಅಡಗಿದೆ ರಹಸ್ಯ.

ಸಮಸ್ಯೆಯನ್ನು ಎದುರಿಸಿ,
ಜೀವನದ ಪ್ರತಿಯೊಂದು ಕಷ್ಟವನ್ನು ಎದುರಿಸಿ,
ಮುಂದೆ ಬಂದು ಗೆಲುವಿನ ಹಾದಿಯಲ್ಲಿ ನಡೆಯುವವನೇ
ಸಫಲನಾಗುವನು !

ಸಮುದ್ರದ ಆಳವನ್ನು ಲೆಕ್ಕಿಸದೆ,
ಸಮುದ್ರದ ಎಲ್ಲಾ ಅಲೆಗಳನ್ನು ಎದುರಿಸಿ,
ದಡವನ್ನು ಮುಟ್ಟುವುದು ಮಾತ್ರ
ಮುಖ್ಯವಲ್ಲ.

ಆ ದಡವನ್ನು ತಲುಪಲು ಕಂಡು ಹಿಡಿದ ಆ ದಾರಿ,
ದಾರಿಯಲ್ಲಿ ಕಲಿತ ಆ ಪಾಠ,
ಪಾಠದಿಂದ ಅರಿತುಕೊಂಡ ಆ ಅಮೂಲ್ಯವಾದ ವಿಚಾರಗಳು
ಮನಸ್ಸಿನಲ್ಲಿ ಇಟ್ಟುಕೊಂಡು ಆ ನಿಟ್ಟಿನಲ್ಲಿ ನಡೆಯುವವನು ಶ್ರೇಷ್ಠನು.

ಕೇವಲ ಗೆಲುವನ್ನು ಮಾತ್ರ ಲೆಕ್ಕಿಸದೆ,
ಆ ಗೆಲುವಿನ ಹಾದಿಯಲ್ಲಿ ಒಳ್ಳೆಯ ವಿಷಯವನ್ನು ಅರಿತು,
ಆ ಅರಿತ ಪಾಠವನ್ನು ಅಳವಡಿಸಿ,
ಒಳಿತನ್ನು ಮಾಡುವವನೇ ಜೀವನದ ಹಾದಿಯಲ್ಲಿ ಗೆಲ್ಲುವನು.

ಹಾಗಾಗಿ ದಡವನ್ನು ತಲುಪುವ ಮೊದಲು
ಜೀವನದ ಹಾದಿಯಲ್ಲಿ ಬರುವ ಎಲ್ಲಾ ಸಂಕಷ್ಟವನ್ನು
ಎದುರಿಸಲು ಸಿದ್ಧನಾಗಿ, ಗಟ್ಟಿ ಮನಸ್ಸಿನಿಂದ ಮುಂದೆ ಬಂದು,
ತನ್ನ ಗುರಿಯನ್ನು ತಲುಪುವವನು ಯಾವಾಗಲು ಸಾಧನೆಯ ಹಾದಿಯಲ್ಲಿ ನಡೆವನು!

ಕನ್ನಡನಾಡು



◆ **ಅರ್ಜುನ್ ಮಾಡ**
ದ್ವಿತೀಯ ಬಿ.ಬಿ.ಎ 'ಎ'

ಈ ಕನ್ನಡ ನಾಡಿನ ಹೊಲ
ಎಷ್ಟೊಂದು ಸುಂದರ ॥
ಈ ನಾಡಿನಲ್ಲಿ ಎಲ್ಲಿ ಹೋದರು
ಹಸಿರು ಹಸಿರು ಇರುವ ಗಿಡಗಳು ॥

ಕನ್ನಡ ನಾಡಿನ ಜನ ತುಂಬ
ಒಳ್ಳೆಯವರು ॥
ಹೊಲ ಗದ್ದೆ ಈ ಎಲ್ಲವನ್ನು
ತಮ್ಮ ಕುಟುಂಬ ಎಂದು ಭಾವಿಸುವರು ॥

ಈ ನಾಡಿನಲ್ಲಿ ಎಲ್ಲಿ ಹೋದರು
ಹಕ್ಕಿ ಪಕ್ಕಿಗಳ ಕಲರವ ಶಬ್ದ ॥
ಈ ನಾಡು ಮನುಷ್ಯರಿಗೆ ಮಾತ್ರವಲ್ಲ
ಇದು ಎಲ್ಲ ಜೀವಿಗಳಿಗೂ ಸೀಮಿತ ॥

ಈ ನಾಡು ಎಷ್ಟೊಂದು ಸುಂದರ
ಬಾಯಲ್ಲಿ ಹೇಳಿದರೆ ಸಾಲದು ॥
ಬಂದು ಆಸ್ವಾದಿಸಿ ಓಹೋ ನನ್ನ
ಪುಣ್ಯ ಭೂಮಿಯೇ.... ॥

ನೀರು

◆ **ಸುರಕ್ಷ**
ದ್ವಿತೀಯ ಬಿ. ಕಾಂ.



ನೀರು ಸಾಕಾಗೊಲ್ಲ ಬಾಯಾರಿಕೆಗೆ.....
ಕುಡಿಯುತ್ತಿರಬೇಕು ಹೊತ್ತು ಹೊತ್ತಿಗೆ.....
ದಿನೇ ದಿನೇ ಹೆಚ್ಚುತ್ತಿದೆ ಸುಡು ಬಿಸಿಲ ಧಗೆ.....
ತಾಪಮಾನ ಉಲ್ಬಣಗೊಳ್ಳುತ್ತಿರುವ ಹಾಗೆ.....
ನೀರು ಬರ ಹಾ.. ಹಾ.. ಕಾರ ಎಲ್ಲೆಡೆಗೆ.....
ಹಿತ, ಮಿತವಾಗಿ ಬಳಸಿ ಸಾಕಾಗೊಲ್ಲ ಎಲ್ಲರಿಗೆ.....
ಬಿಡದಿರಿ ನೀರು ಪೋಲಾಗುವಂತೆ ರಸ್ತೆಗೆ.....
ನೀರಿನ ಮಹತ್ವ ಇರಲಿ ಎಲ್ಲರ ಅರಿವಿಗೆ.....

ಕಡು ಬೇಸಿಗೆ ಕಾಲಿಟ್ಟಿದೆ
ಜೀವ ಸಂಕುಲದ ದಾಹ ಹೆಚ್ಚಿದೆ
ಪೋಲು ಮಾಡದೆ
ನಾವು ನೀವೆಲ್ಲರೂ ನೀರನ್ನು
ಮಿತವಾಗಿ ಬಳಸೋಣ
ಹನಿ ಹನಿ ನೀರನ್ನು
ಹಾಳಗದಂತೆ ಕಾಪಾಡಿ
ನೀರಿನ ಮಹತ್ವ ತಿಳಿಸೋಣ
ನಮ್ಮ ಮನೆಯ ನಲ್ಲಿಯಲ್ಲಿ
ನೀರಿನ ತೊಟ್ಟಿಯಲ್ಲಿ
ನೀರು ವ್ಯಯವಾಗದಂತೆ
ಎಚ್ಚರ ವಹಿಸೋಣ

ಬಳಸಾಕು ಬೇಕು ಬೆಳಸಾಕು ಬೇಕು
ಜಲವೇ ನಮ್ಮ ಜೀವ
ಅದು ಅರಿತು ನಡೆಯೋ–ನೀ ಮಾನವ
ತುಸು ಕಾಳಜಿ ಮಾಡೋಣ ನೀರನು

ನೃತ್ಯ ನೀ ಸತ್ಯ

◆ ರಚನೆ : **ಸಂದೀಪ ಜಿ. ಭಂಡಾರಿ**
ದ್ವಿತೀಯ ಬಿ.ಸಿ.ಎ. 'ಎ'

ನಿನ್ನ ಕಣ್ಣಿನ ಸುಳಿಯಲ್ಲಿ
ಸಿಲುಕಿಹೋಗಲಾ?? ನಿಧಾನಮ್....
ಭರವಸೆಯ ಭರದಲ್ಲಿ
ಮನಸು ಮಾಡುತಿದೇ ಭರತನಾಟ್ಯಮ್...

ಘಾಸಿಯಾದ ಹೃದಯಕ್ಕೀಗ
ಕಚಗುಳಿ...
ವಾಸಿಯಾಗದಿದ್ದರೂ ಮಾಡುತ್ತಿದೆ
ಕಥದ್ರಕ್ಕಳಿ...
ನನ್ನ ಕಲ್ಪನೆಗೆ ನಿನ್ನಿಂದಲೇ
ಆಹ್ವಾನಮ್....
ಕನಸು ಕೂಡ ಈಗಮಾಡುತಿದೆ
ಮೋಹನ ಅಟ್ಟಮ್ (೧)

ನಿನ್ನ ನೆನಪು । ಒಂಥರಾ ಠೇವಣಿ...
ಆ ನಿನ್ನ ನಡಿಗೇ ಒಂದು
ಚಂದ ಲಾವಣಿ....
ಹೃದಯ ಬಡಿತ ಹದವಾಗಿದೆ ನಿನ್ನ
ನೋಡೋ ಪ್ರತಿ ಘಳಿಗೆ
ಅನಿಸಿದೆ । ನಿನ್ನ ಕಂಡು
ನಗುವೇ । ಪಿಲಿನಲಿಕೆ ಮಾಡಿದೆ
ತಾಸೆದ ಪೆಟ್ಟಿಗೆ... (೨)



ಮಳೆರಾಯನ ಚೆಲ್ಲಾಟ

◆ ಸರಸ್ವತಿ
ದ್ವಿತೀಯ ಬಿ. ಕಾಂ.

ಎಷ್ಟೊಂದು ಸುಂದರ ನಮ್ಮೀ ಇಳೆ
ಇದಕ್ಕೆ ದೃಷ್ಟಿಬೊಟ್ಟು ಈ ಮಳೆ ಮಳೆ ಮಳೆ
ಎಲ್ಲಿ ನೋಡಿದರಲ್ಲಿ ಸ್ವಚ್ಛ ಸುಂದರ ಹಸಿರು
ಇದಕ್ಕೆಲ್ಲ ಕಾರಣ ಆ ಮುಗಿಲಿನ ಬಸಿರು

ನಲಿಯುತ್ತಿದ್ದವು, ಕುಣಿಯುತ್ತಿದ್ದವು ಪ್ರಾಣಿ ಪಕ್ಷಿ
ಇದಕ್ಕೆ ಸಾಕ್ಷಿ, ನಮ್ಮೆಲ್ಲರ ಅಕ್ಷಿ
ಕೋಗಿಲೆಯ ಇಂಚರ, ಮಯೂರದ ನರ್ತನ
ನೋಡಲು ಮಳೆರಾಯ ಬರ್ತಾನಾ?

