

Editorial

No stones were left unturned, very true in terms of educators. The new normal has created an urge in all the educators to perform better and reach out to the students in every way. SDMCBM is proud to look back at our journey as we have extended our efforts to work on progression. Planning, organizing and succeeding in the attempts have created another benchmark for the institution. The flowers have bloomed again and this time with four distinct colors. These flowers are now thriving ahead spreading the fragrance of prosperity. It's a proud moment for our college to receive four ranks in the university examinations for the academic year 2017-2021. *Engage, Explore, Explain, Elaborate, and Evaluate* became a habit in this new normal. Every opportunity was taken positively and the institution has come up with flying colors. Education sector has seen robust outcome with qualitative activities organized for the students which aimed to bring out the optimum from the students catering to the needs of the society. The culmination of activities held in the season has been put forward in this edition. The college has witnessed opulence in ushering the young minds to be responsible citizens.

College Magazine Releasing

College annual magazine “Dynamism Insignia” for the academic year 2019-20 was released by Mr Mahabhaleshwar M S, Managing Director, Karnataka Bank, Head Office, Mangalore on 22 December 2020. Principal, Prof. Aruna P. Kamath, Mrs. Renuthakshi K., and Mrs. Shashiprabha, were also present during the occasion.

Felicitation Programme

Felicitation Programme to our retiring staff, Mr. Janardhan Naik, Office Attendant and Mr. Devaraj Hegde, Peon was organized on 30 January 2021, who served the institution for more than 34 years as Office Attendants. Principal, Prof. Aruna P. Kamath, Dr. Tharanath Shetty, Principal, SDM Law College, Dr. Seema Shenoy, Director, SDM Post Graduate and Research Centre honoured them by presenting a bouquet and memento as a token of gratitude. Mr. Janardhan and Mr. Devaraj shared their experiences during their tenure in the institution. The faculty members and administrative staff of all the three institutions were present for the programme.

NSS Inauguration

The NSS Unit was inaugurated by Mr. Bellala Gopinath Rao, Civil Engineer, Military on 27 January 2021 through Google Meet Platform. In his inaugural address, the guest highlighted the purpose of NSS, the role of NSS in a student's life and inculcating 5 essential values of life. Principal, Prof. Aruna P. Kamath, presided over the Programme and urged the students to have dedication and sincerity in whatever work they do. Mr. Akshith Kumar K. and Ms. Sanjana coordinated the programme.

NSS Orientation

The NSS unit organized an orientation program for first-year students on 2 February 2021. The objective of the programme was to enlighten the students about the objectives, motto and activities of NSS. Mr. Adithya Raj, the alumnus and represented India in the Indian Youth Delegation held in Russia, shared his experience of being an NSS volunteer to inspire the upcoming NSS Volunteers and also said that NSS has changed his life for better. Mr. Akshith Kumar K. read out the plan of action for the year 2020-21. A video depicting the activities conducted in the previous year was displayed to motivate the volunteers. Ms. Sanjana administered the NSS oath to the volunteers. The NSS Programme officers Mr. Akshith Kumar K. and Ms. Sanjana coordinated the programme.

FACULTY DEVELOPMENT PROGRAMME

NAAC Workshop

The IQAC organized a NAAC workshop on the topic “Preparing Self Study Report (SSR) for NAAC in the Revised Accreditation Process” on 25 March 2021 at conference hall. The objective of the workshop was to educate the faculties on new methodologies adopted by NAAC for grading the colleges. The workshop was inaugurated by Prof. Uday Kumar, Faculty, SDM Law College, Mangaluru. Dr. Jayakara M. Bhandary and Mr. Devi Prasad, Special Officer-NAAC, J.D. Office, Mangaluru were the resource persons for the day.

