

## Editorial

*This quarter was brimming with academic, extra-curricular and extension activities. Hosting NAAC sponsored conference on "Measures for Quality Enhancement and Sustenance in Higher Education" was a milestone which provided an opportunity to invite the scholars to enthuse the delegates, staff and students to embark upon qualitative aspects. All programmes of the quarter provided boost to enhance learning experience through multi-various activities.*

### **NAAC sponsored National Seminar on "Measures for Quality Enhancement and Sustenance in Higher Education"**

A National Assessment and Accreditation Council (NAAC) sponsored national level seminar on "Measures for Quality Enhancement and Sustenance in Higher Education" was organized by SDM College of Business Management and SDM P.G. Centre for Management Studies and Research, Mangalore on 9 and 10 October 2014.

It was inaugurated by Professor K. Byrappa, Honourable Vice Chancellor of Mangalore University. In his address, he said that NAAC has done a commendable job in bringing about quality in higher education in India. He highlighted the role played by IQAC in colleges and universities in ensuring and sustaining quality. In his keynote address, Dr. Sandeep Shashtry, Pro Chancellor of Jain University and National coordinator of Lokniti Network, said that there is a need for industry and academic collaboration in order to bridge the gap between the world of study and the world of work. Quality in higher education is beyond materials, methods, procedures and processes. Dr. B. Yashovarma, principal of SDM College, Ujire and secretary of SDME Society, Ujire, in his presidential address, noted that there is a need for quality improvement in education, in order to deal with the outcomes of the globalization of higher education. Dr. A. Senthil Kumaran, principal counsellor and head of education excellence, CII Institute of Quality, Bangalore addressed the gathering.

The two days deliberations included different sessions chaired by experts who held interactive sessions on various topics related to improvement of quality in higher education. In the first session Dr. A. Senthil Kumaran spoke on the topic "Measuring Institutional Effectiveness with Data". He pointed out the role of stake holders in quality maintenance and contribution of institutional vision, mission and management philosophy towards it. Dr. Radhika Pai, Professor, Department of Information & Comm. Tech., Manipal University, spoke on "Pedagogical Integration of ICT for Quality Enhancement" in the second

session. She highlighted the ways and means of enhancing the quality through information technology. In the third session, Prof. Clemet D'Souza, coordinator of IQAC, St. Joseph's College, Bangalore spoke on "Quality Sustenance through Internal Quality Assurance Mechanism." He insisted on independent vision and mission for IQAC of each institution and explained the significance of linking these with that of institution. He also suggested that the students should be made to experience these missions and visions through the relevant activities. Prof. Raghunandan, Retired Professor, SVS College, Bantwal talked about "Student Empowerment through Mentoring & Reverse Mentoring" in the fourth session. He opined that teacher student relationship is one of the important factors contributing to quality. To achieve this, both must realize the importance of learning from each other.

Besides this, researchers and academicians presented papers covering wide range topics based on the theme of the seminar. The main objective of the seminar was to enhance the quality of education and to ensure quality sustenance through various mechanisms.

Prof. A. M. Narahari, Registrar, St. Aloysius College (Autonomous), Mangalore, presided over the valedictory function held on 10 October. Mr. Vivek Mohan Alva, Managing Trustee, Alva's Education Foundation was the guest of honour.

In his valedictory speech, Prof. A. Narahari, Registrar, St. Aloysius College (Autonomous), stressed that in the teaching learning process, aspects such as domain knowledge, commitment and involvement play an important role in improving quality in higher education. If there is integration of teaching, tutorial, practical and self-study in higher education, it would help to improve and maintain quality. He said that education sector should align with the other sectors in the society such as economic, social and industrial sectors.

In his chief guest's address, Vivek Mohan Alva, managing trustee of Alva's Education Foundation and also alumni of the college, said that college, university and industries

must work together to design and develop the courses and curriculum to help the students to be better prepared for the future. He stressed that there is lack of research orientation in Indian Education. We should take inspiration from the success of India's recent *Mars Orbiter Mission* and do our best to excel in research.

The delegates provided feedback about the seminar. Certificates were distributed to resource persons, paper presenters and delegates. The seminar provided a platform to deliberate on the ways and means of improving quality in higher education.

### **Faculty Development on How a Teacher Perception Shapes Class room Education**

A FDP programme about "How a Teacher Perception Shapes Class Room Education" was organised on 30<sup>th</sup> August 2014, from 11.00 a.m to 12.30 p.m. The objective of the faculty development programme was to enlighten the faculties about IQAC and NAAC Criteria. The resource person was Mr. Clement D'Souza, Professor in Economics, St. Joseph's College, Bangalore. The resource person spoke about three aspects which are very important for NAAC i.e. Individual & department activities, best practices and documentation. He also suggested that the most important factor in student learning in class rooms is the quality of teaching and he also pointed few of the thinking processes that profoundly influence teacher behavior and student experience. Each teacher operates from a set of unexamined beliefs –about the nature of teaching and learning, about knowledge, and about the purpose of education itself. He quoted many anecdotes to justify the criteria suggested by NAAC. He highlighted the importance of research activities, certificate programmes and innovations. The programme was coordinated by IQAC. Mrs. Shashiprabha welcomed the gathering and Mrs. Madhumathi Raja introduced the guest. Ms. Sowmya Hegde compeered the programme and Mrs. Shashikala Shetty proposed the vote of thanks.

### **PROFESSIONAL COURSE ORIENTATION**

Commerce department of the college in association with placement cell conducted a professional course orientation for students on 5<sup>th</sup> August 2014 in Room No.302. Mrs. Sonali, who is a company secretary, addressed the students about the relevance of professional courses like CA, CS etc. The objective of the programme was to provide information to the students, relating to the professional opportunities in the field of business and finance. The careers in commerce and management which provide high earning and a respectable job were also stressed. The students realised the importance of acquiring knowledge relating to corporate law, capital market and corporate governance in the field of CS. Students were enlightened in various

fields of careers like CA, CS, ICWA and CFA. Careers in investment banking, taxation and financial analysis. Active interaction took place and it was a successful endeavor.

### **GENESIS 2014**

On 7<sup>th</sup> August 2014 college organised a university level management fest 'GENESIS 2014'. The theme of the fest is 'Global Kaleidoscope- An illustrious journey across the world'. It was organized exclusively for first year students. The day's ceremony scheduled at 9.00 am. It began with the blessings of almighty invoked by Ms. Priyanka and party. The CEO of genesis Ms. Sanjana Kamath welcomed the gathering. The chief guests of the function were Mr. Nigam Vasani, Vice-President, Kanara Chamber of Commerce and Industries, Mangalore and Mr. Preetham M. N., Head of Business Development, The Travel Terminal, Mangalore. Mrs. Aruna P. Kamath, principal of the college, presided over the function. The CEO of Genesis 2014 Ms. Karshini Tyagarajan presented a brief introduction about Genesis 2014 and its theme – Global Kaleidoscope. After the formal floral welcome and introduction of the distinguished guests for the event, Mr. Nigam Vasani shared his views amidst the gathering. He appreciated the institution for giving equal importance to academics as well as co-curricular activities which help in developing the students and mould them to face the corporate world. He said that to achieve success, students should instill qualities such as passion to achieve perfection, thirst to gain knowledge and self-respect. He also added that good memory power would give the students an edge in the work they do. Genesis 2014 would inspire the students to tread the path of success. He also enunciated the qualities essential for entering into the dynamic corporate world and emphasized that students must be passionate in order to achieve their aims in life. The guest of honour Mr. Preetham M. N., Head of Business Development, The Travel Terminal, also an alumnus of the college, in his address, pointed out that an ability to focus and possession of relevant skill would help the students to achieve success in their life. He also stressed the importance of innovative practices which fests like Genesis teach the students. He shared his memories which he cherished being a student of our institution and expressed his gratitude to the institution. He also emphasized the importance of extracurricular activities for all round development and also highlighted the fact that SDM College of Business Management is the right place to seek the best exposure essential for the present day Corporate World. He also highlighted the fact that mistakes help one in learning something new. He then wished all the students a successful and bright future. Mrs. Aruna P. Kamath, our beloved principal, delivered the Presidential Address.