ಬರಗಾಲ ಬಂದಿತು ಕೋಲ್ಮಿಂಚಿನಂತೆ
ತತ್ತರಿಸಿತು ಜನಜೀವನ ಬರಸಿಡಿಲು ಬಡಿದಂತೆ
ಭೂಮಿ ಬಾಯಿ ಬಿಟ್ಟಿತು ಬರಡಾಗಿ
ಹಸುಗಳು ಅಸುನೀಗಿದವು ಕೃಶವಾಗಿ

ಪ್ರಾಣಿ – ಪಕ್ಷಿಗಳ ಸ್ಥಿತಿ ತೃಣವಾಗಿ
ಮಳೆರಾಯ ಕಂಡನು ಅನಾವೃಷ್ಟಿಯ ರೂಪವಾಗಿ
ಜಗವು ಇರೆ ತಂಗಾಳಿಯ ಹಾಗೆ
ಪ್ರಳಯವು ಉದ್ಭವಿಸಿತು ಸುಂಟರಗಾಳಿಯ ಹಾಗೆ

ಕೇಳಿಸಿಕೋ, ಆಲಿಸಿಕೋ ಮೇಘರಾಜ ಮಳೆರಾಯ
ನಿನಗಾಗಿ ನಾನು ಬರೆದಿರುವ ಈ ಮನವಿಯ
ಅನಾವೃಷ್ಟಿಯಾಗಿ ಕಾಡದಿರು
ಅತಿವೃಷ್ಟಿಯಾಗಿ ಬಾಧಿಸದಿರು

ಸದಾ ನೀ ನಗು ನಗುತಿರು
ತುಂಬುತಿರು ಸೃಷ್ಟಿಯಲಿ ಹಸಿರು
ಅದು ಆಗುವುದು ನಮ್ಮಯ ಉಸಿರು
ಕೇಳಿದ ಮಳೆರಾಯ ನನ್ನ ಪ್ರಾರ್ಥನೆಯ

ಕರುಣಿಸಿ ವರ್ಷವ
ಬಡಿದೆಬ್ಬಿಸಿದ ನಮ್ಮೆಲ್ಲರ ಹರ್ಷವ
ನೀನು ಹೀಗಿರಲು ಸದಾ
ನಮ್ಮ ಬಾಳೆಲ್ಲಾ ಆನಂದ



ಛಲದ ಚಿಗುರು

◆ ಪ್ರಾಪ್ತಿ ಎಚ್.ಜೆ.
ಪ್ರಥಮ ಬಿ.ಬಿ.ಎ. 'ಎ'

ಕಳೆದುಕೊಂಡ ಸಮಯವ ಹುಡುಕಲು ನಾ ಹೊರಟೆ
ತೋರಿಸಿಕೊಟ್ಟೆ ನಿನಗೇಕೆ ಬೇಕು ಈ ತರಾಟೆ
ಬದುಕಿನಲ್ಲಿ ಸಾಧಿಸುವುದುಂಟು ಬೇಕಾದಷ್ಟು
ಕಳೆದುಕೊಂಡದ್ದನ್ನು ಹುಡುಕುವೆ ಇನ್ನೆಷ್ಟು
ಇನ್ನು ಸಮರ್ಥನಾಗುವ ಚಲ ನನ್ನದೊಂದು
ಪರೀಕ್ಷಿಸುವ ಮನ ನಿನ್ನದಾದರೆ
ನೀ ನೀಡು ಪರೀಕ್ಷೆ ಮತ್ತೊಂದು
ಪರೀಕ್ಷಿಸುವ ಮನ ನಿನ್ನದಾದರೆ
ಮುನ್ನುಗ್ಗುವ ಛಲ ನನ್ನದು
ಗುರಿ ಮುಟ್ಟುವತನಕ ಸದಾ ಹರಸುತ್ತಿರು
ನಾ ನಿನ್ನ ಸದಾ ನೆನೆಯುತ್ತಿರುವೆ.



ಸ್ವಗತ.....

◆ ಸುಜನ್ ಶೆಟ್ಟಿ
ಪ್ರಥಮ ಬಿ.ಬಿ.ಎ. 'ಎ'

ಪರಮಾತ್ಮನ ಹುಡುಕೋ ಮುನ್ನ
ಪರಮ ಆಪ್ತರ ಮರೆಯದಿರು
ನೂರಾರು ಭಾವಗಳ ಗೂಡುಕಟ್ಟಿ
ಕೂತಿರುವುದು ನೀನು ವಾಸ್ತವದಲ್ಲು
ಉದ್ದೇಶವಿರುವುದು ನಿನ್ನ ಜನನಕ್ಕೆ
ಮನದ ಕಣ್ತೆರೆದು ನೋಡು ಉತ್ತರಕ್ಕೆ
ಅದು ಕಾದಿರುವುದು ಸಿಹಿ ಸಮಯಕ್ಕೆ
ಅರಳುವ ಹೂವಲ್ಲೊಂದು ರೋದನೆ ಇದೆ
ಬೆಳೆಯುವ ಮರಕ್ಕೊಂದು ಮರಣ ಚಿಂತನೆ
ಸುತ್ತಲು ಸಮಸ್ಯೆಯ ಸೂಚನೆ
ಕೇವಲ ನಿನಗಲ್ಲ ಸೋಲುವ ಯಾತನೆ

ಧರೆಯ ಪರಿ

◆ ಅಶ್ವಿತ್ ಕೆ.
ದ್ವಿತೀಯ ಬಿ. ಕಾಂ.

ಒಂದಾನೊಂದು ಕಾಲ, ನಾನಾಗಿದ್ದೆ ಹಾಯಾಗಿ
ನೀಲಿ ಹಸಿರಿನಿಂದ ಕಂಗೊಳಿಸುತ್ತಿದ್ದೆ ಸುಖವಾಗಿ
ಪ್ರಾಣಿ ಪಕ್ಷಿಗಳು ನಲಿಯುತ್ತಿದ್ದವು ಖುಷಿಯಾಗಿ
ಬೀಸು ಗಾಳಿಯೂ ಕೂಡಾ ಬೀಸುತ್ತಿದ್ದವು ತಂಪಾಗಿ

ಅಂದು ಮಾನವನೂ ಕೂಡಾ ನನ್ನ ಸ್ನೇಹಿತ
ಅವನ ವರ್ತನೆಯೂ ಅತ್ಯಂತ ಹಿತ.
ನನ್ನ ಒಳಿತಿಗೆ ಅನುಸಾರವಾಗಿತ್ತು ಅವನ ನಡೆ
ಹಾಗಾಗಿ ನನ್ನ ಪ್ರಾಶಸ್ತ್ಯವೂ ಇತ್ತು ಅವನೆಡೆ

ಆದರೆ ಕಾಲ ಕಳೆದಂತೆಯೇ ಬದಲಾದ ಮಾನವ
ಮರೆತುಬಿಟ್ಟನು ಪ್ರತಿಯೊಂದು ಜೀವಿಯೂ ಹೊಂದಿದೆ ಜೀವ
ಹಣದಾಸೆಯಿಂದ ಎಲ್ಲವನ್ನು ಮಾಡಿದನು ನಿರ್ನಾಮ
ನೊಂದು ನಾನು ಆಗಿಬಿಟ್ಟೆನು ಜೀವಂತ ಶವ

ಇಂದಲ್ಲ ನಾಳೆ ಪರಿಸ್ಥಿತಿ ಸುಧಾರಿಸಬಹುದೆಂದು ಸುಮ್ಮನಿದ್ದೆ
ಆದರೆ ಒಂದಲ್ಲ ಒಂದು ರೀತಿ ಆತ ಕೆಡಿಸುತ್ತಿದ್ದ ನನ್ನ ನಿದ್ದೆ
ಕಾರ್ಖಾನೆಗಳ ಕಲುಷಿತ ನೀರಿನಿಂದ ಮಾಡಿದ ನನ್ನನ್ನು ಒದ್ದೆ
ನನಗಾದ ಅವಸ್ಥೆಯನ್ನು ನೆನೆದು ನಾನೇ ಶರಣಾಗಿ ಬಿದ್ದೆ

ಆದರೂ ಮಾನವ ಕಲಿಯಲಿಲ್ಲ ಪಾಠ
ಬುದ್ಧಿ ಕಲಿಸಬೇಕೆಂದು ನಾನೂ ಹಿಡಿದೆ ಹಠ
ಹಣದಾಸೆಯು ಮಾಡಿತ್ತು ಅವನ ಬುದ್ಧಿಗೆ ಮಾಟ
ಏನೇ ಆದರೂ ಬಿಡಲಿಲ್ಲ ತನ್ನ ಆಸೆಯ ಚಟ

ಮನುಷ್ಯ ಸೃಷ್ಟಿಯಲ್ಲಿ ಮಾಡುತ್ತಿದ್ದ ಬಹಳಷ್ಟು ಅವಾಂತರ
ಹೀಗಾಗಿ ನಾನೂ ತಾಳಬೇಕಾಯಿತು ದುರ್ಗಿಯ ಅವತಾರ
ಬಿಸಿಲಿನ ಶಾಖವನ್ನು ಮಾಡಿದೆ ಬಹಳಷ್ಟು ಖಾರ ಖಾರ
ಶುದ್ಧ ನೀರು, ಮಳೆಯನ್ನು ಮಾನವನಿಂದ ಮಾಡಿದೆ ದೂರ

ಮರಗಿಡಗಳನ್ನು ಕಡಿದ ಮಾನವ ಮಾಡಿದ ನೀರಿಗೆ ಹಾಹಾಕಾರ
ಶುದ್ಧ ವಾತಾವರಣವಿಲ್ಲದೆ ಸೃಷ್ಟಿಯಾಯಿತು ಅಲ್ಲಲ್ಲಿ ಬರ
ಶುದ್ಧ ನೀರು ಗಾಳಿಯಿಲ್ಲದೇ ಹರಡಿತು ಹಲವು ರೋಗ ಜ್ವರ
ಪರಿಸರ ಮಲಿನತೆಯಿಂದ ಅವನಿಗೆ ಜೀವನವೇ ಆಯಿತೊಂದು ಭಾರ

ಮಾನವರೆಂದರೆ ನನಗೂ ಇದೆ ಪ್ರೀತಿ
ಆದರೆ ನನ್ನ ತಾಳ್ಮೆಗೂ ಇದೆಯಲ್ಲವೇ ಒಂದು ಮಿತಿ
ನೀವೂ ಅನುಸರಿಸಬೇಕಲ್ಲವೇ ಒಂದು ಉತ್ತಮ ರೀತಿ
ಭೂಮಿಯಿದ್ದರೆ ಎಲ್ಲರೂ, ಇದುವೇ ಸೃಷ್ಟಿಯ ನೀತಿ

ಹಾಗಾಗಿ ಇಂದಿನ ಮಕ್ಕಳೇ, ಕೇಳಿರಿ ನನ್ನ ಮಾತು
ಇನ್ನಾದರೂ ಉಳಿಸಿ ಮಳೆನೀರು, ಅಂತರ್ಜಲ
ನೀವು ಎಚ್ಚೆತ್ತರೆ ನಾನು ಒದಗಿಸುತ್ತೇನೆ ಜೀವಜಲ
ಇಲ್ಲದಿದ್ದರೆ ಮುಂದೊಂದು ದಿನ ಆಗುತ್ತೀರಿ ಎಲ್ಲರೂ ಅಚಲ
ಎಚ್ಚರ..... ಎಚ್ಚರ.....

ಆ ಕ್ಷಣದ ಪಾಠ

◆ **ಪೂಜಾಶ್ರೀ**
ದ್ವಿತೀಯ ಬಿ. ಕಾಂ.

"ಹೇ ಅಲ್ಲಿ ಒಂದು ಆಕ್ಸಿಡೆಂಟ್ ಆಗಿದೆ ಕಂಡ್ರೋ" ರಮೇಶ ಓಡುತ್ತಾ ಬಂದು ಎಂ.ಜಿ. ರೋಡ್ ಬಳಿ ಇರುವ "ಗಣಪ ಟೀ ಸ್ಟಾಲ್' ಹತ್ತಿರ ಕೂಗಾಡಿದ. 'ಬಾರೋ ಹೋಗಿ ನೋಡೋಣ ಏನಾಯಿತಂತ" ಶೇಖರ ಹೇಳಿದ 'ಪರವಾಗಿಲ್ಲ ಕಂಡ್ರೋ ಹಾಗೆ ಏನೂ ದೊಡ್ಡ ಆಕ್ಸಿಡೆಂಟ್ ಅಲ್ಲ ಒಂದು ಅಜ್ಜಿಗೆ ಒಬ್ಬ ಸ್ಕೂಟರಿನವ ಬಂದು ಡಿಕ್ಕಿ ಹೊಡೆಯಲಿಕ್ಕೆ ಇದ್ದ, ಏನೋ ಅಜ್ಜಿಯ ಅದೃಷ್ಟ ಗಾಡಿಯವನು ಥಟ್ಟನೆ ಬ್ರೇಕ್ ಹಾಕಿದ. ಗಾಡಿ ಸ್ಕಿಡ್ ಆಗಿ ಅವನಿಗೆ ಸ್ವಲ್ಪ ಏಟಾಯಿತು". "ದೇವರ ದಯೇ ದೊಡ್ಡ ಅಪಘಾತ ಆಗಲಿಲ್ಲ" "ಹೌದು ಶಂಕ್ರಣ್ಣ ಏನೋ ಅಜ್ಜಿಯ ಅದೃಷ್ಟ ಚೆನ್ನಾಗಿತ್ತು." ಆಗ ಮನು ಹೇಳಿದ. "ಈ ತರದ ಆಕ್ಸಿಡೆಂಟ್ ಎಷ್ಟೋ ಆಗುತ್ತಿರುತ್ತದೆ. ಎಲ್ಲದಕ್ಕೆ ಕಿವಿಕೊಡೊಕ್ಕೆ ಆಗುತ್ತಾ?, ಹೇಗೂ ಅಜ್ಜಿ ಅಲ್ವ ಆಕ್ಸಿಡೆಂಟ್‌ನಲ್ಲಿ ಹೋದ್ರೆ ಎಷ್ಟು ಉಳಿದ್ರೆ ಎಷ್ಟು?!" ಟೀ ಸ್ಟಾಲ್‌ನಲ್ಲಿ ಕುಳಿತಿದ್ದ ಅನುಪು ಇದನ್ನೆಲ್ಲಾ ಕೇಳುತ್ತಿದ್ದ. ಮನುವಿನ ಮಾತು ಕೇಳಿ ಅವನಿಗೆ ಸಿಟ್ಟು ಬಂತು " ನಿಂಗೇನೊ ಗೊತ್ತು ಒಂದು ಜೀವದ ಬೆಲೆ" ಎಂದು ಹೇಳಿ ಟೀ ಸ್ಟಾಲ್‌ನಿಂದ ಹೊರಟು ಹೋದ. " ಈ ಅನುಪು ಯಾಕೆ ಈ ರೀತಿ ರೇಗಾಡುತ್ತಿದ್ದಾನೆ ಶಂಕ್ರಣ್ಣ, ನಾನು ಅವನಿಗೆ ಏನಾದ್ರು ಅಂದ್ನ" "ಪಾಪ ಅವನಿಗೆ ಅವನ ಹಳೇ ಜೀವನದ ನೆನಪಾಯಿತು ಕಾಣುತ್ತೆ. ಅದಕ್ಕೆ ಸಿಟ್ಟಲ್ಲಿ ಹಾಗೆ ಹೇಳಿರಬೇಕು" "ಅಷ್ಟು ಸಿಟ್ಟು ಬರುವ ತರ ಏನಾಗಿತ್ತು ಶಂಕ್ರಣ್ಣ".?