Inaugurator Prof. Uday Kumar, stated the importance of NAAC and how it is essential for every institution. The main aim of NAAC is quality assurance which is needed to measure the quality of an institution and guiding to grow. It is also needed for the welfare of the students and the institutions of higher learning. He stressed upon the key points for the success of any institution by 3D's, i.e. Dedication, Determination and Documentation. In their address, the resource persons stressed on the importance of NAAC and briefed the staff about “Introduction to revised accreditation process, IQA submission”. They highlighted the Revised Accreditation Framework and explained the following aspects of RAF:

- Quality Indicator Framework (QIF)
- Eligibility for Assessment and Accreditation by NAAC
- Assessment Outcome
- Assessment Process
- The Fee Structure
- Submission of Self-Study Report (SSR)
- Online Student Satisfaction Survey (SSS)
- Data templates

All staff members enthusiastically participated in the workshop. They clarified the doubts raised by the faculties at the end of the session. It was a fruitful workshop and everyone were well equipped with all the details and the SOPs. Principal Prof. Aruna P. Kamath welcomed the gathering and introduced the resource persons. Mrs. Sneha Bhat rendered the prayer service. Mr. Arun F. Sequeira proposed vote of thanks. Mrs. Shashikala Shetty compeered the programme.

GUEST LECTURES

Online Awareness programme on FAST - First Aid Mobile Application

The Youth Red Cross Association conducted an online awareness programme on FAST - First Aid mobile application for students and teachers on 17 December 2020. The objective of the programme was to create awareness about the first aid treatment and usage of the application. The programme was coordinated by Mrs. Shwetha Y.

Machine Learning

An online guest lecture on the topic “Machine Learning” was organized for II BCA ‘A’ on 12 December 2020 by Mr Krishna Puthran, Senior Software Engineer, Toshiba, Bangalore. The objective was to develop skills to design applications using recent machine learning software. Mrs Sowmya Jyothi coordinated the programme.

Search Engine Optimisation and PHP spreadsheet

The Department of Computer Application conducted “Alumni Interaction” for III BCA ‘A’ and ‘B’ on 22 February 2021 and 3 March 2021 . The resource persons were Mr. Shrijith R, and Mr. Brill Brenhill, Proprietors and Software Engineers, Hash Infotech , Kulshekar, Mangaluru. The objective of the programme was to create awareness on importance of search engine optimisation among the students. Mr. Shrijith explained about that Search engine optimization (SEO) is the practice of optimizing a Web site so as to achieve preferred ranking on the search engine results pages (SERPs). He opined that SEO can be split into two distinct camps: white-hat SEO and black-hat SEO (with some grey-hat wearers in between). Black-hat SEO refers to trying to game the search engines. These SEOs use dubious means to achieve high rankings, and their Web sites are occasionally blacklisted by the search engines. White-hat SEO, on the other hand, refers to working within the parameters set by search engines to optimize a Web site for better user experience . He also spoke on PhpSpreadsheet, the next version of PHPExcel. He said ,it breaks compatibility to dramatically improve the code base quality . He also said all efforts have shifted to PhpSpreadsheet, PHPExcel will no longer be maintained. At the end of the session there was one to one interaction between resource person and the students. The students were very much enthusiastic and were very keen to know more about SEO. The programme was coordinated by Mrs. Divya Uchil and Mr. Arun F. Sequeira.

STUDENT FACULTY PROGRAMME

Communication and Its Importance in The Executive Field

Marketing Department organized an online Student-faculty on “Communication and its importance in the executive field” for II BBA A, B, and C by Shivam of III BA (HRD) on 13 November 2020. The objective of this session was to enable the students to improve their knowledge about communication and its benefits. The activity was coordinated by Ms. Shreeprajna.

SKILL ENHANCEMENT ACTIVITIES

SCAN ASSOCIATION

Online IT Quiz-*Smartinis*

The association organized 'Online IT Quiz-Smartinis' on 21 November 2020. The objective of the event was to have an insight into the IT sector. A large number of students actively participated. Varshitha Bellur and Shrathan Kumar were the student coordinators. The event was coordinated by Mrs Bhat S.Sneha Ganesh.

