

BEST PRACTICES

Institution follows several best practices out of which two are explained below:

Best practice – 1

1) Title of the practice: COMPETENCY ENHANCEMENT THROUGH PROMOTION OF SKILLS.

The vision and mission of the institution stresses on developing the competencies of students to meet the challenges of business and industry and to empower them with requisite skills to be globally acceptable business leaders.

Hence enhancing the skills of the students is given the highest priority and NEP 2020 also stresses on this aspects.

2) Objectives of the practice:

- To enable the student to identify their core competencies.
- To polish and sharpen the various domain specific skills in different functional areas of management and Information technology.
- Bridging the gap between theory and practice.
- To promote experimental learning.
- To develop multitasking skills.
- To explore oneself and build on the creativity.
- To get acquainted with management skills required in the dynamic world.
- To apply theory to solve practical problems.
- To incorporate teamwork approach.
- To create opportunities for the development of talent.
- To provide a platform to bring out the leadership capacity.
- To enhance life skills.

3) The Context:

The remarkable shifts in the job market and National Education Policy have brought pressure and responsibility on to the shoulders of educational institutions. Skill promotion has thus become an inevitable part of any teaching programme. It is the skills that make the students employable, besides the acquisition of the degree. Students should have multiple skills to gain success in the job market.

In spite of all the efforts, practical component is missing in the curriculum. The only means through which practical oriented learning can be promoted is through these skill promotion activities. The need for a shift from classroom-based instruction to experiential learning system is achieved through focus on skill promotion activities.

Integrative thinking which is required in the practical world can be achieved through skill promotion activities. In real life, problems rarely impact one discipline to the

exclusion of others. HR problems need finance support; operations issues have HR angle; marketing solution depends on production capabilities and so on. Thus, thinking in silos can be avoided and more meaningful solutions can be arrived by incorporating skill enhancement activities. Critical Thinking and Problem-Solving approach can be promoted through these activities.

4) The Practice:

In order to develop and enhance skills in different areas, various departments have formed their own associations with the specific objectives of organizing wide range of activities through which relevant skills can be developed. These activities are organized after the regular class hours. Faculties, who judge the competitive activities, give useful suggestions to the students for improving their skills. Following is an account of some of the skill promotion activities:

Details of Skill Enhancement Activities

Skill Promoted- Creativity

Activities Conducted	Association
Poster Making	Finance Association
Logo Designing	Marketing Association
Online Video Ad Making	Marketing Association
Video Making	Marketing Association
Mad Ad	Marketing Association
Audio Video Promo	Marketing Association
Retro	Marketing Association
The Return	Marketing Association
Short Film	Marketing Association
HR Collage	HR Association
Legal Business Photography	Business Law Association
Collage	Business Law Association
Legal Logo Designing	Business Law Association
Painting	Business Law Association
Photo Montage	Economics Association
Collage Competition	Commerce Association
Poster Writing	Commerce Association
Color Spray	SCAN Association
IT Collage	SCAN Association
IT Advertisement	SCAN Association
Poster Making	English Association
Poster Writing	English Association
Book Cover Designing	English Association
Advertisement Copy	English Association
Handwriting	English Association

Photography	English Association
Logo Designing	English Association
Creative Writing	English Association
Laughter Challenge	English Association
Poetry Writing	English Association
Article writing	English Association
Brochure Making	English Association
Tiara Competition	English Association
Creative Card Making	English Association
Paper bag Making	English Association
Collage	English Association
Singing Competition	Kannada Association
Light Music Competition	Kannada Association
Slogan Writing	Kannada Association
Poetry Writing	Hindi Association
Rangoli Competition	Fine Arts Association
Instrumental Playing	Fine Arts Association
Texture Painting	Fine Arts Association
T- Shirt Painting	Fine Arts Association
Singing	Fine Arts Association
Nail Art	Fine Arts Association
Wealth Out of Waste	Fine Arts Association
Flower Arrangement	Fine Arts Association
Mehendi Competition	Fine Arts Association
Pencil Sketch	Fine Arts Association
Clay Modelling	Fine Arts Association
Face Painting	Fine Arts Association
Painting Competition	National Service Scheme
Best out of Waste	National Service Scheme
Reel Making	National Service Scheme
Collage	National Service Scheme
Collage Competition	Rovers and Rangers
Pencil Sketch	Rovers and Rangers
Poster Making	Rovers and Rangers