ಅನುಪು ತುಂಬಾ ಬಡತನದಿಂದ ಬೆಳೆದ ಹುಡುಗ – ಅನುಪು ಅವನ ತಂದೆ ಮತ್ತು ತಾಯಿಯೊಂದಿಗೆ ಗುರುನಗರ ಎಂಬ ಹಳ್ಳಿಯಲ್ಲಿ ವಾಸವಾಗಿದ್ದ. ಅನುಪುನ ತಂದೆ ಅನಾರೋಗ್ಯದ ಕಾರಣ ಅವನು ಹದಿನಾಲ್ಕು ವರ್ಷದ ಹುಡುಗನಾಗಿದ್ದಾಗಲೇ ವಿಧಿವಶರಾದರು. ಅವನ ಅಮ್ಮ ಬೇರೆಯವರ ಮನೆ ಕೆಲಸ ಮಾಡಿ ಅವನಿಗೆ ಓದು ಬರಹ ಕಲಿಸುತ್ತಿದ್ದರು. ಒಂದು ದಿನ ಪಕ್ಕದ ಮನೆಯ ಸವಿತಾ ಬಂದು "ಸುಶೀಲಕ್ಕೆ ಏನು ಮಾಡುತ್ತಿದ್ದಿರಿ" ಎಂದು ಕೇಳಿದಳು. "ಏನಿಲ್ಲ ಸವಿತಾ ಅನುಪ ಶಾಲೆಯಿಂದ ಬರುವ ಹೊತ್ತಾಯಿತು. ಅದಕ್ಕೆ ತಿಂಡಿ ತಯಾರು ಮಾಡುತ್ತಿದ್ದೆ." ಅಲ್ಲ ಸುಶೀಲಕ್ಕೆ ನೀವು ಎಲ್ಲರ ಮನೆಯ ಚಾಕರಿ ಮಾಡಿ ಅದರಿಂದ ಬರುವ ಹಣವನ್ನು ಅವನ ವಿದ್ಯಾಭ್ಯಾಸಕ್ಕೆ ಹಾಕಿದರೆ ಏನು ಪ್ರಯೋಜನ ಹೇಳಿ, ಅದಕ್ಕಿಂತ ಅವನನ್ನು ಕೆಲಸಕ್ಕೆ ಕಳುಹಿಸಿ ಅಲ್ವ". "ಇಲ್ಲ ಸವಿತಾ ನನ್ನ ಮಗ ನಾಲ್ಕು ಜನಕ್ಕೆ ಸಹಾಯ ಮಾಡಬೇಕಾದರೆ ಅವನು ಕಲಿಯ ಬೇಕು". "ಸರಿ ನಿಮ್ಮ ಮಗ ಬಂದ, ತಿಂಡಿ ಕೊಡಿ ಅವನಿಗೆ". ಅನುಪು ಶಾಲೆ ಮುಗಿದ ಮೇಲೆ ಕೃಷ್ಣ ನಗರದಲ್ಲಿದ್ದ ಶ್ರೀದೇವಿ ಗ್ಯಾರೇಜ್‌ನಲ್ಲಿ ಸಂಜೆ 5 ರಿಂದ ರಾತ್ರಿ 9ರ ನಂತರ ಕೆಲಸ ಮಾಡುತ್ತಿದ್ದ ಕಷ್ಟ ಪಟ್ಟು ಕೆಲಸ ಮಾಡಿ ಬಂದ ಹಣದಿಂದ ವಿದ್ಯಾಭ್ಯಾಸ ಮುಗಿಸಿದ. ದ್ವಿತೀಯ ಪಿ.ಯು.ಸಿ. ಮುಗಿಸಿ ಕೆಲಸ ಹುಡುಕುತ್ತ ಬೇರೆ ಬೇರೆ ಊರಿಗೆ ಹೋದ ಆದರೆ ಅವನಿಗೆ ಯಾರು ಕೆಲಸ ಕೊಡಲಿಲ್ಲ. ಅನುಪು ಕೆಲಸ ಸಿಗದೆ ತುಂಬಾ ಬೇಸರದಲ್ಲಿ ಮನೆಗೆ ಬರುತ್ತಿದ್ದ. "ನೀನು ಡಿಗ್ರಿ ಕಲಿ ಮಗನೆ ನಾನು ಹಣ ಸಾಲ ಕೇಳುತ್ತೇನೆ" ಎಂದು ಅವನ ಅಮ್ಮ ಹೇಳಿದಳು. "ಬೇಡ ಅಮ್ಮ ನಿನಗೆ ಕಷ್ಟ ಕೊಡಲು ನಾನು ತಯಾರಿಲ್ಲ. ನಾನು ರಾಮು ಜೊತೆ ಸೇರಿ ಆಟೋ ರಿಕ್ಷಾ ಓಡಿಸುವುದನ್ನು ಕಲಿತಿದ್ದೇನೆ. ಅವನ ಹತ್ತಿರ ಒಂದು ರಿಕ್ಷಾ ಇದೆ. ಅದನ್ನು ಖರೀದಿಸುವೆ" "ಆಯಿತು, ನಿನಗೆ ಹೇಗೆ ಬೇಕೋ ಹಾಗೆ ಮಾಡು" ಎಂದಳು. ಅನುಪ ಅವನ ಸ್ನೇಹಿತ ರಾಮುವಿನಿಂದ ಆಟೋರಿಕ್ಷಾ ಖರೀದಿಸಿದ. ಅವನು ಬೆಳಗ್ಗೆ 8 ಗಂಟೆಗೆ ಮನೆಯಿಂದ ಹೊರಟರೆ ರಾತ್ರಿ ಮರಳಿ ಬರುವಾಗ 9.30 ಅಥವಾ ಕೆಲವೊಮ್ಮೆ 10.30 ಕಳೆಯುತ್ತಿತ್ತು. ರಿಕ್ಷಾ ಓಡಿಸಿ ಬರುವ ಹಣದಿಂದ ಅಮ್ಮನಿಗೆ ಹೊಸ ಸೀರೆ, ಮನೆಗೆ ಬೇಕಾಗುವ ಸಾಮಾನುಗಳನ್ನು ತರುತ್ತಿದ್ದ. ಒಂದು ಸುಖವಾದ ಜೀವನ ನಡೆಸಲು ಬೇಕಾದಷ್ಟು ಹಣ ಸಂಪಾದನೆ ಮಾಡುತ್ತಿದ್ದ. ಅನುಪನ ಅಮ್ಮ ಕೂಡಾ ಖುಷಿಯಾಗಿದ್ದಳು. ಒಂದು ದಿನ ಅನುಪು ಮಧ್ಯಾಹ್ನದ ಹೊತ್ತಿನಲ್ಲಿ ಸೂರ್ಯ ನೆತ್ತಿಯ ಮೇಲೆ ಉರಿಯುತ್ತಿದ್ದ. ಅನುಪ ಊಟ ಮಾಡಿ ಜಯನಗರ ರೋಡ್‌ಬಳಿ ಆಟೋದಲ್ಲಿ ಹೋಗುವಾಗ ಒಬ್ಬ ವ್ಯಕ್ತಿ ಆಟೋ ನಿಲ್ಲಿಸಿ "ಅಣ್ಣ, ಇಲ್ಲಿ ಒಂದು ಸಣ್ಣ ಆಕ್ಸಿಡೆಂಟ್ ಆಗಿದೆ, ಪ್ಲೀಸ್ ಸ್ವಲ್ಪ ಸಹಕರಿಸಿ ಅವರನ್ನು ಆಸ್ಪತ್ರೆಗೆ ಸೇರಿಸಿ" ಎಂದ ಆಗ ಅನುಪ "ಆಗಲ್ಲ ಕಣ್ರೀ ಆಂಬ್ಯುಲೆನ್ಸ್ ಕರೆಯಿರಿ. ನನಗೆ ಆ ದಾರಿಯಲ್ಲಿ ಬಾಡಿಗೆ ಸಿಗೋದಿಲ್ಲ". "ಪ್ಲೀಸ್ ಅಣ್ಣ ಆಂಬ್ಯುಲೆನ್ಸ್ ಟ್ರಾಫಿಕ್‌ನಲ್ಲಿ ಸಿಕ್ಕಾಕಿಕೊಂಡಿದೆ. ಪ್ಲೀಸ್ ನೀವು ಸಹಾಯ ಮಾಡಿದರೆ ಒಂದು ಜೀವ ಉಳಿಯುತ್ತದೆ. "ಇಲ್ಲ" ಎಂದು ಅನುಪ ಹೋದ. ಆವತ್ತು ರಾತ್ರಿ ಬಾಡಿಗೆ ಇರದ ಕಾರಣ ಬೇಗ ಮನೆಗೆ ಬಂದ. ಅವನ ಮನೆಯ ಮುಂದೆ ಗುಂಪಲ್ಲಿ ಜನ ಸೇರಿದ್ದರು. ಅವನಿಗೆ ಆಶ್ಚರ್ಯವಾಯಿತು. ಅವನು ಏನಾಯಿತು ಎಂದು ಮನೆ ಮುಂದೆ ಹೋಗುವಾಗ ಚಟ್ಟದ ಮೇಲೆ ಒಂದು ಶವವನ್ನು ಮಲಗಿಸಿದ್ದರು. "ನನ್ನ ಮನೆಯಲ್ಲಿ ಯಾಕ್ರಿ ಈ ಶವವನ್ನಿಟ್ಟಿದ್ದೀರಿ" ಎಂದು ಕೂಗಿದ. "ಇದು ನಿನ್ನ ಅಮ್ಮನ ಮೃತದೇಹ" ಎಂದು ಒಬ್ಬ ಹೇಳಿದ. ಆಗ ಅವನಿಗೆ ತುಂಬಾ ಸಿಟ್ಟು ಬಂತು "ಏನ್ರಿ ಬಾಯಿಗೆ ಬಂದ ಹಾಗೆ ಮಾತಾಡ್ತಿದ್ದೀರ" "ನಿಜ ಕನಪ್ಪ ಇದು ನಿನ್ನ ಅಮ್ಮನ ಮೃತದೇಹ ಎಂದಾಗ ಜೋರಾಗಿ ಮೃತ ದೇಹದ ಹತ್ತಿರ ಬಂದು ಕೂಗಾಡಿದ. ಆಗ ಮಧ್ಯಾಹ್ನ ಅನುಪನ ಹತ್ತಿರ