The staff coordinators Mrs. Veena D. Kotian and Mrs. Shashikala K. G., student coordinators Karshini Tygarajan and Sanjana Kamath and the students' council president Manel Srikanth were present on the dais. Nifa Ali compeered the ceremony and Shalini Pai proposed vote of thanks. The inauguration ceremony concluded with the unveiling of Genesis 2014 overall trophy by Genesis 2014 CEO's Ms. Karshini Tygarajan & Ms. Sanjana Kamath.

With the theme for Genesis 2014 being 'Global Kaleidoscope- An illustrious journey across the world', the fest aimed at preparing the youth to unravel new ideas to iron out the ever changing phases of business world. The fest was exclusively for the first year management students with the objective of providing them an exposure to the management fest environment. The word Kaleidoscope is a combination of Greek Words KALO, EIDO, and SCOPOS which means beautiful-forms-viewer. Kaleidoscope viewing can be a meditative experience that increases creativity. The mandalas formed by kaleidoscopes have the symbolism of oneness with the universe representing it with no beginning and no end to the circular design. When one looks into a kaleidoscope, one can see something beautiful. But after it is shaken up, destroying what is there, and held it up to the light again, one can see something new and different, but equally beautiful.

Contemporary Business World is much the same as the kaleidoscope. As it continues to change, the companies are challenged. After being shaken, the companies go the extra mile and bring to the lime light something unique, just like a kaleidoscope which reveals something new and beautiful, but only if one takes the time to hold it up to the light and look inside. Similarly, GENESIS 2014's Global Kaleidoscope is a mystical and illustrious journey which aims to highlight the ever changing phases of business world, beginning with localisation and gradually leading to privatisation and now stepping into the era of Globalisation.

Genesis 2014 consisted of events like Orb Rector – Best Manager, Forex – Finance, El Marcadeo – Marketing, Spheroid Syndicator – Human Resources, Voltron – Public Relations and Simple Minds – Quiz.

Valedictory function of Genesis 2014 was held on 7<sup>th</sup> August 2014 at 4.30 pm in the college auditorium. The function began with the blessings of almighty invoked by Ms. Shabari and party. The CEO of genesis Ms. Karshini Tygarajan welcomed the gathering.

Chief Guest for the valedictory programme was Mr. N. G. Mohan, District commissioner, Bharath Scouts & Guides. In his valedictory speech he said that to create awareness among the students about corporate culture such fest should be encouraged. He highlighted the fact that success can be achieved by setting goals in one's life. He

regarded it as the most important aspect in an individual's life. He emphasised that students should set goals by focusing on how they would like to see themselves years down the lane in their career life. He then expressed his gratitude to our institution by organising fests which proves to be the right platform for the students for moulding themselves.

The guest of honour Mr. T. Arun Pai, Partner- Anupama advertisers and printers (Alumnus of SDMCBM), said that in corporate world students have plenty of opportunities. In order to grasp such opportunities along with classroom study they also require practical exposure. In this context this kind of management fest are very meaningful. He shared his memories associated with SDMCBM amidst the gathering and expressed his gratitude. He also emphasised that the management fests would play a vital role in determining the future of an individual. He also stated that mere academics would just take an individual up to the place of recruitment, but it is the skills learnt from the management fest that decides their career at the time of job interview. He concluded his enlightening speech by wishing all the students a successful life. Principal, Mrs. Aruna P. Kamath delivered the presidential address.

Prizes were distributed by the chief guests. The overall trophy was bagged by St. Aloysius College, BBM Department and Manipal University, Department of Commerce, were the Runners up.

Staff coordinators Mrs. Veena D Kotian and Mrs. Shashikala K G, Student Coordinators Karshini Tygaragan and Sanjana Kamatha and student council president Mr. Shrikanth Nayak were present on the dais. The fest was concluded with the vote of thanks proposed by the student council president Mr. Srikanth Nayak. The programme was compeered by Mr. Sanjeeth Rodrigus.

### **Interaction with Parents by Commerce Department**

Commerce department of the college organized an interaction with parents on 25<sup>th</sup> August 2014. As B.Com is newly introduced in the college this year, the objective of the meeting was to bring to the notice of the parents the efforts made by the college to make the course more effective. Mrs. Arun P. Kamath, principal of the college, pointed out the programmes introduced by the B.Com department like short term Tally course, professional career guidance programme etc. Mrs. Sonali Malya (alumna of SDM) a qualified company secretary who serves as part time placement officer, enlightened the parents about various professional courses like CA, CS, ICWA and CFA, and also careers in investment banking, taxation financial analysis and so on. She will be available for individual interaction and personal

career counseling both to the students and aspiring parents who are interested in sending their children to professional careers. The parents appreciated the efforts made by the college to promote professional education and also gave their positive feedback.

### **INSPIRE 2014**

INSPIRE was an interclass fest organised by the final year BCA students to 1<sup>st</sup> and 2<sup>nd</sup> year students of BCA, in order to train them for the upcoming fest SYGMA and also to give them the knowledge about technical fest.

'INSPIRE' was inaugurated on 7<sup>th</sup> August 2014 in the conference hall at 10.30 a.m. by Ms. Karishma V., alumini of the college. Mrs Aruna P. Kamath, principal of the college, presided over the function.

Prayer was sung by Ms. Shabari Ganiga. Ms. Maithri B.S., welcomed the gathering and Ms. Nishmitha Shriyan gave introduction about the guest and Mr. Abdul Basith displayed a video to students which contained the INSPIRE Logo and event names.

The guest of the function Ms. Karishma V. addressed the students. She inspired the students with three words i.e to be Responsible, Self-confidence and good communication skill. She also said that we must have self confidence in ourselves. Ms. Shreeparna proposed the vote of thanks.

The events conducted in this fest were: 1. Best Manager: The event heads were Aishwarya Prabhu and Sushmitha. It had 4 rounds beginning with Aptitude test, Just A Minute, Group Discussion and finally the Stress round. 2. Coding And Debugging: The event heads were Nikhil and Akash. The event had two rounds -First round was to Decode the program and the next round was to Generate a Program. 3. Web Designing: The event heads were Saisudha and Maithri. There were 3 rounds in this event. Quiz, Create Website and Debugging. 4. IT Advertisement and It Debate: The event heads were Nishmitha Shriyan and Athmi. It consisted 2 rounds- the first round was Advertisement and next was Debate. 5. IT Quiz: The event heads were Soujanya and Shaban. There were 2 rounds- first was Multiple Choice Question(MCQ), Inventors and Company Logo. 6. Treasure Hunt: The event heads were Marzooq and group. There were 3 rounds -Good and tiring, Puzzle and Crossword, Find Clue.

The overall prize was won by 1<sup>st</sup> BCA 'A' Team 'AKARSH'. The Staff co-ordinator was Mrs. Reshmi B.R. and student co-ordinator was Maithri B.S.

### **Mirchi Suraksha- Swaraksha for Women**

A self defense training program was organised by the Women's Cell in association with Radio Mirchi was held on August 8, 2014 in the college auditorium. Martial artist

Karthik S. Kateel conducted a training sessions on some of the self defense techniques for women. The coordinator of this programme was Mrs. Jyothi, coordinator, Women's Cell.

### **Guest Lecture on Preparing for Banking Career**

On 8 August 2014 Finance Association organized a guest lecture on the topic information regarding banking exams. Mr. Ravish, Research scholar, Department of Business Administration, Mangalore University and Lecturer in Besant College, Mangalore was the resource person.

He enlightened the students regarding the questions included in the banking exams especially concentrated on aptitude test and reasoning. He said that aptitude tests are structured systematic ways of evaluating how people perform on tasks or react to different situations. They have standardised methods of administration and scoring with the results quantified and compared with how others have done at the same tests. They are increasingly administered on a computer and he also said that Reasoning is the capacity for consciously making sense of things, applying logic, for establishing and verifying facts, and changing or justifying practices, institutions, and beliefs based on new or existing information. Then he clearly explained and worked out few problems on aptitude test and reasoning. This session was very helpful to the students to develop their competencies and empower their aptitude skill. Students benefited from the programme. Mr. Lakhan Raj welcomed the gathering and Ms. Deeksha proposed vote of thanks. Lecturer incharge Ms. Sowmya Hegde co-ordinated the programme.