IT advertisement -*Techreklame*

The association organized 'IT advertisement event-Techreklame' on 30 November 2020. The objective of the event was to enhance the presentation skills of the students. The participants prepared presentations on several topics like Smart Waste Can, Invisible Car Hood, Wearable air purifiers. Varshitha Bellur and Shravan Kumar were the student coordinators. The event was coordinated by Mrs Bhat S. Sneha Ganesh.

Captcha Cracker

The association conducted 'Captcha Cracker' competition on 23 January 2021. Google Meet was the platform used to conduct the the competition and the duration of the event was 15 minutes. The event was coordinated by the student coordinators, Varshitha Bellur and Shrathan Kumar and the class secretary, Geethesh. The event was coordinated by Mrs. Bhat S. Sneha Ganesh.

MARKETING ASSOCIATION

Jingle Writing

The Marketing Association organized a Jingle Writing competition on 7 November 2020. The objective of this programme was to enable the students to design and produce a jingle for a product. The event was judged by Ms Sanjana and Mr Akshith K. Mrs. Kavitha Prabhu and Ms. Shreeprajna coordinated the programme.

Logo Designing

The association conducted Logo designing competition on 28 November 2020 on Content Marketing. The objective of the activity was to learn design and develop aspects of logos, then apply their understanding of the concepts. It was judged by Ms Lolitha and Mr Sumesh Matada. Mrs. Kavitha Prabhu and Ms. Shreeprajna coordinated the programme.

Slogan Writing

The association conducted a Slogan Writing competition on 2 December 2020 on Content Marketing. The objective of this activity was to enhance their skills and penmanship. It was judged by Mr. Praveen D. and Mr. Gururaj. Mrs. Kavitha Prabhu and Ms. Shreeprajna coordinated the programme.

SWOC Analysis

The association organized the SWOC Analysis on 21 December 2020. The objective of this was to identify the key item for marketing, which involves establishing priorities for action

and to prepare strategic options: risks and problems to solve. It was judged by Mrs. Sneha Bhat. Mrs. Kavitha Prabhu and Ms. Shreeprajna coordinated the programme.

Online Video Ad Making

The department conduct online video ad making competition on 28 January 2021 the objective of this was to enable the students create advertisements for the products in an innovative manner and promote the product .This was judged by Mrs. Supritha A. Mrs.Kavitha Prabhu and Mrs. Deepashree G. Shenoy coordinated the activity.

Book Review

The Department organized a book review on “Kafa On The Shore” authored by Haruki Murakami on 20 March 2021 by Meghana Rao of III B.Com. The objective of the review was to develop critical reading skills by identifying the authors perspective. It helped to analyze, evaluate and judge the content of the book. The programme was coordinated by Ms. Shreeprajna.

BUSINESS LAW ASSOCIATION

Legal Business Photography

The association organized a skill-based photography competition on 15 December 2020. The objective of the competition was to enhance the photography skills, reflect on the cause that has been laid in the dark and celebrate the beauty of the business. Mrs. Parinita coordinated the event.

Collage

The association conducted a College competition on the topic ‘Cyber law’ on 11 February 2021. The objective of the competition was to explore the students’ creativity and imagination skills. Ms Shreeprajna judged the event. Mrs Parinita coordinated the programme.

Painting

The association conducted Painting competition on the topic ‘Fundamental Duties of a Citizen’ on 16 March 2021. The objective of the competition was to explore the students’ creativity and imagination skills. Mrs. Shashiprabha and Mrs. Kavitha judged the event. Mrs. Parinita coordinated the programme.

ENGLISH ASSOCIATION

Handwriting

The association organised Handwriting competition on 14 December 2020. The objective of the event was to motivate students to enhance their writing skills. The activity provided a platform for the students to showcase their writing competency and develop their fine motor skills. A large number of students participated in the competition. E Certificates were provided for all the participants. The event was coordinated by Ms Lolita D'Souza.