ಸಹಾಯ ಕೇಳಿದ ವ್ಯಕ್ತಿ ಬಂದು "ಅಣ್ಣ ನಾನು ನಿಮ್ಮ ಹತ್ತಿರ ಎಷ್ಟೊಂದು ವಿನಂತಿ ಮಾಡಿದೆ. ಆದರೆ ನೀವು.... ಆಂಬ್ಯುಲೆನ್ಸ್ ಬರುವಾಗ ತಡವಾಗಿ ನಿಮ್ಮ ಅಮ್ಮ ಪ್ರಾಣಬಿಟ್ಟರು" ಈ ಮಾತನ್ನು ಕೇಳಿದ ಅನುಪ ಅವನ ಕಾಲಿಗೆ ಬಿದ್ದು ಕ್ಷಮೆಯಾಚಿಸಿದ. ನನ್ನಿಂದ ತುಂಬಾ ದೊಡ್ಡ ತಪ್ಪಾಯಿತು. ನನ್ನ ಅಮ್ಮನನ್ನು ನಾನು ನನ್ನ ಕೈಯಾರೆ ಕೊಂದು ಬಿಟ್ಟೆ. ಆ ಕ್ಷಣ ನಾನು ನಿಮ್ಮ ಮಾತು ಕೇಳಿ ಸಹಾಯ ಮಾಡಲು ಮುಂದಾಗಿದ್ದರೆ ನನ್ನ ಅಮ್ಮ ಇವತ್ತು ಜೀವಂತವಾಗಿ ಇರುತ್ತಿದ್ದಳು. ಆ ದಿನದಿಂದ ಅನುಪ ಅವನ, ತಪ್ಪಿಗೆ ಪ್ರಾಯಶ್ಚಿತ್ತವಾಗಿ ಗರ್ಭಿಣಿಯರಿಗೆ ಆಕ್ಸಿಡೆಂಟ್ ಆದವರಿಗೆ, ಅಂಗವಿಕಲರಿಗೆ, ಹಣ ತೆಗೆದುಕೊಳ್ಳದೆ ಆಟೋ ಓಡಿಸುತ್ತಾನೆ. ಎಂದು ಶಂಕ್ರಣ್ಣ ಹೇಳಿದರು. ಮನುವಿಗೆ ಅನುಪನ ಜೀವನದ ಕಥೆ ಕೇಳಿ ತುಂಬಾ ಬೇಸರವಾಯಿತು. ಅವನು ಅನುಪನ ಆಟೋದ ಹತ್ತಿರ ಹೋದ "ಸಾರಿ ಕಣೋ ನಿನ್ನ ಮನಸ್ಸಿನಲ್ಲಿ ಇಷ್ಟೊಂದು ನೋವು ಇದೆ. ಎಂದು ನನಗೆ ಗೊತ್ತಿರಲಿಲ್ಲ". "ಪರವಾಗಿಲ್ಲ ಮನು ಆದರೆ ಯಾವತ್ತು ನಾನು ಮಾಡಿದ ತಪ್ಪನ್ನು ನೀನು ಮಾಡಬೇಡ ಒಂದೊಂದು ಜೀವ ಕೂಡಾ ಅಮೂಲ್ಯವಾದುದು ಎಂದು ಅರಿತುಕೋ" ಎಂದನು

ಕನಸು

◆ ರಚನೆ : **ಸಂದೀಪ ಜಿ. ಭಂಡಾರಿ**
ದ್ವಿತೀಯ ಬಿ.ಸಿ.ಎ. 'ಎ'

ನೀ ಮರಳಿ ಬಂದಾಗ
ಮಾತು ಮೌನವಾದಾಗ
ಕಂಗಳೇ ಎಲ್ಲಾ ಹೇಳಿದಾಗ
ಮನಸು ತುಸು ನಕ್ಕಾಗ
ನಾ!! ನಾಚಿಕೆಯ ಚಾದರ ಹೊದ್ದು
ಆ ಕಡೆ ಹೊರಳಿದ್ದೆ...
ಮಂಚದಿಂದ ಕೆಳಗೆಬಿದ್ದು ಅಯ್ಯೋ! 'ಕನಸಾ' ಎಂದು ಮರುಗಿದ್ದೆ



ಪರಿವರ್ತನೆ

◆ **ಸುಜನ್ ಶೆಟ್ಟಿ**
ಪ್ರಥಮ ಬಿ.ಬಿ.ಎ. 'ಎ'

ಕೋಪಕ್ಕೆ ಬುದ್ಧಿಕೊಟ್ಟು ಕದಡಿಸಿದೆ ಜೀವನವ
ಕಾಲ ಕಠಿಣವೇ ಸರಿ ದಾಟಿ ಬಂದಾಗ ಆ ಕ್ಷಣ
ಕೇಳಿಕೆಯ ಬಿಟ್ಟು ಆಲಿಸುವ ಯೋಚನೆಯ ನೆನೆವ ಮನ
ಆ ಫಲದ ವರವೇ ಮುಡಿಪಾಗುತ್ತಿತ್ತು
ಕೋಪ ಒಂದು ಗಾಜಿನಂತೆ
ಗಾಜೊಂದು ಇದ್ದಾಗೆ । ಇದ್ದುಕೊಂಡು ಬಿದ್ದಾಗೆ
ಹೊಣೆಯಾರದೆಂದಾಗ । ಹಣ ಕೊಟ್ಟು ಕೊಂಡಲಾರೆ
ಇಂತಹದೊಂದು ವಿರಳತೆ ನೈಜದಲ್ಲಿ ಆದ ಹಾಗೆ

ಕೋಪ ಒಂದು ಕಬ್ಬಿಣದಂತೆ । ಬಿಸಿಯಾದಾಗ ಕೆಣಕುವಂತೆ
ರೂಪಾ ಒಂದು ಬದಲಾಯಿತೇ । ಈ ಬದಲಾವಣೆ ಒಳ್ಳೆಯದೇ
ಕೋಪಕ್ಕೆ ಬುದ್ಧಿ ಕೊಟ್ಟು

ಗಾಳಿಮಾತು

◆ **ಸುಜನ್ ಶೆಟ್ಟಿ**
ಪ್ರಥಮ ಬಿ.ಬಿ.ಎ. 'ಎ'

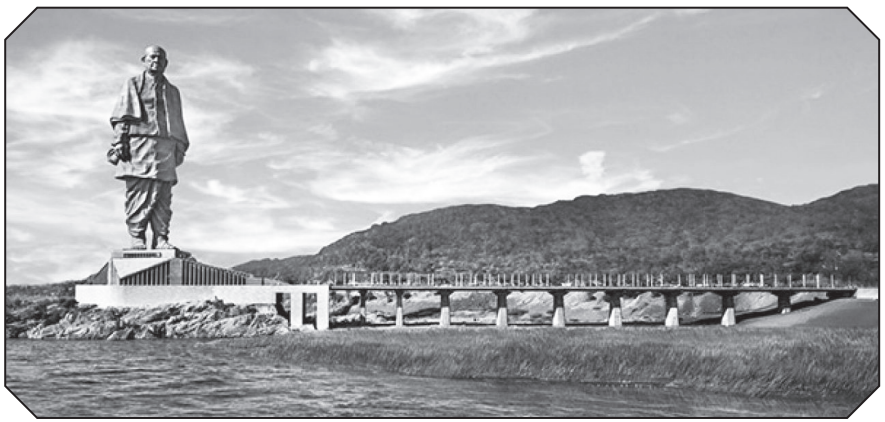
ಆಡುವ ಆಟಕ್ಕೆ ನೂಲಾಗಲು ಬಯಸಿದೆ
ಹಿಂದೊಂದು ಸುಳ್ಳಾಗಿ ಇಂದೊಂದು ಸವಿಯಾಗಿ
ನಿಜವಾದ ಬಣ್ಣದ ರೂಪವ ನೋಡಿದೆ
ಕಣ್ಣಾಡಿಸಿ ನೋಡಲ್ಲಿ ಹರಸುವ ಕೈ ಕಲ್ಮಶವಾಗಿದೆ

ಇಂತಹ ಸಿರಿವಂತಿಕೆ ಯಾಕೆ ನಿನಗೆ ದೊರಕಿದೆ?
ಆಡಿದ ಮಾತು ಗಾಳಿಗೆ ಸೇರಿ, ಗಾಳಿಮಾತು ಕಿವಿಗೆ ಸೇರಿ
ಅಲ್ಲೊಂದು ಇಲ್ಲೊಂದು ನಂದೊಂದು ನಿಂದೊಂದು
ಮಾತಿಗೆ ಮಾತು ಸೇರಿ ಮಾತನಾಡದ ಮಾತು ಆಡಿದೆ

ಏಕತೆಯ ಪ್ರತಿಮೆ

◆ **ಮಾನಸ ಯು.**
ದ್ವಿತೀಯ ಬಿ. ಕಾಂ.