### **Guest Lecture on Effective Communication Skills**

A Guest lecture on 'Effective Communication Skills' was conducted to the II BCA A and II BCA B students on 12 August 2014. The objective of the program was to develop effective communication skills so that the students get the right skill of communication. The resource person was Ms. Sahana H. Bloor, Technical Trainer and Compliance Auditor from Mphasis.

Ms. Sahana spoke on the two ends of communication - The sender and the receiver. She said that information is passed on through one of the three channels namely: Oral (Verbal), Non-Verbal (Actions) and Written. She also explained the steps in communication. The 7C's of communication Completeness, Consciousness, Consideration, Clarity, Concreteness, Courtesy, Correctness were explained practically.

She also explained about the other important qualities which are required for a good communication namely: Active listening which is not merely hearing. The ability



to spot an error when the sender is trying to communicate and to action per the sender's request is active listening. Eye contact, which is very important in communication, if it is not maintained, the receiver tends to feel ignored or uneasy and the strength of the communication declines. Posture, maintaining a good body language, with an erect posture is more presentable and helpful. Simple language, using simple language that is easily understood by the receiver is all that is required as long as it serves the purpose and doesn't alter the meaning of the conversation. Questioning skills, the receiver needs to probe for more information and issue feedback.

Many activities were conducted to the students to enhance their communication skill. Communication is very important in conveying a message to another person. "You may have the greatest of ideas but they are of no use if you can't express them" was the message of the programme. Mr. Saajan Ameer Ahmed compeered the program, Ms. Melanie Harriet Lobo introduced the resource person and Ms. Mashuda Muhammed Yusuf proposed the vote of thanks. Mrs. Divya Uchil coordinated the programme.

### **Interclass College Anthem Singing Competition**

Fine Arts association organized Interclass Anthem competition on 14 August 2014 in the College Auditorium. Students from all the classes participated with competitive spirit and sang melodiously, seeking the blessing of Lord Manjunatheshwara. Mrs. Ratna Baikadi, Teacher, Besant College and Mrs. Jayashree Aravind, experts in the music field were invited for judging the event. The staff coordinators were Mrs. Renuthakshi and Mrs. Anasuya.

### **Independence Day Celebration**

On 15 August, 2014 at 8 a.m. Independence Day celebration was commenced in the premises of our very own college. The chief guest was Mr. J. Shriyan, Editor of Issues and Concerns. He is a well-known social worker. The programme began with the march past. Each and every class marched towards the pole. It was a mesmerizing view of the tricolor combination which could be seen everywhere on the ground. The student council president Srikanth Nayak welcomed the gathering. Introduction of the guest was given by the student council secretary, Nifa Ali. Director of SDM P. G. Centre Dr. Devaraj K. and Law College principal, Prof. Sebastain felicitated the guest with a memento of gratitude and bouquet of flowers. The flag was hoisted by the chief guest along with the other dignitaries present, with atmost pride and honour which was followed by the National Anthem sung by Priyanka and party. The guest spoke on the richness of Indian culture

and sacrifices of the freedom fighters. The vote of thanks was given by the Student council joint secretary Amra Arabi. Aishwarya Lakshmi compeered the programme. Sweets were distributed to the students.

### **Interclass Variety Entertainment Competition**

Fine Arts association organized the most awaited event of the year, interclass variety competition on 15 August 2014. The theme of the competition was 'Good Citizenship' for the I year students, 'Nurture the Nature' for the II year students and 'India 2050' for the III year students. The objective of the activity was to create positive attitude towards life, enhance the quality of life of individual by encouraging believing in personal integrity, hard work and honesty in public life and protecting the environment. All the classes were given 15 minutes for performance and 2 minutes for stage setting. They presented this through various skills, mime shows and dance. Mr. Jagan Pawar, Theatre Artist, Mr. Manoj Kulal, Stage Artist and Mr. Srinivas, Stage Artist were the judges. The staff coordinators were Mrs. Renuthakshi and Mrs. Anasuya.

### **TALLY COURSE**

Commerce department of the college started a short term course on Tally for the benefit of B.Com students from 4 August 2014. It is conducted in two batches for the whole year. The objective of the course is to get knowledge in computerized accounting methods which are used worldwide now a days. It helps the students to prepare final accounts of a company, ratio analysis, customs duty, TDS calculation and advance tax. This course was initiated by the department to give practical exposure to computerized accounting to fulfill the needs to industry and community at large.

### **Guest lecture on Environmental Issues**

A Guest lecture was conducted by NSS units on 'Environmental Issues' on 21 August, 2014. There were two resource persons who addressed students on two important environmental issues. Dr. S. Shrihari Professor, Department of Civil Engineering, Co-ordinator, Centre for Disaster Risk Reduction, National Institute of Technology, Karnataka, Surathkal, addressed the students on "Environmental Disaster – Risk Reduction". Dr. M.K. Nagaraj, Professor, Department of Applied Mechanics & Hydraulics, National Institute of Technology, Karnataka, Surathkal, who took up the burning issue on "Watershed Management using Interlinking of Rivers".

Prof. Shrihari explained the causes of disaster and ways to overcome form them. He stated that through proper precautions like, creating awareness, making modification in the system, installing warning systems, risk can be avoided or minimized to the great extent.

He also stressed upon the role of proper event management plan in case of disaster management. He concluded by calling upon NSS students, assume their responsibility in disaster management.

Dr. M.K. Nagaraj, spoke about a very sensitive issue on interlinking of rivers for water management. He stated about various uses of water, and problem faced by regions with low water density. Interlinking of rivers can be taken as one of the solutions for this problem which ensures proper distribution of water for sustainable development. He pointed out that there should a systematic approach followed with this regard. All attributes connected to this should be carefully explored before taking a decision. As this matter is very sensitive, along with technical, economical, environmental and legal parameters, social and cultural parameters also should give due weightage. Interlinking of rivers is a boon provided, proper care and caution is exercised at all stages. He then asked NSS students to educate people about the pros and cons of interlinking of rivers.

Mrs. Gayathri K and Mr. Deviprasad organized the programme. Ms. Deeksha and Ms. Keerthi introduced the resource persons to the gathering. Ms. Aishwarya proposed vote of thanks.

### **Celebration of Sadbhavana Day**

In order to mark the importance of communal harmony, 20 August 2014 to 3 September 2014 is celebrated as communal harmony fortnight. Accordingly the NSS unit of the college celebrated Sadbhavana Day on 21 August 2014 in the college conference hall. After briefing the students about the need and importance of communal harmony, an oath was administered to the NSS students by the NSS officer. The students pledged that they will work for emotional oneness and harmony of all the people.

### **AIDS Awareness Programme**

On the occasion of "International Youth Day Celebrations", a guest lecture was organised by NSS unit in association with Karnataka AIDS Prevention Society, on 20 August, 2014.

Mrs. Manjula, Counsellor, KMC, Mangalore was the resource person. She enlightened the students about the causes and symptoms of the disease. Later she highlighted that an estimated 2.5 million Indians are currently living with HIV and the rate in which this disease is growing especially among the youngsters. She mentioned that community based programmes are the best way to spread awareness about this disease. Schools and colleges can help by spreading awareness through which young girls and boys get to know the facts which will help them not to fall prey to this disease. She concluded her session by spending life in a meaningful manner.

Mrs. Gayathri. K and Mr. Deviprasad organized the guest lecture. Ms. Shreeparna, proposed vote of thanks.

### **AIDS Awareness Programme**

On the occasion of "International Youth Day Celebrations", NSS units in association with Karnataka AIDS Prevention Society conducted slogan writing and painting competition on 20 August, 2014.

The topic given for slogan writing was "Youth and Future of Nation". 15 students participated in this competition. Each participant had to write a minimum of 10 slogans relating to the topic. The time given was 15 minutes.

The topic given for painting competition was "Future of India depends on the quality of its youth". 5 students participated in this competition. The time given was 30 minutes.

### **Guest Lecture on Investment Scenario and Stock Market**

On 26 August, 2014, Economics department organised a guest lecture for the students of final year BBM in the conference hall at 10:00 a.m. Mr. G R Prasad, Branch Manager of Anand Rathi Company was the resource person. The main objective of this lecture was to enlighten the students about the entire gamut of Money Market and Capital Market.