Slogan Writing

The association organised Slogan Writing competition on 14 December 2020 in connection with Farmer's day on the topic " Importance of Farmers". The objective of the event was to motivate students to explore the writing skills of the students and also to Bring out the positive role of farmers among the students. A large number of students participated in the competition. E- Certificates were provided for all the participants. The event was coordinated by Mrs. Madhumati J. Raja.

Give Me a Title

English association organized an online poem title writing competition on 17 February 2021. The objective of the event was to enhance the innovative thoughts of the students and to provide an insight into their perspective about literature. A large number of students actively participated in this activity. The event was coordinated by Ms. Lolita Neeta D'Souza.

Master of Ceremony

The association organized an online master of ceremony competition on 5 February 2021. The objective of the event was to develop the speaking skills of the students. A large number of students actively participated in this activity. A large number of students actively participated in this activity. The event was coordinated by Mrs. Madhumathi J. Raja.

Can You Interpret Me

The association organized Can You Interpret Me competition on 23 January 2021. The objective of the event was to bring out the innovative thoughts of the students. The participants had to interpret a given picture and write their thoughts about it. E-certificates were provided to the participants. The activity was coordinated by Mrs. Madhumathi J. Raja.

Debate

The association organized Debate competition on the topic "Has Social Media really improved human communication" on 25 January 2021. The objective of the event was to enhance the speaking skills of the students and to develop self-confidence. E-certificates were provided to the participants. The activity was coordinated by Mrs. Kavya U.

Patriotic Singing

The association in connection with Republic day celebration organized Patriotic singing competition on 30 January 2021. The objective of the event was to inculcate patriotism in the students to develop self-confidence. The event gave an opportunity for the budding talents to sing in language of their preference. E-certificates were provided to the participants. The activity was coordinated by Ms. Lolita.

EDP DEPARTMENT

Quiz

The department conducted online business quiz competition on 28 November 2020. The objective was to enhance the knowledge on analytical skills related to business among the students. The students of different courses actively participated in the competition. The event was coordinated by Mrs. Supritha A. and Mr. Sumesh Matada.

Business Plan

The department conducted online business plan competition on 26 December 2020. The objective was to enhance the analytical and entrepreneurial skills among students. Students of different courses actively participated in the competition. The event was coordinated by Mrs. Supriitha A. and Mr. Sumesh Matada.

EXTENSION ACTIVITIES

New Age Marketing Careers around the Globe

The members of Marketing association attended a webinar on the topic “New Age Marketing Careers Around the Globe” conducted by Aspire for Her on 18 December 2020. The objective of the webinar was to enable the students to understand new learnings and new career options what was amiss until a decade ago or what didn’t even exist until recently is now the latest and newest career options for this generation.

Soil Erosion Day

The association organised an extension activity in connection with Soil Erosion Day from 5 December 2020 to 5 January 2021. The objective of the activity was to create an awareness about protecting soil. The members of the association observed soil erosion protection month by planting several saplings in and around their houses and apartments to save our mother earth. Rahul from I BBA was the student coordinator. The activity was coordinated by Mrs. Madhumathi J. Raja and Mrs. Kavya U.

STAFF ACHIEVEMENT

Mrs. Aruna P Kamath

- Attended the Board of Studies Meeting in Economics at St. Agnes College, Mangalore on 2 January 2021.
- Attended workshop on “University Examination New Software” organized by Mangalore University on 16 February 2021.
- Was the chief guest for the programme on “World Consumer’s Day” organized by District Consumer Federation at Besant Women’s College, Mangalore on 15 March 2021.

Mrs. Divya Uchil

- Participated in a National level Webinar on “Cyber Security” Department of BCA, A.S. Patil College of Commerce (Autonomous), Vijayapur held on 11 November 2020
- Participated in the State Level Webinar on the topic “Media Literacy Awareness to Combat Fake News and Content on Social Media” organized by the Department of Management Science of Yuvaraja’s College, Mysuru held on the 7 December 2020.
- Participated in the 29th Webinar series on the topic “Tulunatakada Pache Pachelu” organized by Sri Dharmasthala Manjunatheshwara Tulu Adhyayana Peeta and Post

Graduate Studies in Tulu. University Evening College, Mangaluru on 19 December 2020.