Skill Promoted- Organization Skills

Activities Conducted	Association
Just a Minute	HR Association
Venture Launch	Commerce Association
Just a Minute	Commerce Association
Business Plan	EDP Cell
JAM (Just A Minute)	SCAN Association
Quick Hands	SCAN Association

Skill Promoted- Problem Solving Skills

Activities Conducted	Association
Case Study Analysis	Finance Association
Merge – Case Analysis	Marketing Association
HR Case Study	HR Association
Case Analysis	Business Law Association
Case Study Analysis	Commerce Association
Case Study	EDP Cell
Coding & Debugging	SCAN Association
Coding	SCAN Association

Skill Promoted- Critical Thinking Skills

Activities Conducted	Association
Flip Side	Finance Association
Money Talk	Finance Association
Flash Marketing	Marketing Association
Book Review	Marketing Association
Role Play	HR Association
Reproach	HR Association
Role Play	Business Law Association
Quest for Knowledge	Economics Association
Flip Side	Commerce Association
Blind Presentation	Commerce Association
Guess the part	SCAN Association
Toggle-Toggle	SCAN Association
Web Development	SCAN Association
Web Designing	SCAN Association
Brain Teaser	English Association
Poem Writing	English Association
Give Me a Title	English Association
Title the poem	English Association
Story Writing	English Association
Role Play	Kannada Association
Story and Poem Writing	Kannada Association
Poem Writing	Kannada Association

Skill Promoted- Teamwork

Activities Conducted	Association
Commerce Exhibition	Commerce Association
Patriotic Singing	English Association
Eastern Singing Competition	Fine Arts Association
Street Play Competition	Fine Arts Association

Skill Promoted- Life Skills

Activities Conducted	Association
Soft Skill Training Programme	National Service Scheme
Yoga Training Programme	National Service Scheme
Yoga Quiz - 2021	National Service Scheme
Online Mudra Yoga and Yoga Chakra Quiz	National Service Scheme
Online Yoga Quiz	National Service Scheme
Online Yoga and Pranayama Training Programme	National Service Scheme

Skill Promoted- Communication Skills

Activities Conducted	Association
Debate Competition	Finance Association
Group Discussion	Finance Association
Pick and Speak	Finance Association
Paper Presentation	Finance Association
Jingle Writing	Marketing Association
Slogan Writing	Marketing Association
Paper Presentation	Marketing Association
First Impression	HR Association
Paper Presentation	HR Association
Debate	HR Association
Pick and Speak	Business Law Association
Debate Competition	Business Law Association
Group Discussion	Business Law Association
Paper Presentation	Business Law Association
Debate Competition	Economics Association
Student Seminar	Economics Association
Panel Discussion	Economics Association
Group Discussion	Economics Association
Paper Presentation	Economics Association
Pick and Speak	Commerce Association
Debate Competition	Commerce Association
Paper Presentation	Commerce Association
Mock Press	Commerce Association
Start Up Presentation	EDP Cell
Power Point	SCAN Association
IT Debate	SCAN Association

Paper Presentation	SCAN Association
IT Paper Presentation	SCAN Association
Pick and Speak	English Association
Slogan Writing	English Association
Essay Writing	English Association
Debate	English Association
Elocution	English Association
Poetry Recitation	English Association
Essay Writing	Kannada Association
Pick and Speak	Kannada Association
Elocution	Kannada Association
Debate	Kannada Association
Bhavageethe Competition	Kannada Association
Story Narration Competition	Hindi Association
Slogan Writing	Hindi Association
Shayari	Hindi Association
Story narration	Hindi Association
Slogan Writing	National Service Scheme
Essay Writing	National Service Scheme
Elocution	Rovers and Rangers
Debate	Rovers and Rangers