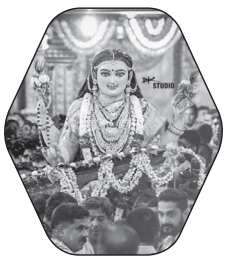
ಗುಜರಾತ್‌ನ ನರ್ಮದಾ ಜಿಲ್ಲೆಯಲ್ಲಿರುವ ಸಾಧು ಬೆಟ್ ದ್ವೀಪದಲ್ಲಿ ತಲೆ ಎತ್ತಿರುವ ಬರೋಬ್ಬರಿ 182 ಮೀಟರ್ ಎತ್ತರದ "ಏಕತೆಯ ಪ್ರತಿಮೆ"ಯನ್ನು ಪ್ರಧಾನಿ ಮೋದಿ ಅವರು ಅಕ್ಟೋಬರ್ 31 2019ರಂದು ಲೋಕಾರ್ಪಣೆ ಮಾಡಿದರು. 'ಮಣ್ಣಿನ ಮಗ' ಸರ್ದಾರ್ ಪಟೇಲ್ ಅವರು ಬಾನೆತ್ತರಕ್ಕೆ ನಿಂತು ನಮಗೆ ಸ್ಫೂರ್ತಿ ನೀಡುತ್ತಿದ್ದಾರೆ. ಸ್ವತಂತ್ರ ಭಾರತದ ಮೊದಲ ಗೃಹಸಚಿವರಾಗಿದ್ದ ಸರ್ದಾರ್ ಪಟೇಲ್, ಸ್ವತಂತ್ರಪೂರ್ವದಲ್ಲಿ ಹರಿದು ಹಂಚಿಹೋಗಿದ್ದ 562 ಸಣ್ಣ ಸಣ್ಣ ಸಾಮ್ರಾಜ್ಯಗಳನ್ನು ಒಂದುಗೂಡಿಸಿ ಭಾರತ ಗಣರಾಜ್ಯವನ್ನು ನಿರ್ಮಿಸುವಲ್ಲಿ ಪ್ರಮುಖ ಪಾತ್ರ ವಹಿಸಿದರು. ಗುಜರಾತ್‌ನ ಕೆವಾಡಿಯಾ ಪಟ್ಟಣದಿಂದ ಈ ಪ್ರತಿಮೆ ಬಳಿ ತೆರಳಲು 3.5ಕಿ. ಮೀ. ಹೆದ್ದಾರಿ ಮಾರ್ಗ ಸಿಗುತ್ತದೆ. ಇದು ಜಗತ್ತಿನ ಅತ್ಯಂತ ಎತ್ತರದ ಪ್ರತಿಮೆ. ಇದು ಚೀನಾದ ಸ್ಪ್ರಿಲ್ ಟೆಂಪಲ್ ಬುದ್ಧನ ಪ್ರತಿಮೆಗಿಂತಲೂ 23 ಮೀಟರ್ ಎತ್ತರವಿದೆ. ಅಮೇರಿಕದಲ್ಲಿರುವ ಜಗದ್ವಿಖ್ಯಾತ ಲಿಬರ್ಟಿ ಪ್ರತಿಮೆ 93 ಮೀಟರ್ ಸುಮಾರು ಎರಡು ಪಟ್ಟು ಎತ್ತರವಿದೆ. ಈ ಪ್ರತಿಮೆಯು 60 ಮೀಟರ್ ಸ್ಪೀಡ್ ವೇಗದಲ್ಲಿ ಗಾಳಿ ಬೀಸಿದರೂ, ಭೂಕಂಪ ಸಂಭವಿಸಿದರೂ ತಾಳಿಕೊಳ್ಳುವ ಗಟ್ಟಿತನ ಹೊಂದಿದೆ. ಈ ಪ್ರತಿಮೆಯನ್ನು ಕೇವಲ ಮೂರೂವರೆ ವರ್ಷದ ಒಳಗೆ ಸುಮಾರು 3000 ಕೆಲಸಗಾರರು ನಿರ್ಮಿಸಿದ್ದಾರೆ. ಇದರಲ್ಲಿ ಲಾರ್ಸನ್ ಆಂಡ್ ಟರ್ಬೊದ (ಎಲ್&ಟಿ) 300 ಎಂಜಿನಿಯರ್‌ಗಳೂ ಸೇರಿದ್ದಾರೆ. 2010ರಲ್ಲಿ ಗುಜರಾತ್ ಮುಖ್ಯಮಂತ್ರಿಯಾಗಿದ್ದಾಗ ನರೇಂದ್ರ ಮೋದಿ ವಿಧಾನಸಭೆ ಚುನಾವಣೆಗೂ ಮುಂಚೆ ಈ ಯೋಜನೆಯನ್ನು ಘೋಷಿಸಿದ್ದರು. ಇದಕ್ಕೆ ತಗುಲಿರುವ ಸಂಪೂರ್ಣ 3,050 ಕೋಟಿ ವೆಚ್ಚವನ್ನು ಗುಜರಾತ್ ಸರ್ಕಾರವೇ ಭರಿಸಿದೆ. ಈ ಯೋಜನೆಯನ್ನು ನಿರ್ವಹಿಸಲೆಂದೇ ಮೋದಿ 2011ರಲ್ಲಿ ಸರ್ದಾರ್ ವಲ್ಲಭಬಾಯ್ ಪಟೇಲ್ ರಾಷ್ಟ್ರೀಯ ಏಕತಾ ಟ್ರಸ್ಟ್ ಸ್ಥಾಪಿಸಿದ್ದರು. ದೇಶದ ಎಲ್ಲ ರಾಜ್ಯಗಳಿಂದ 'ಲೋಹ' ಆಂದೋಲನ ನಡೆಸಿ 1,69,000 ಹಳ್ಳಿಗಳಿಂದ ಸುಮಾರು 100 ಮಿಲಿಯನ್ ರೈತರಿಂದ 129 ಟನ್ ಲೋಹವನ್ನು ಸಂಗ್ರಹಿಸಲಾಗಿದೆ. ಈ ಯೋಜನೆಯಿಂದಾಗಿ ಅಲ್ಲಿನ ಆದಿವಾಸಿಗಳಿಗೆ ಸುಮಾರು 15 ಸಾವಿರ ನೇರ ಉದ್ಯೋಗ ಸೃಷ್ಟಿಯಾಗಿದೆ ಎಂದು ಅಧಿಕಾರಿಗಳು ಹೇಳಿದ್ದಾರೆ ನವೆಂಬರ್ 2019ರಿಂದ ಈ ಪ್ರತಿಮೆ ಸಾರ್ವಜನಿಕರ ವೀಕ್ಷಣೆಗೆ ಲಭ್ಯವಾಗಿದೆ.



ತುಳುನಾಡು

◆ ರಚನೆ : **ಸಂದೀಪ ಜಿ. ಭಂಡಾರಿ**
ದ್ವಿತೀಯ ಬಿ.ಸಿ.ಎ. 'ಎ'

ಮನಸ್ಸು ಪಾವನ!! ನೋಡಿ ಅಮ್ಮನ 'ಅಲಂಕಾರ'
ಬೆಳಗುವ ದೀಪಗಳಿಂದಲೇ ಪ್ರತಿ ದಾರಿಯ ಸಿಂಗಾರ
ನೋಡಲು ಆ ಸಡಗರ
ಕಣ್ಣಿಗೆ ಬಹಳ ಹಿತಕರ
ಆಹಾ! ಎಷ್ಟು ಚಂದ! ನಮ್ಮ ಮಂಗಳೂರು ದಸರಾ..
ಸಂಸ್ಕೃತಿ ಮತ್ತು ಸಾಂಸ್ಕೃತಿಕವಾಗಿ ಬಹಳ ಶ್ರೀಮಂತಬೀಡು
ಬಾರಿ ಪೊಲ್ರು ಎಂಕಲ್ನ ತುಳುನಾಡು.



ಗೀಜಾದ ಪಿರಮಿಡ್‌ಗಳು

◆ ಭೂಮಿಕಾ
ದ್ವಿತೀಯ ಬಿ. ಕಾಂ.

ಈಜಿಪ್ಟ್‌ನ ಪಿರಮಿಡ್‌ಗಳು ಭೂಮಿಯ ಮೇಲಿನ ಕಟ್ಟಡಗಳಲ್ಲೇ ಅತ್ಯದ್ಭುತವೆಂಬುದರಲ್ಲಿ ಸಂದೇಹವಿಲ್ಲ. ಒಂದು ಸಾವಿರ ವರ್ಷಗಳ ಅವಧಿಯಲ್ಲಿ ಈಜಿಪ್ಟ್‌ನಲ್ಲಿ ಸುಮಾರು 70 ಪಿರಮಿಡ್‌ಗಳನ್ನು ನಿರ್ಮಿಸಲಾಗಿದೆ. ಅವುಗಳಲ್ಲಿ ಗೀಜಾದಲ್ಲಿನ ಕೀವ್ಹೋಪ್ಸ್, ಕೆಫ್ರೆನ್ ಹಾಗೂ ಮಿಸೆರಿನಸ್ ರಾಜರ ಸಮಾಧಿಗಳಿಗೆ ಕಟ್ಟಿರುವ ಪಿರಮಿಡ್‌ಗಳು ಬೃಹತ್ತಾದವು. ಇವು ನಿರ್ಮಾಣಗೊಂಡದ್ದು 4,600 ವರ್ಷಗಳ ಹಿಂದೆ. ಜಗತ್ತಿನ ಅತಿ ಪ್ರಾಚೀನ ಏಳು ಅದ್ಭುತಗಳಲ್ಲಿ ಇನ್ನೂ ಈಗಲೂ ಉಳಿದಿರುವುದು ಈ ಪಿರಮಿಡ್‌ಗಳು ಮಾತ್ರ.

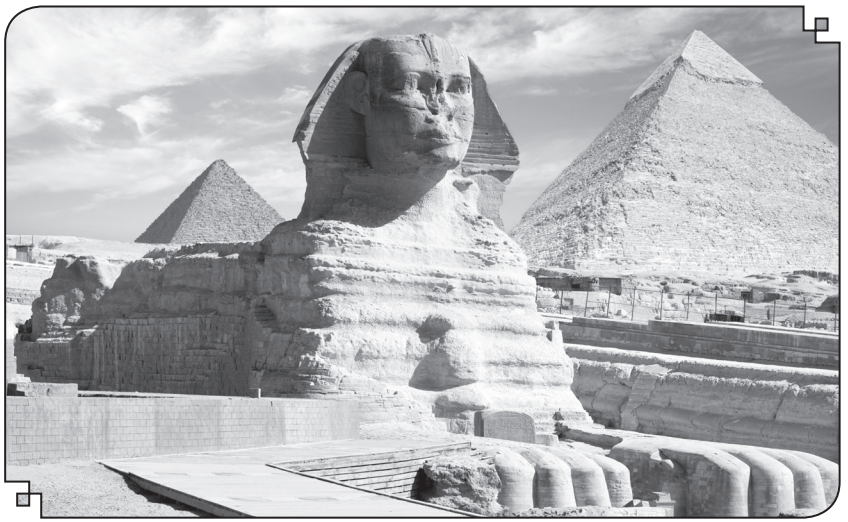
ಈ ಮೂರು ಬೃಹತ್ ಪಿರಮಿಡ್‌ಗಳಲ್ಲೂ ಅತಿ ಬೃಹತ್ತಾದುದು ದೊರೆ ಕೀ ವೋಪ್ಸ್‌ನ ಸಮಾಧಿ ಇರುವ ಪಿರಮಿಡ್. ಇದು ನೆಲೆಸಿರುವ ಜಾಗ ಎಷ್ಟು ವಿಶಾಲವಾದುದೆಂಬುದರ ಕಲ್ಪನೆ ಬರುವುದು 40x60 ಅಡಿಗಳ 200ಕ್ಕೂ ಹೆಚ್ಚು ಬಂಗಲೆ ನಿವೇಶನಗಳನ್ನು ಆ ಜಾಗ ಒಳಗೊಳ್ಳುತ್ತದೆಂದು ಹೇಳಿದಾಗ ಈ ಪಿರಮಿಡ್‌ನ್ನು ತಲಾ ಎರಡೂವರೆ ಟನ್ ತೂಕದ ಸುಣ್ಣದ ಕಲ್ಲಿನ 2,30,0000 ಇಟ್ಟಿಗೆಗಳಿಂದ ಕಟ್ಟಲಾಗಿದೆ.

ಈ ಪಿರಮಿಡ್‌ನ ಗಾತ್ರದಷ್ಟೇ ಅದ್ಭುತವೆನಿಸುವುದು ಅದರ ವಿನ್ಯಾಸದ ನಿಖರತೆ ನೆಲಮಟ್ಟದಲ್ಲಿ ಪಿರಮಿಡ್‌ನ ನಾಲ್ಕು ಅಂಚುಗಳ ಸಾರಾಸರಿ ಉದ್ದ 755 ಅಡಿಗಳು. ಅತಿ ಹೆಚ್ಚು ಉದ್ದದ ಹಾಗೂ ಅತಿ ಕಡಿಮೆ ಉದ್ದದ ಅಂಚುಗಳ ನಡುವಣ ವ್ಯತ್ಯಾಸ ಕೇವಲ 8 ಅಂಗುಲ ಮಾತ್ರ. ಪಿರಮಿಡ್‌ನ ನಾಲ್ಕೂ ಮೂಲೆಗಳು ಪರಸ್ಪರ ಸಮಕೋನಗಳಲ್ಲಿವೆ. ವ್ಯತ್ಯಾಸವಿದ್ದರೆ ಕೇವಲ ಒಂದು ಡಿಗ್ರಿಯಷ್ಟಿರಬಹುದು. ಅಷ್ಟೆ. ಪಿರಮಿಡ್‌ನ ಅಂಚಿನ ರೇಖೆಗಳು ದಿಕ್ಸೂಚಿಯ ಸೂಚಿ ಬಿಂದುಗಳಿಗೆ ಹೊಂದಿಕೊಳ್ಳುವಂತೆ ನಿರ್ಮಾಣವಾಗಿದೆ. ಪಿರಮಿಡ್ ಕಟ್ಟಿದವರು ನಕ್ಷತ್ರಗಳ ಸ್ಥಾನಗಳನ್ನು ಆಧಾರವಾಗಿಟ್ಟುಕೊಂಡು ಈ ನಿಖರತೆಯನ್ನು ಸಾಧಿಸಿದ್ದಾರೆ. ಪಿರಮಿಡ್ 52 ಡಿಗ್ರಿಯಷ್ಟು ಓರೆಯ ಕೋನದಲ್ಲಿ 490 ಅಡಿಗಳಷ್ಟು ಎತ್ತರವಾಗಿದೆ.

ಇಂಥ ಬೃಹತ್ ಕಟ್ಟಡಕ್ಕೆ ಎಷ್ಟು ಭಾರಿ ಸಂಖ್ಯೆಯಲ್ಲಿ ಕೆಲಸಗಾರರು ಬೇಕಾಗಿದ್ದಿರಬಹುದು! ಒಬ್ಬ ವಾಸ್ತುಶಿಲ್ಪಿಯ ಪ್ರಕಾರ ಸುಣ್ಣದ ಕಲ್ಲಿನ ಇಟ್ಟಿಗೆಗಳನ್ನು ನಿರ್ಮಾಣದ ಸ್ಥಳಕ್ಕೆ ಒಂದು ಲಕ್ಷಮಂದಿ ಸಾಗಿಸಿರಬಹುದು. ಪಿರಮಿಡ್ ಕಟ್ಟುವುದಕ್ಕೆ ನಾಲ್ಕು ಸಾವಿರ ಮಂದಿ ಕೆಲಸಗಾರರು ಬೇಕಾಗಿದ್ದಿರಬೇಕು.