- Participated in Two-day online workshop on “NAAC – Way forward” organized by SDM College of Business Management Post Graduate Centre for Management Studies & Research, Mangaluru in association with SDM College (Autonomous) Ujire, under UGC- PARAMARSH scheme on 15 & 16 December 2020.

Mrs. Smitha M

- Was the resource person for a session on “Income Tax” for an online BBA III Semester CBCS Syllabus workshop organised by Bhuvanendra College in association with FOBMAT on 3 February 2021

Mr. Arun F. Sequeira

- Participated in a National level Webinar on “Cyber Security” Department of BCA, A.S. Patil College of Commerce (Autonomous), Vijayapur held on 11 November 2020

Dr. Jyothi

- Participated in Hindi National level Seminar & workshop on “Samakaaleen rachnaakaar kaa saamaajik sarokaar” organized by Besant Womens College, Mangalore in association with Mangaluru Vishwavidyalaya hindi adhyapak sangh on 2 December 2020.
- Participated in Two-day online workshop on “NAAC – Way forward” organized by SDM College of Business Management Post Graduate Centre for Management Studies & Research, Mangaluru in association with SDM College (Autonomous) Ujire, under UGC- PARAMARSH scheme on 15 & 16 December 2020.

Mrs. Gayathri K.

- Participated in Two-day online workshop on “NAAC – Way forward” organized by SDM College of Business Management Post Graduate Centre for Management Studies & Research, Mangaluru in association with SDM College (Autonomous) Ujire, under UGC- PARAMARSH scheme on 15 & 16 December 2020.

Mrs. Madhumathi j Raja

- Participated in Two-day online workshop on “NAAC – Way forward” organized by SDM College of Business Management Post Graduate Centre for Management Studies & Research, Mangaluru in association with SDM College (Autonomous) Ujire, under UGC- PARAMARSH scheme on 15 & 16 December 2020.
- Attended a national level webinar on “Union Budget 2021” organized by Vanita Vishram Womens college of Commerce, Surat on 10 February 2021.
- Attended a national level webinar on “Research Paper Writing and Publication” organized by Trisha college of Commerce and Management, Mangalore on 6 February 2021.

- Attended one day online workshop on “Choice Based Credit System of BBA” organized by Bhuvanendra College in association with FOBMAT on 3 February 2021.
- Attended a webinar on “John Keats: Remarks and a Reading” organized by St Berchmans College, Kottayam on 25 February 2021.
- Attended a webinar on “Addressing the Soft Skill Gap” organized by Sri Venkataramana Swamy College, Bantwal on 11 January 2021.
- Attended two-day National E-conference on “Online Teaching and Learning” organized by Govt. P. G College, Bilaspur on 23 and 24 January 2021.
- Participated in the National Level Webinar on "NAAC Process and Methodology" organised by Internal Quality Assurance cell St. Raymond's College, Vamanjoor on 26 March 2021.

Mrs. Kavitha Prabhu

- Participated in Two-day online workshop on “NAAC – Way forward” organized by SDM College of Business Management Post Graduate Centre for Management Studies & Research, Mangaluru in association with SDM College (Autonomous) Ujire, under UGC- PARAMARSH scheme on 15 & 16 December 2020.
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- Participated in the National Level Webinar on "NAAC Process and Methodology" organised by Internal Quality Assurance cell St. Raymond's College, Vamanjoor on 26 March 2021.

Mrs. Manju H.