Skill Promoted- Analytical Skills

Activities Conducted	Association
Quiz	Finance Association
Fin Quiz	Finance Association
Crossword	Finance Association
Allegation	Finance Association
Puzzle Word	Marketing Association
Logo Quiz	Marketing Association
Crossword	Marketing Association
Crossword puzzle	Marketing Association
Word Puzzle	Marketing Association
Treasure Hunt	Marketing Association
Marketing Quiz	Marketing Association
Allegation	HR Association
Quiz	HR Association
Quiz on Banking	HR Association
Quiz	Business Law Association
Crossword Puzzle	Business Law Association
Business Law Quiz	Business Law Association
Company Law Quiz	Business Law Association
Quiz on current affairs	Business Law Association
Allegation	Business Law Association
Economics Quiz	Economics Association
Business Economics Quiz	Economics Association

Business Quiz	Commerce Association
Allegation	Commerce Association
Treasure Hunt	Commerce Association
Quiz	Commerce Association
Quiz	EDP Cell
Memory Test	SCAN Association
Captcha Cracker	SCAN Association
IT Quiz	SCAN Association
Tagger	SCAN Association
Treasure Hunt	SCAN Association
Can You Interpret Me	English Association
Verse Recital	English Association
Brain Teaser	English Association
Word Puzzle	English Association
Pictionary Competition	English Association
Poem Recitation	English Association
Quote Me	English Association
Spell Me	English Association
Poetry Recitation	English Association
Literary Quiz	English Association
Poem Recitation	Kannada Association
Pictionary Writing	Kannada Association
Literary Quiz	Kannada Association
Literary Quiz	Hindi Association
Riddles	Hindi Association

Skill Promoted- Leadership Skills

Activities Conducted	Association
Swap me	Marketing Association
Mock Interview	HR Association
Knock out & Drag out	Economics Association
Meet the CEO	Commerce Association
Stress Interview	SCAN Association
Best Toast Master	English Association
Master of Ceremony	English Association
Wrong People at Wrong Job	English Association
Monologue	English Association
Ted Talks	English Association

Skill Promoted- Management Skills

Activities Conducted	Association
SWOC Analysis	Marketing Association
Brand Wars	Marketing Association
Convince Me	Marketing Association
Product Launch	Marketing Association
Let's Hire	HR Association
Turn Coat	Economics Association
Expertise 20-21	Fest Forum Association
Product Launch	SCAN Association

The efforts for enhancing and promoting skill do not stop at the institutional level. Skills for organizing and practicability can be imparted only when students are given the responsibility of conducting the management/IT fests. The following fests organized by the college provide teamwork and managerial skill to the students involved in designing the fests. Both the organizing as well as participating team benefit from this fests in terms of sharpening their analytical skills.

Genesis University Level Management Fest: Every year this fest is organized exclusively for the first years. It is the platform for first years to enhance their management skills.

Inspire: Inspire is an interclass fest organized by the final year BCA students to first- and second-year students in order to train them for the upcoming fest Sygma and also to give them knowledge about technical skills.

Synergy: A National Level Management Fest: Synergy is two days National Level Management Fest exclusively for undergraduate management students. It provides a platform for the budding managers by bringing together management students across the country. Synergy helps the students to develop confidence to face the corporate world. It is a forum to strengthen their management skills and strive towards success.

Sygma: State Level IT Fest: Sygma is a State Level IT Fest for computer science students. The fest provides an opportunity to the students to develop their IT skills.

5) Evidence of Success:

The positive outcome of this practice is felt very much. The practical experience which the students have gained has made them more confident. Observation reveals that students who gained from these activities are doing well in their career. They attribute their success to the training gained in the college. Spill over effect of the programmes is also felt very much. Success stories of the students empowered through skill enhancement and promotion has motivated other students to join the band.