ಮೊಕ್ಕಾಟಂ ಬೆಟ್ಟದಿಂದ ಇಟ್ಟಿಗೆಗಳನ್ನು ಕತ್ತರಿಸಿ, ಜಾರುಬಂಡಿಗಳು, ದೋಣಿಗಳಲ್ಲಿ ಸಾಗಿಸಿ ಪಿರಮಿಡ್ ನಿರ್ಮಾಣದ ಸ್ಥಳಕ್ಕೆ ತರಲಾಯಿತು. ಆ ಕಾಲದಲ್ಲಿ ಈಜಿಪ್ಟ್‌ಯನ್ನರಿಗೆ ರಾಟೆಗಳ ಬಳಕೆ ತಿಳಿದಿರಲಿಲ್ಲ. ಆದ್ದರಿಂದ ಇಳಿಜಾರು ಮೇಹುಗಳನ್ನು ಕಟ್ಟಿಕೊಂಡು ಇಟ್ಟಿಗೆಗಳನ್ನು ಪಿರಮಿಡ್‌ನ ಮೇಲು ಮೇಲಕ್ಕೆ ನಿರ್ಮಾಣ ಹಂತದಲ್ಲಿ ಸಾಗಿಸಿರಬೇಕು.

ಬೃಹತ್ ಪಿರಮಿಡ್‌ನ ಮಧ್ಯಭಾಗದಲ್ಲಿ ಕೀವ್ಹೋಪ್ಸ್‌ನ ಸಮಾಧಿ ಗೃಹವಿದೆ. ಕಲ್ಲಿನಿಂದ ಕಟ್ಟಿರುವ ಈ ಕೋಣೆ 34x17ಅಡಿಗಳಷ್ಟು ವಿಶಾಲವಾಗಿ ಮತ್ತು 19 ಅಡಿಗಳಷ್ಟು ಎತ್ತರವಾಗಿ ಇದೆ. ದೊರೆಯ ಶವ ಪೆಟ್ಟಿಗೆ ಕೋಣೆಯ ಪಶ್ಚಿಮ ಭಾಗದಲ್ಲಿದೆ. ಕಲ್ಲಿನ ಈ ಶವಪೆಟ್ಟಿಗೆಯ ಮೇಲೆ ಕೆತ್ತನೆ ಕೆಲಸವಿದೆ. ದೊರೆ ಕೀವ್ಹೋಪ್ಸ್‌ನ ಪಿರಮಿಡ್‌ನ ಸುತ್ತ ಸಾಲು ಸಾಲಾಗಿ ಕಡಿಮೆ ಎತ್ತರದ, ಸಮತಲ ನೆತ್ತಿಯ ಗೋರಿಗಳಿವೆ. ಮೂರು ಸಣ್ಣ ಸಣ್ಣ ಪಿರಮಿಡ್‌ಗಳೂ ಇವೆ. ದೊರೆಯ ಕುಟುಂಬದವರು ಮತ್ತು ಹಿರಿಯ ಅಧಿಕಾರಿಗಳನ್ನು ಇವುಗಳಲ್ಲಿ ಸಮಾಧಿ ಮಾಡಲಾಗಿದೆ. ಪಿರಮಿಡ್‌ನ ದಕ್ಷಿಣ ಗೋಡೆಯ ಪಕ್ಕ ಒಂದು ನೆಲಮಾಳಿಗೆ ಕೋಣೆ ಇದೆ. ಇದನ್ನು 1954ರಲ್ಲಿ ಪತ್ತೆ ಮಾಡಲಾಯಿತು. ಇಲ್ಲಿ ಕೀವ್ಹೋಪ್ಸ್‌ನ ಅಂತ್ಯ ಸಂಸ್ಕಾರಕ್ಕೆ ಬಳಸಿದ ನೌಕೆ ಇದೆ. ಇದನ್ನು 4600 ವರ್ಷಗಳಿಂದ ಯಾರೂ ಮುಟ್ಟಿಲ್ಲ.



ಬೆಳಗಿನ ಬೆಳದಿಂಗಳು

◆ ರಚನೆ : **ಸಂದೀಪ ಜಿ. ಭಂಡಾರಿ**
ದ್ವಿತೀಯ ಬಿ.ಸಿ.ಎ. 'ಎ'

ಬೆಳಗಿನ ಬೆಳದಿಂಗಳೇ ।
ಕನಸು ಕಂಡ ಕಂಗಳೇ ॥
ನೀನು...
ಚಂದಿರನು ಸಪ್ಪೆಯೇ ।
ಯಾರಿಲ್ಲ ನಿನ್ನ ಮುಂದೆಯೆ ॥
ಅಂದೆ ನಾನು...

ಮನದ ಗೋಡೆಯಲ್ಲಿ ಭಿತ್ತಿಪತ್ರ
ಬೆವೆತ ಭಾವಗಳ ಭಾವಚಿತ್ರ
ಹೃದಯದಿ ನಿನ್ನ ಚಿತ್ರದ ಕೊಲಾಜು
ನೆನಪುಗಳ ನೆಪವಾಗಿದೆ ಕಾಲೇಜು (೧)

ನನ್ನ ಆಸೆ ॥ ತೀರಾ ಸಾಮಾನ್ಯ
ನೀಡು ಅದಕೆ ನೀ ಮಾನ್ಯ
ಖಾಲಿ ಬಿದ್ದಿದೆ ಹೃದಯದಿ ಜಮೀನು
ಜಮೀನುದಾರಳಾಗಿ ಬಾ ನೀನು...



ಓ ನನ್ನ ಮನವೇ

ನನ್ನ ಮನಕೆ ಎಷ್ಟೊಂದು
ಹುಚ್ಚುತನ.....
ನಿಜತಾನೆ ಅದಕೆ ನೀ ಕಾರಣ
ನನ್ನ ಮನವು ನಗುತಿದೆ ನೆನಪಲ್ಲಿ
ದಿನಕಳೆದಿದೆ ನಿನ್ನ ಗುಂಗಲ್ಲಿ
ಓ ನನ್ನ ಮನವೇ ಓ ನನ್ನ ಮನವೇ...

ಹೇಳಿದರೂ । ಹೇಳದಾಯಿತು..
ತಿಳಿಸಿದರೂ । ತಿಳಿಯದಾಯಿತು..
ಹಠವ ಮಾಡಿದೆ ಇಂದು ಈ ಮನವು..
ಹುಚ್ಚು ಹಿಡಿಸಿದೆ ಅವಳ ಆ ನಗುವು..
ಓ ನನ್ನ ಮನವೇ । ಓ ನನ್ನ ಮನವೇ

ನನ್ನ ಕನಸಿನ ಕಾರಣ ನೀನಾಗಿಹೆ
ನಿನ್ನ ಹೆಸರನೇ ನಾ ಕನವರಿಸುವೆ
ನೀ ನನ್ನ ಜೀವದ ಭಾವ ನನ್ನುಸಿರೆ
ನನ್ನ ಮೌನದ ಮಾತಾಗಿ ಬದುಕಿರುವೆ...

ಸಾಧ್ಯವಾದರೆ ಕ್ಷಮಿಸಿ ಬಿಡು ನನ್ನ

◆ **ಶರಣ್ಯ ಎಚ್.**
ದ್ವಿತೀಯ ಬಿ.ಕಾಂ.

ಹೇ! ಜೀವ ಜಲವೇ
ನೊಂದ ಹೃದಯದಿಂದ
ನಿನ್ನ ಬಳಿ ಕ್ಷಮೆ ಯಾಚಿಸುತ್ತಿರುವೆ.
ಸಾಧ್ಯವಾದರೆ ಕ್ಷಮಿಸಿ ಬಿಡು ನನ್ನ
ನಿನ್ನೀ ದುರ್ಗತಿಗೆ ನಾನಾದೆ ಕಾರಣ.

ಸ್ಫಟಿಕ ಶುಭ್ರವಾಗಿ ಹರಿಯುತ್ತಿದ್ದೆ ನೀನು
ದಣಿದವರ ನೀರಡಿಕೆ ನೀಗುತ್ತಿದ್ದೆ ನೀನು.
ಜೀವಜಂತುಗಳ ಪಾಲಿಗೆ ಆಸರೆಯೇ ನೀನು
ಆದರೆ ನನ್ನ ಸ್ವಾರ್ಥಕ್ಕಾಗಿ ನಿನ್ನ ಕೆಡಿಸಿ ಬಿಟ್ಟೆ ನಾನು
ಸಾಧ್ಯವಾದರೆ ಕ್ಷಮಿಸಿ ಬಿಡು ನನ್ನ

ನಿನ್ನ ಆ ಹೊಳಪನ್ನು ಕೆಡಿಸಿ ಬಿಟ್ಟೆನಲ್ಲಾ
ಜಲಜೀವಿಗಳ ನಾಶಕ್ಕೆ ಕಾರಣನಾದೆನಲ್ಲಾ
ನನ್ನ ಅಂತ್ಯಕ್ಕೆ ನಾನೇ ನಾಂದಿ ಹಾಡಿರುವೆ
ನಿನ್ನ ಬಳಿ ಕ್ಷಮೆ ಯಾಚಿಸಲು ಅನರ್ಹಳಾಗಿರುವೆ
ಆದರೂ ಕೈಚಾಚಿ ಕೇಳುತಿರುವೆ
ಸಾಧ್ಯವಾದರೆ ಕ್ಷಮಿಸಿ ಬಿಡು ನನ್ನ

ನೀನಿಲ್ಲದೆ ಏನಿಲ್ಲ
ನಿನ್ನಿಂದಲೇ ನಾವೆಲ್ಲ
ಮತ್ತೆ ಒಂದಾಗುವೆವು ನಾವು
ಒಂದಾಗಿ ನಿನ್ನ ಉಳಿಸಿಕೊಳ್ಳುವೆವು ನಾವು
ನಮ್ಮ ಮೂರ್ಖತನಕ್ಕೆ ಯಾಚಿಸುತ್ತಿರುವೆ ಕ್ಷಮೆಯನ್ನು
ಸಾಧ್ಯವಾದರೆ ಕ್ಷಮಿಸಿಬಿಡು ನಮ್ಮನ್ನು

ಹೆಸರು ಪ್ರೀತಿ

◆ ರಚನೆ : **ಸಂದೀಪ ಜಿ. ಭಂಡಾರಿ**
ದ್ವಿತೀಯ ಬಿ.ಸಿ.ಎ. 'ಎ'

ಹೇಳಲಿಲ್ಲ । ಯಾರನೂ ಕೇಳಲಿಲ್ಲ
ಜೀವಕೂ ತಿಳಿಯಲಿಲ್ಲ....
ನಿನ್ನ ನೋಡಿ! ನನ್ನ ನಾನೇ
ಮರೆತೆನಲ್ಲ.....

ನಿನ್ನ ಆ ನಗು
ಹುಚ್ಚು ಹಿಡಿಸಿದೆ ನನಗೂ
ನಿನ್ನ ಆ ನಿಶ್ಯಬ್ದ
ಕೇಳಾಗಿದೆ ನನ್ನದೆಯಲ್ಲಿ ಶಬ್ದ....

ಮನಸ್ಸಿನ ಇಷ್ಟವೋ...
ಖುಷಿಕೊಡುತಿರೋ ಕಷ್ಟವೋ...