- Attended a meeting organised by forum of business management teachers on 5 December 2020.
- Participated in Two-day online workshop on “NAAC – Way forward” organized by SDM College of Business Management Post Graduate Centre for Management Studies & Research, Mangaluru in association with SDM College (Autonomous) Ujire, under UGC- PARAMARSH scheme on 15 & 16 December 2020.
- Was the resource person for a session on “Executive development and Soft skills” for an online BBA III Semester CBCS Syllabus workshop organised by Bhuvanendra College in association with FOBMAT on 3 February 2021

- Attended BOE BA(HRD) meeting held on 17 and 18 February 2021 held at SDM College Of Business Mngement,Mangaluru.
- Attended a national level webinar on “Union Budget 2021” organized by Vanita Vishram Womens college of Commerce, Surat on 10 February 2021.
- Attended a national level webinar on “Research Paper Writing and Publication” organized by Trisha college of Commerce and Management, Mangalore on 6 February 2021.
- Attended a webinar on “Addressing the Soft Skill Gap” organized by Sri Venkataramana Swamy College, Bantwal on 11 January 2021.
- Attended two-day National E-conference on “Online Teaching and Learning” organized by Govt. P. G College, Bilaspur on 23 and 24 January 2021.
- Attended online FOBMAT BBA syllabus workshop planning meeting on 21 January 2021.
- Participated in the National Level Webinar on "NAAC Process and Methodology" organised by Internal Quality Assurance cell St. Raymond's College, Vamanjoor on 26 March 2021.

Mrs. Deepa D. Hegde

- Participated in One day Webinar on "National Educational Policy-2020" organized by KVG Polytechnic (Govt Aided), Sullia. on 24 March 2021.

Mrs. Shashikala K.G.

- Attended a meeting organised by forum of business management teachers on 5 December 2020.
- Participated in Two-day online workshop on “NAAC – Way forward” organized by SDM College of Business Management Post Graduate Centre for Management Studies & Research, Mangaluru in association with SDM College (Autonomous) Ujire, under UGC- PARAMARSH scheme on 15 & 16 December 2020.
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- Attended two-day National E-conference on “Online Teaching and Learning” organized by Govt. P. G College, Bilaspur on 23 and 24 January 2021.
- Attended online FOBMAT BBA syllabus workshop planning meeting on 21 January 2021.
- Participated in the National Level Webinar on "NAAC Process and Methodology" organised by Internal Quality Assurance cell St. Raymond's College, Vamanjoor on 26 March 2021.

Mrs. Shashiprabha

- Attended a one-month online Faculty Induction Training/Orientation Programme for Teachers in Higher Education organized by Teaching Learning Centre, Ramanujan College under the aegis of Ministry of Education sponsored by Pandit Madan Mohan Malaviya National Mission on teaching and teachers in collaboration with Central University of Tamil Nadu, Thiruvavur, VCSG Uttarkhand University of Horticulture and Forestry, Bharsar and D.B Science College, Gondla from 10 November to 9 December 2020.
- Participated in a Webinar on “Android Application Development without Coding using MIT App Inventor” organized by the Department of Electrical & Electronics Engineering, SDM CET in association with The Institution of Engineers (India) Dharwad Local Centre, Dharwad, on 20 December 2020.
- Participated in the National Level Online Faculty Development Programme on “Contemporary Issues in Stock market, Finance & Taxation” jointly organised by the Department of Commerce, Milagres College, Kallianpur & MUCTA held from 7 December 2020 to 11 December 2020.
- Participated in Two-day online workshop on “NAAC – Way forward” organized by SDM College of Business Management Post Graduate Centre for Management Studies & Research, Mangaluru in association with SDM College (Autonomous) Ujire, under UGC- PARAMARSH scheme on 15 & 16 December 2020.
- Participated in a two days national webinar on “Art of Writing and Publishing Research Papers” organized by the Department of Commerce, Raagiri College of Management and Applied Sciences, Rajagiri valley, Kakkanad, Kochi on 21 and 22 January 2021.
- Participated and presented a paper on “The Future of Remote Work Culture: An Assessment on Corporate Employees Residing at Mangaluru” in two days virtual international conference on “Leveraging Business Opportunities in the Post COVID 19 World” organized by Kristu Jayanthi College, Bengaluru on 28 and 29 January 2021.
- Published a paper titled “The Future of Remote Work Culture: An assessment on Corporate Employees Residing at Mangaluru” in two days virtual international conference on “Leveraging Business Opportunities in the Post COVID 19 World” organized by Kristu Jayanthi College, Bengaluru on 28 and 29 January 2021 in Vol-44-No.01(XXII), January-March 2021 of Sambodhi with ISSN:2249-6661 UGC Care Approved, Peer Reviewed and Referred Journal, Impact Factor 5.80.