6) Problems Encountered and Resources required:

Enhancing skill is no doubt inevitable but there are several constraints and limitations as mentioned below:

- Inability to involve all the students in the exercise of skill enhancement especially during Covid-19 pandemic lockdown.
- Difficulties in designing the skill promotion activities.
- Non-availability of competent professionals to judge the competitive events.
- Difficulties of creating artificial environment for simulation activities.
- Subjective evaluation as skills can be measured only qualitatively.
- Time and resource constraints.

Best Practices -2

1) Title of the Practice: COMMUNITY SERVICE THROUGH EXTENSION AND OUTREACH ACTIVITIES.

A large number of extension and outreach activities are organized to encourage community engagement and service among the students. These activities are organized for the benefit of the community through which personality of students can also be developed. The extension activities encourage sharing of knowledge, resources and services between the institution and the local communities. These activities bring about long-lasting transformational effects for both the institution and the community.

2) Objectives of the Practice:

- To cultivate the spirit of active involvement in the service to the community among the students.
- To empower the students and the community.
- To provide the students an exposure to contemporary social reality.
- To develop the skills of integrating theory and practice.
- To cherish cultural values.
- To bring about personality development.
- To encourage learning through practice.
- To instil the quality of empathy among the students.
- To cultivate social responsibility.
- To develop philanthropic attitude.
- To sensitize students about burning social issues.
- To develop essential life skills such as problem solving, group dynamics and leadership.
- To promote humanitarian values.
- To learn crisis management.

3) The Context:

Extension activities combine traditional class room interaction with community service to enhance learning and social responsibility. The institution conducts various types of extension activities based on the needs of the community. There are several areas where help and support of institutions for higher education can bring about transformation for the good. Active involvement of the students in catering to community requirements will make them socially responsible citizens. It also gives

them an opportunity to develop team spirit which teaches them to work in a group effectively. The need for inculcating dignity of labour among the students can be best achieved through the extension activities. Thus, all the extension activities organized by the institution have created mutual benefit both directly and indirectly for the students, the college, participating institutions and the community in general.

4) The Practice:

The main areas of focus are education, health, environment, cleanliness and social issues. Associations like NSS, Red Cross and Rovers & Rangers which are especially dedicated for service activities plan them out in the beginning of the academic year. But, responsibility for organizing extension activities is not just limited only to these associations. In order to give opportunities to all the students every association/department organizes at-least one extension activity per semester. The nature of their activities varies according to the objectives of the association. These activities mainly aim at organizing awareness programmes through sharing their knowledge. Designing the extension activities is done by interacting with members of public and representatives of various charitable organizations to know their requirements. Based on this, faculty and the students build up a list of areas and organizations where extension activities can be conducted. Requirements such as funds, materials, etc. are considered before the finalization of the activities. The concerned organizations are also contacted to fix the dates and to sort out regulatory requirements. Once the areas and organizations are short listed, the faculty and the students plan out activities that are to be conducted.

Adequate awareness and guidance is given to the students about the proposed activities. With necessary preparation and planning, the activities will be held with the cooperation of all the stakeholders. The following are the extension activities organized by the institution in the last five years:

Highlights of extension activities based on Beneficiaries: -

1. School Children
2. Employees of various organization
3. College Students
4. Shopkeepers
5. Old age home
6. Hostel Children
7. Orphanage
8. Women
9. General Public
10. Stray Animals