In his lecture, he highlighted the importance of Capital Market investment and also brought to the limelight, the major distinction between Money Market and Capital Market. He also gave clear cut details about the Sensex and Nifty. Mr. Prasad in his speech, highlighted the importance of Capital Market Investments by stating its benefits in the long run. He added that, the economy would pick up and prosper due to more and more capital market investments. He further mentioned that stable politics in the country would lead to stable and better fiscal policies in the economy.

He also shared his knowledge about Derivative shares in the stock market, mutual funds and its types viz. open ended and close ended mutual funds with the students. He also stated about Direct Equity Investment, ULIP, Debenture instruments. In addition, he also gave details about the Cash Reserve Ratio (CRR), Statutory Liquidity Ratio (SLR) and also about the Credit Rating agencies like CRISIL. Concluding his speech, Mr. Prasad highlighted that, the next five years will be a golden era for the youth of the country as there will be a plethora of employment and self employment opportunities and also advised the students to make the best use of every opportunity. After his lecture, Mr. Prasad had an interaction with the students wherein he answered the queries put forth by the students. The session was compeered by Ms. Rasmiya. The staff co-ordinator of the programme was Mrs. Shashikala K. G.



### **Guest lecture on E-Banking**

On 30<sup>th</sup> August 2014, Economics department of the college organised a guest lecture on E-Banking for the benefit of students. Mr. Prakash C. from Bank of Baroda was the honourable resource person. The main objective of the programme was to give knowledge to the students about electronic payment system that enables customers of a financial institution to conduct financial transactions on the website, operated by the institution. He spoke about retail bank, virtual bank, credit union. He stressed that online banking has changed the face of transactional business and affects commerce across many traders and industries. He emphasized the interaction of the world economy (Globalisation) necessitated the advancement in the Information and Communication Technology (ICT).

He also highlighted that the modern day banking services lays more emphasis on the usage of technological innovations to improve service delivery and high level of customer satisfaction. Students were very interactive. The outcome of the programme was the acquisition of knowledge in terms of E-banking among the students. The session was anchored by Ms. Evita. It was co-ordinated by Mrs. Shashikala K.G

### **Leadership Training Program**

The objective of Leadership Training Program is to enrich and integrate Students' leadership and academic experiences in order to educate students to be ethical, socially just, and civically engaged leaders on campus and in their larger communities. Accordingly a Leadership Training Program was organized by Rovers and Rangers association on 12<sup>th</sup> August 2014 to train and boost the leadership quality of the students from different colleges. 74 students participated in the training program. The resource person was Mr. Pushparaj Badiyadka, Principal, Chinmaya Vidyalaya Kasaragod. In his session he pointed out the important qualities to be developed to become a successful leader. He also explained different types of leadership styles and made the students to understand the category which they belong to and also how to improve upon.

Various activities were conducted by him during the session to think and act more creatively. The objective of the programme was to improve the leadership quality using creative methods to develop more enthusiasm among the followers. The programme began with the prayer by Ms. Samashree. Mr. Thilakraj.G, staff coordinator, welcomed the gathering. The programme was compeered by Ms. Rasmiya.

### **Guest lecture on HR**

On 20<sup>th</sup> August 2014, a guest lecture was delivered by Mrs. Sushma Kannan Nair, faculty, Sahyadri College of

Engineering and Management. She spoke about various topics on HR such as recruitment process, selection process and internal and external promotion, information of infrastructure available for the employees in the company, basis on which a person is selected as an employee for the job, activities provided for the employees during the training period, development activities. The talk was helpful in enhancing HR knowledge and skills.

### **Guest Lecture on Good Citizenship**

A guest lecture was organised on the topic "The Responsibilities and Duties of Citizenship" by the Hindi department on 26<sup>th</sup> August 2014 in the conference hall. The resource person was Dr. Amitha, faculty, Badriya First Grade College, Mangalore. She said that we must be responsible citizens. She also explained the various duties to be performed by a citizen. The coordinators Mrs. Jyothi welcomed the guest and Mrs. Shalini proposed vote of thanks.

### **GUEST LECTURE ON VOLUNTEERING**

A value education programme was organized by the department of commerce on 'VOLUNTEERING' on 2<sup>nd</sup> September 2014 for the benefit of B. Com students. The talk was delivered by Mr. Preetham Rodrigues, Executive Director, Inchira Foundations.

The objective of the programme was to persuade the students to volunteer in their community. The resource person pointed out that it helps the students to contribute something positive to the society. He stressed that it is an activity that involves spending time, unpaid, doing something that aims to benefit the social environment. He mentioned that the formal activity undertaken through public, private, voluntary organizations as well as informal community participation. He also highlighted the organizations like ION, Project Angel which gives training to the people. He pointed out that volunteering can be adventurous, exciting and satisfactory. He encouraged the students to come forward and join hands with him for the upcoming programmes for the betterment of the society. He also stressed that an effort, as small as spending time helping others, can go a long way in bringing change in lives of many. The sheer feeling of accomplishment or joy that you get by lending a helping hand to people and organizations can be quite overwhelming. He also highlighted that Volunteering India, provides you with the opportunity to participate in projects, dealing with health, community development, child education, disadvantaged residents and many more. He spoke about the aim which is to improve the living conditions of the locals in India and need your support for doing so. These projects will not only help the less fortunate but also help you as a volunteer to know

another culture, may be another language and make new friends for life. He also mentioned that those who want to discover something new and are willing to share his or her knowledge and experience can plan a volunteer. He stressed the importance of workshops and orientation courses to help a person learn about the language, culture and traditions of India which will facilitate volunteer work. He stressed that cooperating with local organizations for the volunteering projects will provide strong field support and ensure that efforts make a positive difference to those in need.

The outcome of the programme was to develop skills and to understand more about serving the society and improve the personality of the young generation. Mrs. Manju lecturer in charge coordinated the programme.

### **Stress Management and Values**

On 2<sup>nd</sup> September 2014, Economics Department organized a value education programme for the students of first year BBM. Mr. Hariprakash, H.O.D Srinivas Institute of Technology and Management was the resource person. The objective of the programme was to provide an idea to the students to overcome stress, controlling of mind and thoughts with positive thinking.

He highlighted that stress is a part of everyday life. When people reach out for help, they are often dealing with circumstances, situations and stresses in their lives make them feeling emotionally and physically overwhelmed.

The Guest speaker conveyed to the students that the best way to be stress free and feel happy is by doing something good to others. He also emphasized that, a person should concentrate on finishing his own work rather than seeing what other person is doing.

He stressed the importance of good nutrition, weight control, exercise and develop good habits as a relaxation techniques to avoid bad habits like smoking, drugs, alcohol etc.

The speaker explained why a discussion of values is even part of stress management. One's values are what is important in life to them. People who suppress their values, and behave out of sync with their values, get stressed. That is because they feel guilty whereas if they act on their values, they feel pride and pride is a good emotion. It is very common for people not to behave according to their values and that causes stress.

Therefore, one should pay attention to one's values and act accordingly. He gave seven areas that are most important to people: finance, work, character, growth, relationships, society and religious faith. He suggested that students should first become aware of what their values are and evaluate whether they are living up to those values.

This talk helped the students to know the importance of moral values and how to get relief from stress.

The session was very interactive. Mr. Hariprakash appreciated the learning ability of the students. Mrs. Shashikala K.G lecturer in charge coordinated the programme.

### **Value Education**

A talk on "Moral values" by Ms. Asha Ravi who is a part of art of living was conducted on 2<sup>nd</sup> September 2014. This guest lecture was arranged in order to make the students aware of the fact that how each person's moral value influences his/ her thinking.

She taught a few breathing techniques which help to steer away from negativity and also from stress. She listed a few moral values which can be practiced in life such as being kind, respecting, positive attitude, sharing, caring, honesty, discipline and helping.

Ms. Asha Ravi mentioned that these values were followed during our childhood. But as we grew up, we were exposed to negative qualities like anger, negative attitude, ego, jealousy, arrogance, fighting, smoking, drinking, breaking law, violence, robbing/ stealing, cheating, torching, harassment and abuse.