Mrs. Sowmya Hegde

- Attended a virtual International Infotech Conclave 2021 on Research publication and intellectual property rights organised by Thakur College of science and commerce umbai on 27 February 2021.
- Attended a worskop on Research proposal writing organised by SDM PG Centre Ujire on 23 March 2021.
- Attended Three days Regional Level Workshop on Core Elements of Social Science Research Methodology organised by Institute of Economic Researcg and Population Research Centre, Dharwad, Karnataka sponsored by ICSSR on 15 to 17 February 2021.

- Attended and Presented paper on One day virtual International Conference on Contemporary Issues in Management Studies on the topic “ Competencies and its impact on organizational effectiveness with reference to bank employees in Mangalore Region” organised by ICBM – B School Hyderabad held on 26 March 2021
- **Received Best paper award** with a cash prize of Rs 7,500/- for the paper titled “Competencies and its impact on organizational effectiveness with reference to bank employees in Mangalore Region.” organised by ICBM – B School, Hyderabad held on 26 March 2021

Mrs. Preethika Dharmapal

- Participated in Two-day online workshop on “NAAC – Way forward” organized by SDM College of Business Management Post Graduate Centre for Management Studies & Research, Mangaluru in association with SDM College (Autonomous) Ujire, under UGC- PARAMARSH scheme on 15 & 16 December 2020.
- Attended a national level webinar on “Union Budget 2021” organized by Vanita Vishram Womens college of Commerce, Surat on 10 February 2021.
- Attended a national level webinar on “Research Paper Writing and Publication” organized by Trisha college of Commerce and Management, Mangalore on 6 February 2021.
- Attended one day online workshop on “Choice Based Credit System of BBA” organized by Bhuvanendra College in association with FOBMAT on 3 February 2021.
- Attended a webinar on “Addressing the Soft Skill Gap” organized by Sri Venkataramana Swamy College, Bantwal on 11 January 2021.
- Attended two-day National E-conference on “Online Teaching and Learning” organized by Govt. P. G College, Bilaspur on 23 and 24 January 2021.
- Participated in the National Level Webinar on "NAAC Process and Methodology" organised by Internal Quality Assurance cell St. Raymond's College, Vamanjoor on 26 March 2021.

Mrs. Parinita Salian

- Attended one day online workshop on “Choice Based Credit System of BBA” organized by Bhuvanendra College in association with FOBMAT on 3 February 2021.

Ms. Sanjana

- Attended one day online workshop on “Choice Based Credit System of BBA” organized by Bhuvanendra College in association with FOBMAT on 3 February 2021.
- Participated in 7 days NSS Training Programme conducted by NSS – Empanelled Training Institution, University of Mysore, Mysore from 8 March to 14 March 2020.

Mr. Akshith Kumar K.

- Attended one day online workshop on “Choice Based Credit System of BBA” organized by Bhuvanendra College in association with FOBMAT on 3 February 2021.