2017-18

Beneficiaries - General Public

Nature of Activity	Venue	Association
Blood Donation Camp donated to KMC Hospital	SDM College Auditorium	NSS
Usage of UPI Payment	Visited Multiple Business location, Mangalore	Marketing
Swachatha Programme	Thumbe Grama Panchayath	NSS
Medical Camp donated to KMC Hospital	Delantabettu	Red Cross
No Horn Day	Mangalore City	Rovers and Rangers
Awareness on Cashless Transactions	Ashoknagar, Mangalore	Rovers and Rangers
Awareness on Environment Conservation	Flats Located in Urwa	Human Resource
Awareness on Cashless Transaction	Residential Societies, Kavoor	Human Resource
Legal awareness about 18-21 licence for food Industry	Bharat Mall, Mangalore	Business law
Awareness on Paytm	Mangalore Region	Finance
Awareness on Traffic Rules	Mugeru, Mangalore, Autodrivers	Rovers and Rangers
Awareness on welfare scheme of Beedi workers	Bikarnakatte, Mangalore	Finance
Awareness on online purchase	Mannagudda, Mangalore	Marketing
Awareness on “No Plastics”	Bunder Area, Mangalore	Marketing
Awareness on “Mobile fraud Apps”	Mangalore region public places	Marketing
Awareness on Environmental sustainability	Mangalore Region	Marketing

Beneficiaries - Employees

Nature of the activity	Venue	Association
PF & ESI Schemes	PACMC Engineer Pvt. Ltd., Mangalore	Economics
Online Banking	Guru Charan Industries, Baikampady	Economics
Teach Ms Excel Application	M. Vaman Nayak Sons, Winding Wall and Grandfather Clock Manufacturers and Exporters, Mangalore	SCAN
Awareness on Labour Law	Oniyx Fire Protection	Human Resource
Awareness on online marketing strategy	Mangala Cashew Industry, Padavinangady	Marketing
Alternatives of SIP	DSAJ Precision Mangalore	Finance

Beneficiaries - College Students

Venue	Nature of the activity	Association
UCM College, Mangalore	Need of Marketing skills	Marketing
GFGC Gandhinagar	Communication skills	SCAN
Govt. First Grade College, Haleyangadi	Web Designing and programming	SCAN

Beneficiaries - Shop Keepers

Nature of the Activity	Venue	Association
Creating awareness about consumer rights among shop keepers	Kodikal, Mangalore	Marketing
Awareness on Phone pay transactions	Kankanady, Mangalore	Marketing

Beneficiaries - School children

Nature of the activity	Venue	Association
Shramadana, Swachatha Programme	JTS, KPT Mangalore	NSS
Annual Camp	Govt Higher Primary School Kadabettu	NSS
Tree Plantation	Kapikad Government School	Rovers and Rangers
Various Application of computers	Model Higher Primary School, Kavoor, Mangalore	Scan
Skill Enhancement Activity	Marakada Govt. School, Kavoor	Hindi
Leadership training for school students	Bikarnakatte Primary School, Mangalore	Hindi
Develop Self-confidence	Ramakrishna Higher Primary School Mangalore	Hindi
Importance of Education	Dakshina Kannada Zilla Panchayath Higher Primary School, Pandeshwar, Mangalore	SCAN
Awareness on Cashless Traction	Cascia High School, Jeppu, Mangalore	SCAN
Computer Basics	Dakshina Kannada Zilla Panchayath Higher Primary School, Kapikad, Mangalore	SCAN
Communication Skills	Mangala Seva Samithi Trust (Regd.)	SCAN
Develop Self-confidence and personality	Sri Rama High School, Farangipete	Human Resource
Training children in various forms of entrepreneurship activities	Government School, Mannagudda, Mangalore	Entrepreneur development
Training children in various forms of entrepreneurship activities	Government School, Lady Hill, Mangalore	EDP
Training children in various forms of entrepreneurship activities	Government School, NITK, Surathkal	EDP
Quiz competition & awareness on RBI rule on awareness on issue currency notes	Bhagavathi English Medium Primary & High School, Snakolige, Uchila	Economics
Knowledge on Internet & Mobile Application	BEM Higher Primary School, Alake	SCAN