When somebody praises us and gives us just one negative comment, we tend to remember only the negative remark made about us. Because of this, our moral values decline as we give more attention to those negative remarks.

We can change this by focusing on positive thoughts as much as we can. Law of nature suggests that whatever we give attention to, that grows more within us. This is how we preserve moral values by focusing more on it.

### **Guest Lecture on Retail Banking**

Commerce department conducted a guest lecture on 4<sup>th</sup> September 2014 at 3 p.m. in conference hall on the topic "Retail Banking" by Mr. Rohan Preetham Castelino, Branch Manager, Vijaya Bank, Mangalore. I year B. Com and I year BBM Students participated in the programme. The objective of the programme was to inculcate knowledge of banking and bank activities to the students. He explained about banking sectors present in India and the main functions of banks i.e. deposits and lending patterns of banks. The speaker pointed out the importance of banks and benefits of having saving A/C in banks to the students. He also spoke about the function of debit card and credit card and its usage.

Active interaction took place. Students asked many questions on housing, education loan etc. Mrs. Veena, lecturer in charge coordinated the programme.



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

The PTA annual general meeting was held on 3<sup>rd</sup> September 2014 at 3:00 p.m. in the college auditorium. The PTA president Mr. Narayana T. was the chief guest for the programme. 241 students of present second and final year BBM, BCA and BA(HRD) were facilitated by giving cash incentives for those who secured more than 85% in each theory subject and more than 95% in each practical or project work. 71 BBM, 52 BCA and 08 BA(HRD) students who secured distinction in the Mangalore University examinations conducted during the April/May 2014 were felicitated by giving them Certificates and Silver Medal. The distinction holder students gave their feedback. 10 staff members were also felicitated for their achievements during the academic year 2013-14. The election of new office bearer was conducted by the Principal, Mrs. Aruna P. Kamath. Mr. B. Sathish Padival was selected as the President and Mrs. Rama Thyagarajan was selected as joint secretary. Few parents also gave their valuable suggestions and feedback.

Mrs. Aruna P. Kamath, principal, welcomed the gathering, Mr. Arun F. Sequeira, secretary of PTA proposed vote of thanks. Mrs. Renuthakshi, faculty, compeered the programme.

### **Teacher's Day Celebrations 2014**

On 5<sup>th</sup> September, 2014 Teacher's Day was celebrated in the Conference Hall to honour the teachers of our institution and to pay reverence and gratitude for their selfless efforts in shaping the life of students in the august presence of Mrs. Vedavathi D. who was the Chief Guest of the occasion. Director Dr. Devaraj K, Principal, Prof. Aruna P. Kamath, Staff Co-ordinators Mr. Thrishanth Kumar and Mrs. Shwetha Y. were present on the dais. The programme was compeered by Ms. Simona Fernandes.

The day's celebration started with a prayer to God to reflect back the radiance of his worth. The blessings of the Almighty were invoked by Ms. Priyanka.

Ms. Justine delivered the welcome address to welcome the gathering on this august occasion.

An introductory speech was delivered by Ms. Heera Alva who laid down the importance of celebrating Teacher's Day. She enunciated that the significance behind celebrating Teacher's Day is to Honour and pay respect to Dr S. Radhakrishnan, a great philosopher and teacher, on his Birth Anniversary who also deemed it his privilege to celebrate it as Teacher's Day as an appreciation for the selfless efforts of the teachers in shaping the lives of students. Mr. Allister introduced the Chief Guest of the occasion.

Prof. Vedavathi D., Retired Lecturer who is also an Author well known for her publications in Tulu Language, was

the Chief Guest on this occasion. She was honoured by Dr. Devaraj K. and our Principal, Prof. Aruna P. Kamath.

Prof. Vedavathi stated that teaching is a noble profession which is bestowed on only a fortunate few. She also emphasised that one must fix their goals in mind, and that it is the only way to success. Concluding her speech, Madam advised teachers to execute their duties faithfully so that the Almighty will be happy.

Director Dr. Devaraj K. enunciated Dr. S. Radhakrishnan's Life History and highlighted his invaluable characteristics viz. his simplicity, his humbleness, his clarity in thinking, his capacity of teaching and his concern towards the society. Following the Presidential address, the teaching and the non-teaching staff of our institution were honoured by our Chief Guest Mrs. Vedavathi by presenting mementos as a token of love and appreciation for being the pillars of strength and support of the institution and for being instrumental in moulding the character of students by instilling good values and knowledge. To show gratitude and to thank the gathering, the vote of thanks was proposed by Mr. Hrishikesh.

### **Guest Lecture on the Relevance of Branchless Banking in the Present Scenario**

Commerce department of the college had organised a guest lecture on the topic 'Relevance of Branchless Banking in the present scenario' on 12<sup>th</sup> August 2014 for the benefit of final year students. The talk was given by Mr. Diwakar, Chief Manager, Corporation Bank. The objective of the programme was to inculcate knowledge on the relevance of branchless banking as a financial innovation which helps to perform financial services without relying on bank branches. The speaker pointed out the relevance of branchless banking in terms of reduction in cost of delivery and increase in convenience for customers.

He highlighted the banking technologies like Internet banking, ATM, POS services and mobile phone banking. The importance of technology in the field of banking was stressed and the opportunities available to rural population in remote areas with the help of branchless banking was showed as an example. The lecture was concluded by saying that it is a window of economic freedom for all in country like India and increasing very rapidly in the present scenario. Active interaction took place and the outcome was up to the expected level in terms of awareness. Mrs. Manju, lecturer in charge coordinated the programme.

### **Guest Lecture on IT Industries in India**

BCA department conducted a guest lecture on 'IT Industries in India' in which Mr. Mohideen of Techno Pulse, was the key speaker. He explained about the various IT

sectors, typical job descriptions whether in coding, debugging, architect, design. He also explained about the work allocation and the growth pyramid of an employee. He conducted a discussion with the students on the topic Web Designer Vs Web Designing. He spoke about the top 10 languages used to create software and the industrial demand for the various software. He also interacted with the students and explained about the various languages used in project development and spoke about the trending topic of Cloud Computing. He explained about the Service models of cloud computing and the pros and cons of using cloud.

### **Hindi Day Celebration**

Hindi Department organized Hindi Day Celebration and a guest lecture on the topic of "The Importance of Hindi in Technical Field" on 19<sup>th</sup> September 2014 in the conference hall. The chief guest was Mrs. Binu T.S., Senior Manager, Head Office, Corporation Bank, Mangalore. The chief guest, in her address, spoke about the importance of Hindi language. Most people can speak or understand Hindi in India, so it has carved itself an important place in India. Hindi is also securing wide attraction in south India where regional languages have dominance. Through education and media, Hindi has gained popularity throughout India. Mrs. Madhumathi, lecturer in English addressed the gathering. Hindi shayari's were recited by Jaspreeth Singh. Heera briefed about the importance of Hindi day. The programme was compeered by Vindya. Mrs. Jyothi introduced the guest. Vote of thanks was proposed by Mrs. Shalini.

### **Yakshagana Talamaddale**

Yakshagana Talamaddale and a guest lecture by Dr. Dinakar Pacchanadi and Troup were organized by Kannada Department on 18<sup>th</sup> September 2014 in the college auditorium.

### **Guest Lecture on E-COMMERCE**

Marketing Association (VENTA) organised a guest lecture on the topic 'E-COMMERCE' on 29 September 2014. Mr. Ashhar Abdul Razak, the Franchisee owner of Nilgiris super market & also the CEO & founder of Kartofy.com conducted the session.

He enlightened the students with the Meaning of e-commerce, Nature of customers, Difficulties in the marketing sector, Investment returns, Advertisement, Risk in the E-COMMERCE field, Drawbacks of E-COMMERCE. Ms. Sharlet welcomed the gathering. Ms. Sherin gave the vote of thanks.

### **Guest Lecture on Writing Skills**

A guest lecture on Writing skills was organised by the English Department on 25<sup>th</sup> August 2014. The resource

person was Mrs. Shanthi Rose, English Department, Canara First Grade College, Mangalore. She spoke about various grammatical conventions to be followed while drafting reports. She highlighted the importance of articles and tense forms while writing reports. The programme was coordinated by Mrs. Madhumathi Raja. All the literary association members were present for the session.