ಬೆವರದ ಭಯವೋ...
ನಾ ಕಳೆದು ಹೋದೆನೆಂಬ ಸಂಶಯವೋ

ನಿನ್ನ ಕೆನ್ನೆಯ ಆ ಗುಳಿ
ಇಟ್ಟಿದೆ ಹೃದಯಕ್ಕೆ ಕಚಗುಳಿ
ಸಲುಗೆಯ ಸುಳಿ
ನಲುಮೆಯ ಕಳಕಳಿ

ನಿನ್ನ ಹೆಸರಿನ ಆಲಾಪನೆ
ಹೊಸ ಕನಸಿನ ಧಾರಣೆ
ಭಾವದ ಒಗ್ಗರಣೆ
ನಿದಿರೆಯೆ ಬರದ ಜಾಗರಣೆ

ರ್‍ಯಾಪ್

ಸಾಗು

ಸಾಗು! ಸಾಗು! ಸಾಗು
ನೀ ಮುಂದೆ ಮುಂದೆ..
ಹೋಗು! ಹೋಗು! ಹೋಗು
ನೀ ಗುರಿಯ ಹಿಂದೆ

ನಿನ್ನ ಮನಸ್ಸಿನ ಮನೆಗೆ ನೀ
ಕನಸಿಗೆ ನೀಡು ಆಮಂತ್ರಣ...
ನಿನ್ನ ನೀ ನಂಬು/ ಮಾಡು
ಆತ್ಮಾವಲೋಕನ.....

ನಡೆ – ನೀನು ನೋಡದೇ ಮೈಲಿಗಲ್ಲು
ಸೋತರೂ/ ಬಿದ್ದರೂ/ ನೀ ಎದ್ದುನಿಲ್ಲು (1)

ಸನ್ನಿವೇಶಕ್ಕೆ ಸಿಲುಕಿ ಆಗಬೇಡ ನೀ
ನಿನ್ನ ಕನಸಿನ ವ್ಯಾಪಾರಿ...

ಕಷ್ಟವಾದರೂ ಇಷ್ಟಪಟ್ಟು ಹಿಡಿ ನಿನ್ನ ದಾರಿ.....
ಇದ್ದೆ ಇರ್ತಾರೆ ನಾಲ್ಕು ಜನ ಮಾತಾಡೋರು
ನಿನ್ನ ಬೆನ್ನ ಹಿಂದೆ...
ಬೆಳೆದು ನಿಲ್ಲು। ಸಾಧಿಸಿಗೆಲ್ಲು ನೀ ಅವರ
ಮುಂದೆ (2)

ಸೋತರೂ, ಗೆದ್ದರೂ, ಅತ್ತರೂ, ತುಳಿದರೂ
ತಿಳಿದರೂ, ಬೆಳೆದರೂ ನಿನ್ನ ನೀ
ಮರೀಬೇಡ....

ಬೆಲೆ ಇದ್ದರೂ ಇಲ್ಲಿ ಬೆಲೆ ಇಲ್ಲ
ಸಾಧಿಸದೆ ನೀ ಮರೆಯಬೇಡ...

ಕನ್ನಡ

ಪ್ರೀತಿಸೋ ಕನ್ನಡ
ಗೌರವಿಸೋ ತಾಯ್ನಾಡ
ಪೂಜಿಸೋ ಕರುನಾಡ
ಪ್ರೇಮಿಸೋ ನಿನ್ನ ಬೀಡ

ನಮ್ಮ ಭಾಷೆ ಅತ್ಯಂತ ಹಳೆಯ
ನಮ್ಮ ಭಾಷೆ – ನಮ್ಮ ಹೆಮ್ಮೆ
ಅದನ್ನ ತಿಳಿಯೋ ಗೆಳೆಯ
ಕನ್ನಡ ಗೊತ್ತಿಲ್ಲ ಅಂತ ನೀ ಹೇಳ್ಬೇಡ
ಕನ್ನಡವೇ ನಮ್ಮನೆಲೆ ಅದನ ನೀ
ಮರಿಬೇಡ....

ಕನ್ನಡದ ಗತ್ತು
ವಿಶ್ವಕ್ಕೆ ಗೊತ್ತು

ಈ ಭಾಷೆ ನಮ್ಮೆಲ್ಲರ ಸ್ವತ್ತು
ಪ್ರೀತ್ಸೋರಿಗೆ ಗೊತ್ತು/ ಇದರ ಗಮ್ಮತ್ತು

ನಮ್ಮ ಭಾವ ಕನ್ನಡ..
ಜೀವ ಕನ್ನಡ..
ಸಾಹಿತ್ಯ ಕನ್ನಡ..
ಪ್ರತಿನಿತ್ಯ ಕನ್ನಡ..
ಉಸಿರು ಕನ್ನಡ / ಹೆಸರು ಕನ್ನಡ
ತಿನ್ನುತ್ತಿರುವ ತುತ್ತು ಕನ್ನಡ

ಬೆಲೆಕಟ್ಟಲಾಗದ ಮುತ್ತು ಕನ್ನಡ
ನಾ ಕನ್ನಡದ ಭಕುತ
ಹರಿಯುತಿದೆ ಕನ್ನಡದ ರಕುತ
ಕನ್ನಡ ವೇ ಅಭಿಮಾನ
ಕನ್ನಡವೇ ನನ್ನ ಪ್ರಾಣ.



ಚುಟುಕುಗಳು

ಆಭರಣ

ನನ್ನ ಉಸಿರು ಉಸಿರಿಸಲು ಬೇಕೇ? ಆಮಂತ್ರಣ
ಶ್ರೀಮಂತ ನಾ!!
ಬೇಕಿಲ್ಲ "ಕನ್ನಡ"ಕ್ಕಿಂತ ದೊಡ್ಡ ಆಭರಣ

ಕನ್ನಡ

ಭುವಿಯಲ್ಲಿನ ಎಲ್ಲಾ ಭಾವಗಳನ್ನು ಬೆರೆಸಿ ಬ್ರಹ್ಮ
ಬ್ರಹ್ಮಾಂಡಕ್ಕೆ ಒಂದು ಭಾಷೆಯನ್ನು ಕೊಟ್ಟ..
ಅದಕ್ಕೆ !!
'ಕನ್ನಡ' ಎಂದು ಹೆಸರಿಟ್ಟ

ದಿಗಿಲು

ಕನಸಲ್ಲಿದ್ದವಳು ಕಣ್ಣೆದುರು ಕಂಡರೆ
ಮುಗಿಲಿಗೂ ದಿಗಿಲು...
ಹಗಲುಗನಸಲ್ಲೇ ಹಾಳಾಗಿ ಹೋದೆ!!
ಅವಳು ನನ್ನ ನೋಡಿ ನಗಲು...

ಖುಷಿ

ತುಂಬಾ ಖುಷಿಯಲ್ಲಿದ್ದಾಗ ಬಂದ ನಗು!!
ಸ್ವಲ್ಪ ಹೊತ್ತು ಮಾತ್ರ ನೆನಪು...
ತುಂಬಾ ಖುಷಿಯಲ್ಲಿದ್ದಾಗ ಬಂದ ಅಳು!!
ಎಂದು ಅಳಿಯದ ಹೊಳಪು.

ನಿನ್ನೆ

ಒಂಥರಾ ಚಟ
ಹಾಡಿಸುವ ಹಠ
ನಿನ್ನೆಗಳ ಸಂಗೀತ
ನೆನಪುಗಳಾಗಿ ಶಾಶ್ವತ



◆ ರಚನೆ : **ಸಂದೀಪ ಜಿ. ಭಂಡಾರಿ**
ದ್ವಿತೀಯ ಬಿ.ಸಿ.ಎ. 'ಎ'







हिन्दी विभाग

सेहत का महामंत्र

◆ **भूमिका**
द्वितीय बी. कॉम.

हमें फिटनेस को अपने परिवार, समाज और देश की सफलता का मानक बनाना होगा । 'मैं फिट तो इंडिया फिट' और 'बॉडी फिट तो माइंड फिट' भी इसके लिए अच्छे सूत्र साबित हो सकते हैं ।

प्रधानमंत्री नरेंद्र मोदीजी ने राष्ट्रीय खेल दिवस के मौके पर 'फिट इंडिया अभियान' की शुरुआत करते हुए सभी को स्वस्थ रहने का संदेश दिया है । ऐसी एक चेतना सदी की शुरुआत से ही देश में फैल रही है । स्वयं प्रधानमंत्री के हस्थक्षेप से इसमें नया जोश आ सकता है । अपने वक्तव्य में प्रधानमंत्री ने फिटनेस को स्वस्थ और समृद्ध जीवन की जरूरी शर्त बताया । आज कई जानलेवा बीमारियाँ लाइफस्टाइल डिसआर्डर्स की वजह से हो रही है, जिन्हें हम अपने रहन–सहन में बदलाव करके नियंत्रित कर सकते हैं । फिट इंडिया का विस्तार खेलों के दायरे से आगे आम लोगों तक करना होगा । 'शरीर माधम खल धर्म सेवा में' और 'तंदरुस्ती हजार नियामत' हमारा संस्कृति के मूलमंत्र रहे हैं ।

इस अभियान का उद्देश्य लोगों को स्वास्थ्य के प्रति जागरूक बनाना है और भारत सरकार के खेल नेत्रालय के अलावा, मानव संसाधन विकास मंत्रालय, पंचायती (राज मंत्रालय तथा ग्रामीण विकास मंत्रालय आप भी तालमेल से इसमें अहम भूमिका निभाएँगे । सामाजिक–आर्थिक विकास के आधुनिक मॉडल ने जीवन में सुविधाएँ बढाई हैं लेकिन मनुष्य के स्वास्थ्य पर भारी संकट भी पैदा कर दिया है । कॉर्डियोवैस्कुलर बीमारियों, मनोरोगों और कुछ कैमरों की जड़ भी रहन–सहन के तरिकों में खोजी गई है । इनसे बचाव के लिए लोग व्यायाम खाने–पीने में संयम और अन्य शारीरिक गतिविधियों पर जोर दे रहे हैं लेकिन दुर्भाग्यवश भारत इस मामले में काफी पीछे है । पता चला है कि महज 10 प्रतिशत भारतीय ही कसरत करते हैं । हर दो में से एक भारतीय शारीरीक रूप से कम सक्रिय है । लोगों का समय टीवी देखने में ज्यादा गुजरता है । भारतीय चिकित्सा संघ के एक अध्ययन के मुताबिक भारत में 3.52 करोड़ भारतीय स्वास्थ्य को ध्यान में रखकर कोई शारीरिक गतिविधि नहीं करते है । 70 प्रतिशत युवा रोज व्यायाम नहीं करते और 62.5 प्रतिशत अपने सानपान पर ध्यान नहीं देते । जाहिर है अगर देश को फिट रखना है तो यह मिजाज बदलता होगा । फिटनेस को एक अभियान का रूप देने के लिए स्कूल कॉलेजों और सरकारी, गैर सरकारी, सभी तरह के संस्थानों को आगे आना होगा । स्कूलों में तो खेलकूद प्रायः अनिवार्य है लेकिन कॉलेजों–विश्वविद्यालयों में इसे और बढ़ावा देने की ज़रूरत है । दफ्तरों और कारखानों को अपनी कार्यप्रजाली निर्धरित करते हुए फिटनेस के फैक्टर को ध्यान में रखना होगा । कुछ निजी संस्थानों में जिम और खेलकूद की व्यवस्था है, पर उनमें लोगों की भागीदारी बहुत मामूली है । सरकार इसके लिए कोई आदेशात्मक व्यवस्था बनाए, इससे पहले लोगों को अपने स्तर पर चौकस होना होगा ।

तलाश

◆ दिशा एस्. गुडिगार
प्रथम बी. सी. ए.

बेहतर से बेहतर कि तलाश करो ।
मिल जाये नदी तो समन्दर कि तलाश करो,
टूट जाते हैं शीशे पत्थरों कि छोट से
तोड़ दे पत्थर ऐसे शीशे कि तलाश करो ।

जो मुस्कुरा रहा हैं उसे दर्द ने पाला होगा
जो चल रहा हैं उसके पाव में छाला होगा
बिना संघर्ष के इन्सान चमक नहीं सकता
जो जलेगा उसी में तो उजाला होगा

बस वो बात हवाओं को बताये रखना
रौशनी होगी चिरागों को जलाये रखना
लहु देकर जिसकी हिफाज़त कि शहिदों ने
उस तिरंगे को सदा दिल में बसाये रखना ।

करीब मुल्क के आओ तो कोई बात बने
बुझी मशाल को जलाओ तो कोई बात बने
सूख गया है जो लहू शहीदों का
उसमें अपना लहू मिलाओ तो कोई बात बने ।

हम जब भी आपकी दुनिया से जायेंगे
इतनी खुशियाँ और अपनापन दे जायेंगे
कि जब भी याद करोगे इस पागल दोस्त को
हँसती आँखों से आँसू निकल आयेंगे ।

माँ–मेरी ताकत

◆ अरफा बानु
प्रथम बि. सि. ए.