Literary Activities	Govt. Higher Primary School, Gandhinagar	Kannada
Literary Activities	Rosario Higher Primary School Mangalore	Kannada
Basics of Computers and uses of internet	Kittle Memorial High School (Aided), Gorigudde, Mangalore	SCAN
Digital India	St. Lawrence Anudanitha Higher Primary School, Airport Road, Bondel, Mangalore	SCAN
Activities to develop self confidence	Ashok Vidyalaya	English
Introduction to computer and its basics	Nalya Padavu Higher Primary School, Shakthinagar	SCAN
Awareness about information of Technology	St. Reeta Higher Primary School, Mangaldevi, Mangalore	SCAN
Teaching the MS Office in Computer	St. Peter's Higher Primary School, Kottara, Mangalore	SCAN
Activities like self-introduction and some skill enhancement activities	Gerosa English higher Primary School	Human Resource
Training students in leadership skills	Pompai Higher Primary School, Ladyhill, Mangalore	Commerce
Training and information on Modern Banking concepts	Attavara Government School, Mangalore	Commerce
Basics of Computers HTML Programming Guess the part and Quiz	Nalanda High School, VT Road, Mangalore	SCAN
Importance of Digitization, quiz and Product Launch	Rosario High School, Bolar, Mangalore	SCAN
Drawing, Singing and Quiz	Canara Kannada Medium Pre- Primary School, Mangalore	Fine Arts
Create team spirit and self confidence	Shree Ramakrishna Aided Higher Primary School	Hindi
Create team spirit and self confidence	Balmatta Kannada Medium Govt. Primary School, Mangalore	Fine Arts
Different forms of arts	Sanidhya Residential School, Shaktinagar.	Fine Arts
Entertaining children	Home for Aids affected children Cards, Maroli	NSS

Beneficiaries - Hostel Children

Nature of the Activity	Venue	Association
Vanamahostva and Cleaning Programme	Social Welfare Department of Govt. of Karnataka	NSS

Beneficiaries - Old age Home

Nature of the activity	Venue	Association
Interaction with the senior citizens	Pachim Trust Mangalore	English
Personality Development Programme, Note Book and Rice Distribution	Assaigoli, Mangalore	Red Cross
Sharing the problems faced by the elder	Abhayashrama, Old Age Home, Kodialbail	Fine Arts
Entertaining inmates of old Age Home	Chiranthana Charitable Trust, Adiyar.	Rovers and Rangers

2018-19**Beneficiaries - School Children**

Nature of the activity	Venue	Association
Swaccha Gelathi Programme	Digambara Jain High School Moodbidre	NSS
Annual Camp	Govt. Primary School, Kairabettu, Karkala	NSS
Vanamahotsava and Swacchatha Abiyan	Govt. Higher Primary School, Mannagudda, Mangalore	NSS
Swachatha Programme	Govt. Higher Primary School Gandhinagara Mangaluru	NSS

Cashless Transaction	D.K.Z.P Higher Model Primary School, Sandspit, Mangalore	SCAN
Basics of Internet	Mulakad Govt. School, Akashbhavana, Mangalore	SCAN
Social Media	Govt. High School, Bokkapatna, Mangalore	SCAN
Training children in various forms of entrepreneurship activities	Ganapathy High School, Mangalore	EDP
Enhancing vocabulary	Samvedna, Mangalore	English
Quiz	D.K.Z.P Govt. Higher Primary School	NSS
SwacchaGelathiProgramme	Hazarath Sayed Madani English Higher Primary School Ullal	NSS
Basics of computer	G.H.P.S Balmatta	SCAN
Awareness of Financial Literacy	Marakada Govt. School, Kavoor	Finance
Vocabulary Games	Kadirudyavara, Belthangady	Red cross
Awareness on Environment and Moral issues	Govt. Primary School Mannagudda	Human Resource
Virtual Reality	D.K.Z.P.H.P. School Kodikal	SCAN
Role of current technology in everyday life	Sri Vyasa Maharshi Vidya Peeta, Mulki	SCAN
Two days special camp	D.K.Z.P.H.P. School Neerkaje	Red Cross
Personality development	St.Peter's Higher Primary School	Human Resource
Consumer Rights	Canara Girls High School	Economics
Globalisation and current economic situation	Chinmaya Higher Primary School, Bunts Hostel	Economics
Rights and responsibilities of children	Canara Girls High School	Human Resource