### **Inauguration of Consumer Club "Samvradhi"**

Consumer Club "Samvradhi" was inaugurated on 11<sup>th</sup> August 2014 by Mr. M. J. Salian, President, District Consumer Federation, Mangalore. An MOU was signed by Mrs. Aruna P. Kamath, Principal of the college with the District Consumer Federation, Mangalore to organise a short term certificate course on Consumer Protection. Mr.Deviprasad will be the Staff co-ordinator of the course.

### **Consumer Federation Interactive Meeting**

An interactive meeting of consumer federation was held in SDM College of Business Management, Mangalore on 26<sup>th</sup> September 2014. It was presided over by the president of district consumer federation, Mr. M.J.Salian. Joint Secretary and other members of the federation. Coordinators of consumer clubs from various colleges were also present. The panel members discussed about the syllabus, evaluation scheme, project report, important dates for project submission, books for reference etc and also on other related topics. Brain storming session was later held, where members of the panel contributed enthusiastically. The meeting was concluded by vote of thanks proposed by Mr. Deviprasad, Coordinator of Consumer Club.

### **Disaster Reduction Program**

Youth Red Cross of the college along with Law College YRC unit organized international day for disaster reduction program in association with Indian Red Cross society D.K. on 13<sup>th</sup> October, 2014 in the conference hall. Mr. B. Sadashiva Prabhu, Additional Deputy Commissioner, D.K. inaugurated the program and delivered the inaugural address. Mr. H.S. Varadaraj, Chief Fire Officer, delivered keynote address about the fire accidents and safety measures to control fire accidents. Mr. V. Purushotham, Deputy Commandant Home Guards, DK District, chief guest of the program, spoke about precautionary measures to overcome disaster.

### **EXTENSION ACTIVITIES**

#### **Rovers and Rangers**

When children draw, they imagine and pour all the contents of their mind into the picture. As a part of extension activity, the college Rovers and Rangers



association organized drawing competition at Mangaladevi temple premises to the children of local area on 29<sup>th</sup> August 2014. The event was organized under 7 categories. More than 194 students participated in the competition. All children were encouraged with gifts and winners were honored with attractive prizes. The event helped to increase child's imagination.

#### **Marketing Association**

On 26<sup>th</sup> July 2014, the students of Marketing Association visited Big Bazar to learn about "Promotional Strategies developed in the market". Mr. Ritesh, the department manager of fashion zone briefed about promotional strategies in Big Bazar. In Mangalore, Big Bazar was started in the year 2006, mainly focused on food bazar, fashion zone & small electronic appliances. The study conducted on new promotional strategies was very beneficial. The students learnt about how to increase the sale, clearance of stock, how to overcome during the loss, balancing of customers and employers satisfaction. The students were escorted by Mrs. Rashmi T. and Mrs. Deepashree G. Shenoy.

#### **Finance Association**

On 20<sup>th</sup> August 2014, the team of five enthusiastic students of the finance association paid a visit to Kallbavi Cashew Factory at Baikampady as a part of extension activity under the valuable guidance of staff incharge Ms. Sowmya Hedge. The main aim of this initiative was to educate the workers of the organization about financial literacy. Vignesh Kamath of final year BBM spoke about the need and importance of saving money and investing wisely. It was an interactive session. Later a quiz session was conducted by Jamsheed where prizes were awarded to the laborers.

#### **Visit to SKDRDP**

The students visited the SKDRDP on 24<sup>th</sup> September 2014. It was an opportunity to learn the various strategies employed by a SKDRDP in the field of agriculture and rural development. Mr. Sriram K. led the students. He also explained the day to day works, procedures of different crafts and self employment scheme, documentation, customs office working, in detail including cost of transport, and various other procedures followed by pragathi bandhu group of SKDRDP.

Students visited milk dairy, Ujire and learnt about how milk is collected and processed. They also visited SIRI, got information about SIRI products like clothes, bags, soaps etc. Mr. Prasanna Kumar then summarized the above aspects. The students got an overview of the procedures and schemes of SKDRDP. It was organised by Mr. Prasanna Kumar.

#### **Blood Donation Programme**

The Youth Red Cross unit of the college in association with D. K. District Indian Red Cross and other colleges YRC organised a blood donation programme at Ledigotia Government Hospital on 25<sup>th</sup> September 2014. Large number of public and students donated blood.

#### **Factory Visit**

The students of III BBM, BCA and BAHRD visited Campco Industries, Puttur on 13<sup>th</sup> September 2014. The students were escorted by respective class advisors. The students prepared report about their experience.

#### **Exhibition-2014**

On 12<sup>th</sup> August 2014, the BCA students of SDM College got an opportunity to attend a programme on "Operating Systems and Networks" organised by the MCA Dept. of Sri. Devi College. The college provided transportation facilities for the students to attend the same. The students were escorted by Mr. Jawad and Mr. Adithya senior students of MCA of Sri Devi College and on arrival they were guided through the registration process by Mrs. Neha coordinator of the exhibition.

All the students learned about the network and different ways a network can be constructed with the help of a broadband or wireless connection and also about the various network protocols like OSI and TCP/IP protocol. The students got a live demonstration and explanation about the different components of the network like Routers, Hubs etc.

They also learned about the different operating systems like MAC, Windows, Back Track 5. The MCA students demonstrated many program developing techniques with android and virtual applications. The Exhibition was very informative and the hospitality was good.

#### **Visit to Digantha Mudrana**

The students visited the Digantha Mudrana, Industrial Estate, Yeyyadi on 30<sup>th</sup> August 2014. It was as an opportunity to learn the various strategies employed in the field of Print Industry. Mr. Madhusudhan guided the students and explained the day to day work, procedures, recycling of paper and how to print different type of books and he also discussed about challenges of export activity in print industry. The students got an overview of the working culture of print industry at Digantha Mudrana. It was organised by Mr. Prasanna Kumar T.

#### **Distress Management for Women**

Students attended a workshop on "Distress Management for Women" organized on the occasion of Mangalpady Namdev Shenoy Commemoration Function on 5<sup>th</sup> August 2014, at T. V. Raman Pai Hall. The resource person Sampath Devipal, Gualabi Gang, Uttarpradesh spoke about self-

defence techniques that women can use. Mrs. Jyothi, coordinator of Women's Cell, escorted the students.

## **ASSOCIATION ACTIVITIES**

### **Finance Association**

#### **An Argument**

On 11<sup>th</sup> August 2014, finance association conducted an activity named "An Argument". Finance related topics were given to the students for debate.

#### **Analyst( Case Study )**

The Analyst was organised on 5 August 2014. A case related to corporate sector was given to the students and they had to solve it. It was conducted with an intention to give practical exposure to face challenges in business and industry. The students participated with great interest exhibiting their potential in those areas. The event was judged by Mrs. Gayathri & Mrs. Anasuya.

#### **CROSSWORD**

On 23<sup>rd</sup> September 2014, finance association conducted the event crossword. Simple crosswords were given to the students on spot. The main objective of this event was to increase the thinking capacity of the students. 20 students actively participated in this event. The event was guided by the lecturer incharge Ms. Sowmya Hegde.

### **Marketing Association- VENTA**

#### **Student Faculty Programme**

Marketing Association (VENTA) organized a Student Faculty Programme for I year BA(HRD) students on 26<sup>th</sup> September 2014 on Online Marketing by Ananda Krishna and Dishanth Ullal of III year BBM C and B sections. Objective of this programme is to give awareness regarding online marketing and the dilemma faced by customer during the purchase of online goods.

#### **Flash Marketing**

Marketing association conducted a flash marketing competition on 5<sup>th</sup> August 2014. Objective of the competition is to provide the students an opportunity of enhancing their promotional skills and various other techniques of marketing the product or different strategies used in marketing. The members took active participation in the event and made it successful. Student coordinators were Anand Krishnan and Mohammed Rafeel. Mrs. Shwetha was present for the competition.