हे प्रभु! माँ को मुझसे जुदा न कर ।
तू मेरा सब कुछ ले ले, पर
माँ को मुझसे जुदा न कर!
ले मेरी हँसी, ले मेरी खुशी, पर
माँ को मुझसे जुदा न कर ।
चाहे मुझे दुनिया भर की घम दे दे, पर
माँ को मुझसे जुदा न कर ।
उस घम को भी मैं हटा दूँ, जब
माँ हो मेरे साथ ।
तू बस मेरी माँ को मुझसे जुदा न कर ।
मेरा सब कुछ है तुझपे कुरबान, पर
माँ को रख मेरे पास ।
भीड़ में जब माँ की हाथ छूट जाए, तो
लगता है जैसे साँसे टूट गए ।
इसी लिए कहती हूँ मेरा सब कुछ ले ले, पर
माँ को मत छीन ।
माँ है मेरी ताकत, माँ ही मेरी आखरी चाहत
हे प्रभू! माँ को मुझसे जुदा न कर ।

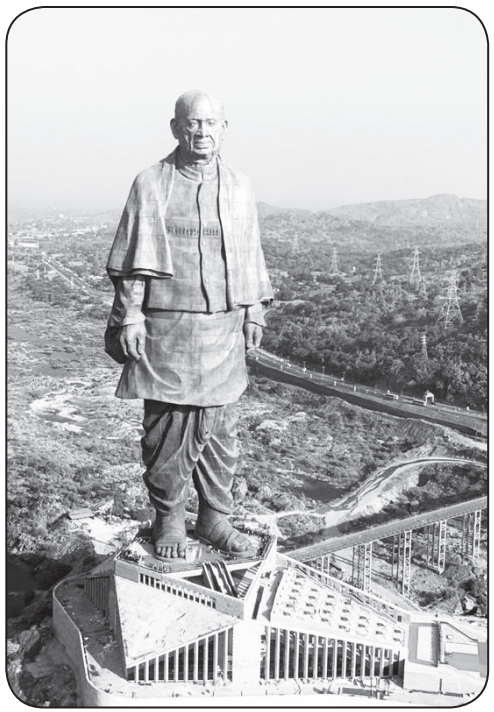


लौह पुरुष

◆ **साक्षि यु. सोनांग**
द्वितीय बी. कॉम.

31 अक्तूबर को प्रधानमंत्री नरेंद्र मोदीजी भारत के 'लौह पुरुष' सरदार वल्लभ भाई पटेल की 182 मीटर ऊँची प्रतिमा का उद्घाटन करेंगे तो भारत एक नया वर्ल्ड रिकार्ड बना लेगा। यह दुनिया की सबसे ऊँची प्रतिमा बना जाएगी। बनावट की खूबियाँ के कारण यह स्टैच्यु इंजिनियरिंग की एक मिसाल बन गई है। जानिए क्या है 'लौह पुरुष' की प्रतिमा की विशेषताएँ

1. इस प्रतिमा की ऊँचाई 182 मिटर है। इसके बाद 128 मीटर ऊँची चीन की स्प्रिंग बुद्ध का नंबर आता है।
2. प्रतिमा का डिजाइन पद्मभूषण राम सुतार तैयार किया है।
3. इसके निर्माण में 25000 टन लोहे और 90000 टन सीमेंट का प्रयोग किया गया है।
4. लौह पुरुष की यह प्रतिमा अमेरिका के स्टैच्यु ऑफ लिबर्टी (93 मीटर) से दुगनी है।
5. मूर्ति को 7 कि. मी. दूर से देखा जा सकता है। महत्वपूर्ण बात यह है की गुजरात की असेंबली सीट 182 के बराबर ही इसकी ऊँचाई रखी है।
6. इसे बनाने में कुल खर्च 2989 करोड रुपए हुआ है।
7. यह प्रतिमा अहमदाबाद से 200 कि. मी. दूर जनजाति जिले नर्मदा के सरदार सरोवर डेम के निकट बनाई गई है।
8. सबसे कम वक्त में बनने वाली यह दुनिया की पहली प्रतिमा है।
9. इसे एक टूरिस्ट स्पॉट के रूप में घोषित किया जा चुका है। यहाँ इस मूर्ति के अलाव एक ट्राइवल म्युजियम, एक गार्डन और बोटिंग फैसिलिटीज की सुविधा भी है।
10. यहाँ पहुँचने के लिए पैदल रास्ता, फोर लेन हाइवे की सुविधा है। पास में ही 52 कमरों का श्रेष्ठ भारत भवन 3 स्टार होटल है।
11. यहाँ लोग सरदार सरोवर बांध के अलावा नर्मदा के 17 किमी लंबे तट पर फैली फूलों की घाटी नजारा देख सकेंगे।



आधुनिक भारतीय नारी के कर्तव्य और आदर्श

◆ **तृप्ति वि. उल्लाल**
द्वितीय बि. कॉम.

नारी व्यापक जीवन और समाज का आधा अंग कहा जाता है । स्वतंत्रता प्राप्ति से पहले तक परिस्थितिवश उसके जीवन व्यवहारो पर अनेक प्रकार के प्रतिबन्ध लगे हुए थे । उसकी तनिक – सी भी चेष्टा को उड़ने का प्रयास मान कर संदेह की नजर से देखा जाता था । उसे प्रायः शिक्षा भी नहीं दी जाती थी । यदि दी भी जाती तो बस पढ़ना – लिखना सिखा दिया, ताकि वह रामायण– महाभारत आदि धार्मिक ग्रन्थ पड़ सके । अधिक से अधिक अवसर पड़ने पर चिट्टी पत्री लिख सके । यह अब भी बडे शहरो में ही हो पाता था, कस्बों और ग्रामों में कतई नहीं । अपने आप को धनी मानी एवं आधुनिक मानने वाले परिवारों की नारियाँ धीरे–धीरे स्कूल–कॉलेज भी जाने लगी पर उन पर तरह–तरह के लाँछन लगाए जाते । ''तितलियाँ और मधुमक्खियाँ तक की उपाधि दी जाती । आर्यसमाज, बाद में सनातन धर्म, इधर बंगाल आदि में ब्रह्मसमाज, माहाराष्ट्र में प्रकृति समाज थ्योसोफीकल सोसायटी आदी के प्रयासों से भारतीय नारी समाज में जागृति के कुछ लक्षण प्रकट होने लगे ।

अब क्रम आता है एकदम आधुनिक नारी का । कहा जा सकता है कि स्वतंत्र भारत की नारी के कर्तव्य और आदर्श का । पहले आदर्श की बात कर लें । यों तो आधुनिक भारतीय नारी में सभी परम्परागत उच्च नारीत्व के भाव और गुण, कहा जा सकता है कि आदर्श भी विद्यमान है ।

फिर भी वह उतनी ही आदर्श कही जा सकती है कि जितना देश का वातावरण और पुरुष समाज आदर्श है । इतने पर भी नारी को पुरुष की तुलना में सामान्यतः अधिक भारतीय आदर्शों की रक्षिका और पालिका कहा जा सकता है । कहा जा सकता है कि भारतीय घर–परिवारों के जो आदर्श बचे हुए हैं, जिन परम्पराओं आज भी निर्वाह हो पा रहा है, वह नारियों के कारण हो पाया है । भारतीय नारी का आदर्श भी इसी बात में है कि वह भारतीयता और उस की आदर्श, प्रगतिशील परम्पराएं इसी प्रकार बचाए रखे ताकि पाश्चात्य प्रभावों से आज जो भारतीयता के हास और विनाश का संकट उपस्थित है, उसे टाला जा सके ।

आधुनिक नारी के लिए सभी दिशाएँ खुली है । इसलिए सचमुच, वह दिन बडा ही शुभ होगा, जिस दिन आधुनिक नारी सभी तरह की कुरीतियों पूर्वाग्रहों से मुक्त होकर घर – परिवार को सँभालती हुई इस प्रकार के आदर्श कर्तव्य पालन की राहों पर चल निकलेगी । हमें पूर्णतरा आशावादी रहना चाहिए ।





IQAC













Orientation





Student Council

















Leadership Training Program







Hindi Conference






BBA Conference















Commerce Conference









BCA Conference











Blood Donation Camp









EDP CELL





NSS


ವಾರ್ಷಿಕ ವಿಶೇಷ ಶಿಬಿರ-2019-2020




ಸರಕಾರಿ ಕಿರಿಯ ಪ್ರಾಥಮಿಕ ಶಾಲೆ ಸೂಡ
ವಾರ್ಷಿಕ ವಿಶೇಷ ಶಿಬಿರ




ವಾರ್ಷಿಕ ವಿಶೇಷ ಶಿಬಿರ-2019-2020










ವಾರ್ಷಿಕ ವಿಶೇಷ ಶಿಬಿರ






ಸರಕಾರಿ ಕಿರಿಯ ಪ್ರಾಥಮಿಕ ಶಾಲೆ ಸೂಡ
ವಾರ್ಷಿಕ ವಿಶೇಷ ಶಿಬಿರ







Independence Day











Observation of Sathavana Dina



Vivekotsava















Variety Competition





















Genesis & Inspire





























International Yoga Day





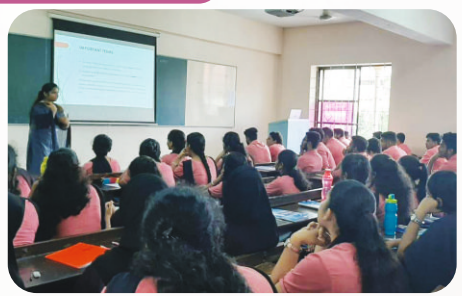

Suraksha - Women Cell







Student Faculty Programs



PTA






Guest Lectures















Book Release



Teachers Day





Felicitation





SHARADA POOJA









Association Inaugration





















Library Orientation






Roversnrangers








Vanmahotsava




Sports Day











Factory Visit

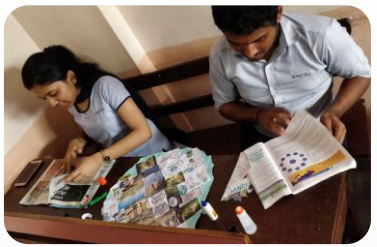







Skill Enhancement Activities












FEST

Magazine Release





Consumer Club













Alumini Interaction









Extension Activities





















Student Council



Class Representatives



Finance



Marketing



Human Resource



Economics



Commerce



Business Law



Consumer Club



EDP Cell



Scan



Literary



Fine Arts



Fest Forum



Red Cross



Rovers and Rangers



Sports



Placement Cell



Teaching Staff



Non-teaching Staff




SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE
BUSINESS MANAGEMENT




SYGMA


SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE
OF BUSINESS MANAGEMENT
SYNERGY 2020


Presents
CORPORATE ALCHEMIST
SYGMA


SYNERGY 2020
Presents
SYGMA


SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE
OF BUSINESS MANAGEMENT


OF BUSINESS MANAGEMENT
M.G Road, Mangaluru – 575003, NAAC RE-Accredited with 'A' Grade


SHRI DHARMASTHALA MANJUNATHESHWARA
COLLEGE OF BUSINESS MANAGEMENT




SYNERGY 2020
Presents


Presents
SYGMA


SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE
OF BUSINESS MANAGEMENT
SYNERGY 2020


COLLEGE DAY CELEBRATIONS










BUSINESS MANAGEMENT
MANGALORE




College
Day
2020


College
Day


COLLEGE OF BUSINESS MANAGEMENT
M.G Road, Mangaluru - 575 003


SHRI DHARMASTHALA MANJUNATHESHWARA
COLLEGE OF BUSINESS MANAGEMENT
College
Day


SHRI DHARMASTHALA MANJUNATHESHWARA
COLLEGE OF BUSINESS MANAGEMENT


SHRI DHARMASTHALA MANJUNATHESHWARA
COLLEGE OF BUSINESS MANAGEMENT


SHRI DHARMASTHALA MANJUNATHESHWARA
COLLEGE OF BUSINESS MANAGEMENT