Mrs. Kavya U

- Attended a national level webinar on “Union Budget 2021” organized by Vanita Vishram Womens college of Commerce, Surat on 10 February 2021.
- Attended a national level webinar on “Research Paper Writing and Publication” organized by Trisha college of Commerce and Management, Mangalore on 6 February 2021.
- Attended a webinar on “John Keats: Remarks and a Reading” organized by St Berchmans College, Kottayam on 25 February 2021.
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- Attended two-day National E-conference on “Online Teaching and Learning” organized by Govt. P. G College, Bilaspur on 23 and 24 January 2021.
- Participated in the National Level Webinar on "NAAC Process and Methodology" organised by Internal Quality Assurance cell St. Raymond's College, Vamanjoor on 26 March 2021.

Mrs. Bhat S. Sneha Ganesh

- Participated in Two-day online workshop on “NAAC – Way forward” organized by SDM College of Business Management Post Graduate Centre for Management Studies & Research, Mangaluru in association with SDM College (Autonomous) Ujire, under UGC- PARAMARSH scheme on 15 & 16 December 2020.
- Was invited as a MC for the interactive session on gardening, on the topic, “Terrace /Balcony gardening”, on 14 February 2021 at DSIAM auditorium, Mangalore.
- Participated in one day National Level Webinar on the topic “National Education Policy 2020 : Policy Vision and Higher Education” on 16 January 2021, organized by Sri K. Puttaswamy First Grade College, Mysuru.

Ms. Shreeprajna

- Attended Second International Webinar held on 23 December 2020 "Veda for World Peace", organized by Banaras Hindu University Varanasi
- Participated in the One Day International Webinar on Cyber Space & IPR held on 17th December 2020 conducted by Shri Dharmasthala Manjunatheshwara Law College Centre for Post Graduate Studies and Research in Law.
- Participated in the National Webinar on “Concept of Human Rights” organized by Human Rights and Constitutional Clubs, Karnataka State Law University’s Law School, Hubballi, held on 10th December, 2020 on the occasion of the International Human Rights Day - 2020.
- Participated in the International Webinar “ Body Aesthetics in Popular Culture ; Role of Beauty Pageants” organized by the PG Department of English, LISSAH on 10^h December 2020.

- Attended three days regional level virtual workshop on 'Core Elements of social science research methodology' organised by Population research center from 15 to 17 February 2021.
- Participated in the National level webinar on "An insight on Bacteriophage Theraphy" on 4 February 2021 organised by Sri Bhuvanendra College, Karkala.
- Attended one day online workshop on "Choice Based Credit System of BBA" organized by Bhuvanendra College in association with FOBMAT on 3 February 2021.
- Attended and presented paper titled 'Footprints of COVID-19 across the economy of Labours in Unorganised sector in India' in International Online Conference on "Emerging Trends in Post COVID-19 Pandemic" on 5 January 2021 organised by Besant evening college, Mangaluru.
- Participated and published a paper titled "A study on Artificial Intelligence to Super Intelligence" with ISBN-978-93-5445-418-9 at the International Conference on 'Digital Transformation' conducted by MSNIM Institute Bondel, Mangaluru on 26th March 2021.

Mr. Muralidhar Hegde

- Published a paper titled " Usage of e-resources by Business Management students of Mangalore: A case study" in Journal of Library and Information Communication Technology with ISSN Number 2278-3482.

Mrs. Ramya Jinesh





- Attended workshop on "University Examination New Software" organized by Mangalore University on 16 February 2021.

Mrs. Geetha

- Attended workshop on "University Examination New Software" organized by Mangalore University on 16 February 2021.

STUDENT ACHIEVEMENT

- The following students brought laurels to the college by securing ranks in the Mangalore University examinations in the year 2019-20.

	
<p>Name : P. Vaishnavi Bhat Course: BBA Rank : I</p>	<p>Name : V. Neha Kamath Course: BBA Rank : VI</p>
	
<p>Name : Thehsseen Anwar Course: BA (HRD) Rank : I</p>	<p>Name : Deekshitha Shetty Course: BA (HRD) Rank : II</p>

- Students participated in Annual Inter-Collegiate Mega Fest, organized by, St. Aloysius College (Autonomous), Mangaluru on 23rd March and BCA students won first Place in the vasCODEgama (Coding) Event.