#### **Tag Line Competition**

Marketing Association conducted a tag line competition on 26<sup>th</sup> August 2014. The topic was "Amul Going to fashion industry" based on this student had to make a tag line. The objective of this competition is to find

creativity skill of the students to make innovation. Mr Ananda Krishna and Muhammed Rafeel organized the competition. Mrs. Shwetha was in charge of the competition.

#### **Radio Jingle**

Marketing association conducted Jingle writing competition on 4<sup>th</sup> September 2014. It was an individual event. The participants had to write Jingle for a Toy Company. The objective of the competition was to enhance the skills of innovative thinking and idea development of the students. The event was held under the supervision of Student cocoordinators Ananda Krishnan and Mohammed Rafeel. Lecturer in charge was Mrs. Shwetha.

#### **NSS**

##### **CAMPUS CLEANING**

NSS units of the college organized campus cleaning on 6<sup>th</sup> August, 2014. Volunteers were asked to assemble in the college basement at 3.00 p.m. Students were then divided into groups and assigned places around campus to clean it. College entrance, parking place, college ground and basement path was cleaned by the students. Around 50 students participated in this event. Mrs. Gayathri K., NSS programme officer organised the event.

### **Economics Association**

#### **Book Review**

Economics department conducted a book review for the benefit of the students. It was given to make a descriptive, critical, and evaluate account of the book. The book review on "I Love Money" by Suresh Padmanabhan, was done by the student from II BBM A Fathima Gulnaaz. The presentation was done for the benefit of other students on 16<sup>th</sup> August 2014. The objective of the review was to develop critical reading skills by identifying the author's perspective. It helped to analyse, evaluate and judge the contents of the book. Suresh Padmanabhan explained about amazing insights on money, wealth creation and prosperity. Money is vital as mothers milk to a new born baby. The students opined that the book was very useful to know how to earn money, spend and save. It also helped to know the importance of careful spending. The objective of the review was to develop creativity and idea generation in the minds of the students.

#### **Economics Quiz**

Economics department conducted Economics Quiz on 8<sup>th</sup> September 2014. It aimed at judging an individual's knowledge of the current events. The students participated with great enthusiasm by exhibiting their potential in those areas. It motivated them & gave them exposure to economy, business & industry of our country.



## **Business Law Association**

### **PICK AND SPEAK COMPETITION**

On 30<sup>th</sup> August 2014 Pick and Speak competition was conducted on different topics of business law. It was judged by Mrs. Supritha A. and Mrs. Vasudha R., lecturers. Ms. Dhamini won the I place and Deeksha C H won the II place in the competition.

## **SCAN ASSOCIATION**

### **Toggle-Toggle**

Toggle-Toggle event was held on 4<sup>th</sup> September 2014 in Class Room 1 at 4.00 p.m. It was an individual event, where participants were given synonyms. Each participant is given 1 minute time to speak wherein the judges can switch to next word by saying toggle any number of times. The topic will be given on the spot. Judging is done based on the participant's computer skill, general knowledge and presentation. 5 participants took part in this event. This event was judged by Mrs Soumya Jyothi and Ms Sahana.

### **Bestowal (Power-Point)**

Bestowal (Power Point Presentation) event was held on 30<sup>th</sup> July 2014 in Lab S at 4:00 p. m. It was an individual event where the participants were given a topic on the spot and the participants were expected to create a slide show using MS-PowerPoint. The topic given was 'Nurture the Nature'. Judging was done on the basis of the participant's creativity, overall presentation and neatness. 42 participants took part in this event. This event was judged by the lecturers Mrs. Anasuya and Mrs. Deepashree Shenoy.

### **IT-Collage**

IT-Collage event was held on 28<sup>th</sup> August 2014 in Lab S at 4:00 p. m. It was an individual event, where the participants were given a topic on the spot and the related data and images were downloaded from the internet. Using the downloaded information the participants were supposed to prepare a collage using MS-Paint. The topic given was 'Indian Tradition'. Judging was done on the basis of the participant's creativity and overall presentation. This event was judged by the lecturers Mrs. Madhumathi and Ms. Sahana.

### **Guess The Part**

Guess the part event was held on 30<sup>th</sup> August 2014 in Lab D at 12:00 P. M. Here the knowledge of the participants of the hardware parts and different components of the computer system will be tested.

## **Commerce Association**

### **Book Review**

Commerce department conducted a book review on 28<sup>th</sup> August 2014. Ms. Alminaaz from I BA(HRD), reviewed the book *Oliver's Twist* by Charles Dickens.

### **Collage Competition**

Commerce department of the college organized a collage competition on 26<sup>th</sup> September 2014 in room no. 202. The objective of the event was to develop creativity and present a series of seemingly unrelated scenes from one image to another suddenly without transition. Many teams participated and the theme was on personalities in Indian business. The event was a successful endeavour and the outcome was the development of innovative and creative thinking on the Indian business world.

### **DEBATE COMPETITION**

Commerce department of the college had organised debate competition on current issues on 21<sup>st</sup> August 2014, in room no. 202. Ten teams actively participated for the event. The objective of the event was to provide a creative room to express the ideas on the current issues.

The competition was judged by Mrs. Anasuya and Mr. Deviprasad. It was very evident that the teams were well prepared and used various skills like over smart, irony and definition to convince the audience. All the teams exhibited great oratorical skills and finally three teams were declared as winners.

The outcome of the event was the development of essential skill of public speaking. It went a long way to boost the confidence of students to face the audience.

### **Book Review**

Commerce department had provided a room to read and review the book for the benefit of the students. It was given to make a descriptive, critical and evaluative account of the book. It provides the summary of content and analysis of structure. Mr. Rahulram reviewed the book "The Power of Your Subconscious Mind" by Dr. Joseph Murphy. The presentation was done for the benefit of other students on 25<sup>th</sup> August 2014.

The objective of the review was to develop critical reading skills by identifying the author's perspective. It helps to analyse, evaluate and judge the contents of the book. As the book reviewed it keeps gripped, simple words and very well put together. It explores the mysteries of the mind. Dr. Murphy explains about the mind and how it is divided in two parts and its functioning. The student opined that the book is very motivating and it all depends upon one's perception. The book is very useful for those who like to explore the hidden search of life and for those who has an open mind to accept it. The outcome of the review was to develop creativity and idea generation in the minds of students.

## Colloquium

Commerce department had conducted a colloquium on 27<sup>th</sup> August 2014 in room no.202. The objective of the programme was to evaluate speaker's delivery on the basis of in depth analysis and historical context. It was a platform for critical discussion and sharing of knowledge among the team members. The topics were given to the seven teams on different angles. The outcome of the event was to solicit constructive comments on the topic and encourage to undertake an in depth analysis to the subject.

## Sports Association

- 5 students won medals in various events held at Dakshina Kannada Athletic Team at 24<sup>th</sup> Karnataka State Senior and Junior Athletic Championships on 18<sup>th</sup> to 20<sup>th</sup> September 2014 at Kanteerava Stadium, Bangalore. They are Vikyath V. S., Rithesh Shetty, Shankar Sing Bisthi, Irvin Glen Soans and Chaithra D. Suvarna. The team won **two silver medal** and **one Bronze medal**. In 4 x 100 mts. relay they won **silver medal**. They also participated in the Dasara athletic meet held at Mysore and won **2 silver medals**.
- The college swimming team won **overall third place** in the Mangalore University intercollegiate swimming competition held at Govt. First Grade College, Bettampadi, Puttur at Balavana Swimming Pool Puttur. Heera Maria of I BBM won **5 Gold** and **5 Bronze medals**.
- The college Football team participated in the independence Cup Football Tournament which was organised by D. K. Dist. Football association at Nehru Maidan Football Pavillion and moved up to pre-quarter finals.
- Sports and Games association conducted Chess and Table Tennis College Team selection trials to participate in the Mangalore University Intercollegiate tournaments.
- The table tennis team participated in the Mangalore University Table Tennis tournament held at Besant Women's College, Mangalore on 2<sup>nd</sup> and 3<sup>rd</sup> September 2014. They reached up to quarter finals. Akshay Bekal was selected for the final selection of University teams.
- Mohammed Irfan participated in the Mangalore University Chess team selection trails to participate in the inter university tournaments.
- Six of our students participated in the Mangalore University Team handball selection trials to the inter-university tournaments. Somanath C. Shetty was selected to represent Mangalore Univrsity handball team in the south zone inter-university handball tournament at Periyar Univrsity, Tamilnadu.

- The Basket Ball team of our college participated in the James Nismith Cup Basket Ball Torunament on 18<sup>th</sup> and 19<sup>th</sup> September held at Srinivas Mallya Indoor Stadium organised by D. K. District Basket Ball Association.

## Student Achievement

- Students of our College won Overall Championship in ESPERANZA 2014, an undergraduate level IT and Management fest conducted by Srinivas Institute of Management studies Pandeshwar, Mangalore on 20<sup>th</sup> August 2014. Shalini Pai of 3<sup>rd</sup> BCA 'A' won first place in Best Manager Event. Shruthi A.H of 2<sup>nd</sup> BCA 'A' and Nishmitha Shriyan of 3<sup>rd</sup> BCA 'A' won first place in JAM Event.
- Students of our College won Overall Championship in 'FACULA' an undergraduate level management fest conducted by, St. Philomena's College, Puttur on 2<sup>nd</sup> September 2014. Gajanan of 3<sup>rd</sup> BBM B and Vinod Dsouza of I BCOM has won quiz event.
- Students of our College won Overall Runners up Championship "AURA-2014" A national level undergraduate level management fest conducted by Shrinivas College, Mangalore on 3<sup>rd</sup> September 2014. Santhosh Shet of 2<sup>nd</sup> BBM B and Ashiq won I place in marketing event. Rasmiya S Sheikh of II BBM C and Heera Maria Alva won II place in Human Resource event.
- Students of our College participated in "PRAYAS-2014", an international level undergraduate management fest conducted by, Christ University, Bangalore on 2<sup>nd</sup> and 3<sup>rd</sup> September 2014.
- The College team won first place in street play and second place in Paper presentation at "ABHIGYAAN-2014", a national level undergraduate management fest conducted by, SDMIMD ,Mysore on 30 September and 1 October 2014.

## STAFF ACHIEVEMENT

### Mrs. Aruna P. Kamath

- Attended Interactive Session with Dr. Gopu Kumar, Dy. Secretary, UGC, SWRO, Bangalore organized by Association of First Grade College Principals of Mangalore University on 3<sup>rd</sup> August 2014 held at Govindadasa College, Surathkal.
- Was invited as a guest speaker on the occasion of Rakshabhandan Celebrations organized by Rastriya Sevika Samithi at Sangarikethan, Mangalore on 10<sup>th</sup> August 2014.



**Mr. Arun Francis Sequeira**

- Attended Interactive Session with Dr. Gopu Kumar, Dy. Secretary, UGC, SWRO, Bangalore organized by Association of First Grade College Principals of Mangalore University on 3<sup>rd</sup> August 2014 held at Govindadasa College, Surathkal.
- Attended BOS meeting at SDM College, Ujire on 22<sup>nd</sup> August 2014.
- Appointed as a member of BOS of Computer Science at SDM College (Autonomous), Ujire for 2 years, 2014-16.
- Attended the BOS meeting of Computer Science at SDM College (Autonomous), Ujire on 22<sup>nd</sup> September 2014.

**Mr. Prasanna Kumar T.**

- Qualified the Karnataka State Eligibility Test (KSET) for Lecturer/Assistant Professorship held on 8<sup>th</sup> December 2013.
- Attended one day workshop on Red Cross activity organised by Red Cross Unit, Mangalore University on 30<sup>th</sup> August 2014 at University College, Mangalore.
- Attend seminar on disaster management organised by Mangalore Management Association on 6<sup>th</sup> August at S D M Conference Hall, Mangalore.

**Mrs. Smitha**

- Attended & presented a paper titled "Role of Microfinance in Rural Development" in 2 days National Conference on "Women Empowerment through Microfinance – Challenges & Prospectus" organized by St. Agnes College, Mangalore on 26<sup>th</sup> & 27<sup>th</sup> September 2014.

**Mr. Thrishanth Kumar**

- Participated in the National Summit on Quality in Education "Smart Measurements for a sustainable educational institution" organized by CII Institute of Quality at Christ College, Bangalore on 16<sup>th</sup> & 17<sup>th</sup> September 2014.
- Participated and presented a paper titled "Financing Agriculture through Cooperatives" at the International Conference on "Agribusiness Management: Opportunities and Challenges" held at Sahyadri College of Engineering and Management, Mangalore from 9<sup>th</sup> to 11<sup>th</sup> October 2014.

**Mr. Thilakraj G.**

- Participated & presented a paper titled "A study on claims management in general insurance companies with special reference to Reliance General Insurance Company" in International Conference on "Current Experiments & Innovations in Commerce, Management, Languages and Social Sciences"

organized by Government of Karnataka, Govt. First Grade College, Koppa & INAAR on 27<sup>th</sup> September 2014.

- Participated and presented a paper titled "Financing Agriculture through Cooperatives" at the International Conference on "Agribusiness Management: Opportunities and Challenges" held at Sahyadri College of Engineering and Management, Mangalore from 9<sup>th</sup> to 11<sup>th</sup> October 2014.

**Mrs. Renuthakshi**

- Delivered a talk on "Ashada Masada Mahatva – Achara, Vichara & Nambikegalu" organized by Karnataka Devadiga Sudhakara Sangha, Mangalore on 27<sup>th</sup> September 2014.

**Mrs. Shwetha Y.**

- Attended Two days UGC sponsored national seminar on "Women and Political Representation in India" on 12<sup>th</sup> and 13<sup>th</sup> September 2014 at University College Hampankatta, Mangalore organized by Department of Political Science.

**Mr. Prasanna Kumar T.**

- Attended Placement Meeting held at JSS College, Dharwad on 15<sup>th</sup> September 2014.
- Attended 2 days National Seminar on "Sustainable Agriculture Development – Issues and Challenges" organized by SKDRDP, Dharmasthala on 24<sup>th</sup> & 25<sup>th</sup> September 2014.

**Ms. Salian Parinitha**

- Attended State level UGC Conference on "Statistical Method for Practice" organized by St. Agnes College, Mangalore on 12<sup>th</sup> & 13<sup>th</sup> September 2014.

**Mr. Deviprasad**

- Attended one day University level workshop on "Research Methodology" organized by Vivekananda Centre for Research Studies, MUEA and Vivekananda College, Puttur on 9<sup>th</sup> August 2014
- Attended NSS Co-ordinators meeting held at University College, Mangalore on 4<sup>th</sup> September 2014.
- Attended Consumer Club Co-ordinators Meeting organized by District Consumer Federation held at SDM College of Business management, Mangalore on 26<sup>th</sup> September 2014.
- Attended 7 days NSS ETI Training held at KSOU, Muktagangothri from on 15<sup>th</sup> October 2014 to 21<sup>st</sup> October 2014.

**Mr. Gururaj G**

- Attended State level UGC Conference on "Statistical Method for Practice" organized by St. Agnes College, Mangalore on 12<sup>th</sup> & 13<sup>th</sup> September 2014.



- Attended Certificate Course on Journalism at Sandesha College organized by St. Aloysius College and Canara Communication Centre from 10<sup>th</sup> September to 27<sup>th</sup> September 2014.
- Attended 2 days National Seminar on "Sustainable Agriculture Development – Issues and Challenges" organized by SKDRDP, Dharmasthala on 24<sup>th</sup> & 25<sup>th</sup> September 2014.

#### **Mr. Bharath Kumar Jain**

- Attended UGC sponsored International Seminar on "Exercise for physical fitness and willness" organized by Poornaprajna College, Udupi in association with Mangalore University and College Physical Education Teachers' Association on 22<sup>nd</sup> and 23<sup>rd</sup> August 2014.
- Nominated as a member of Selection Committee to select Mangalore University Table Tennis Team(Men & Women) during the Intercollegiate Competition held at Besant Women's College, Mangalore on 2<sup>nd</sup> & 3<sup>rd</sup> September 2014.

#### **Mr. M Jeevandhar Kumar**

- Attended UGC sponsored National Conference on "Libraries & Librarianship Transition : Challenges & Opportunities" organized by Besant Evening College, Mangalore on 22<sup>nd</sup> and 23<sup>rd</sup> August 2014.