Skill enhancement	Ladyhill Kannada Higher Primary School, Mangalore	Kannada
Enhancing leadership qualities	Government School, Kapikad	Kannada
Leadership qualities	St.Mary's Higher Primary School, Falnir	Kannada
Leadership qualities	Mogaveera Primary School, Ullal	Kannada
Basics of web designing	Indira Gandhi Memorial High School, Derebail, Konchady	SCAN
Cashless payment and quiz activity	Sarojini Madhusudhankushe High School, Attavar	SCAN
Nursery Rhymes and Patriotic Song	St.Agnes Special School, Bendoor	SCAN
Google application	G.L.P.S Kankanady School	SCAN
Quiz and pick & speak	D.K.Z.P Government Higher Primary School, Mannagudda	Commerce
Leadership qualities	Ganapathy High School, Mangalore	Commerce
Cleanliness and moral values	Government Primary School, Mannagudda	Human Resource
E-payments and various latest app	St. Gerosa High School, Jeppu	SCAN
Career guidance	Ganapathy English Medium School	Commerce
Current trends in various sector	D.K.Z.P Government Higher Primary School, Mannagudda	Commerce
Pick and speak	Ramakrishna School, Bunts Hostel	Finance
Uses and advantages of internet, quiz, pick& speak	St. Ursula Kannada Higher Primary School, Rosario, Mangalore	SCAN
Pros and Cons of internet	D.K.Z.P Higher Primary School,	SCAN

	Bolar	
Uses of Computer	D.K.Z.P Higher Primary School, Kapikad	SCAN
Knowledge about Computer parts	D.K.Z.P Gandhinagar	SCAN
Craft and Quiz	Government Higher Primary School,Bejai	SCAN
Knowledge and computer animation	Besant English School,Kodialbail	SCAN
Vocabulary Games	D.K.H.P.S, Kavoor	Hindi
Personality development	Government Primary School, Dongerkeri	Human Resource
Google and its innovation	Shri Gujrati English Medium High School, Alake	SCAN

Beneficiaries – Orphanage

Nature of activity	Venue	Association
Tree Plantation	Bhagini Samaja Jeppu Market, Mangalore	Rovers and Rangers
Awareness on Importance of Higher Education	Bhagini Samaja Orphanage	Economics

Beneficiaries - Employees

Nature of the Activity	Venue	Association
Awareness on Health Insurance	Star Flex Industries	Marketing
Awareness about Postal LIC	Garodi Steels Mangalore	Finance
Awareness on small saving schemes	Manmet Engineering Products Ltd., Baikampady	Human Resource

Awareness on cashless Transaction	Digantha Mudra, Industrial Estate, Yeyyadi, Mangalore	Finance
Employee Welfare Measures	Gurucharan Industries Baikampady	Commerce
Awareness on employee welfare scheme	Deepa comforts, Mangalore	Commerce
Microsoft Excel Application	Big Mishra Peda	SCAN
Legal awareness about 18-21 license	Bharat Mall, Mangalore	Business Law
Computer literacy program	Malpe Digital Showroom	SCAN
Insurance scheme	Esteem Engineering Company, Baikampady	Marketing
Microsoft excel application	M.Vaman Nayak and sons, Mangalore	SCAN
Programme on Self-Confidence	Rampusha Charitable Trust	Human Resource
Information regarding ESI, PF	Guru Darshan PG	Human Resource

Beneficiaries - Old age Home

Nature of the activity	Venue	Association
Distributed Fruits to Aged People	Abaya Ashraya Mangalore Assaigoli	NSS
Distributed chocolates to children	Abaya Ashraya Mangalore Assaigoli	Red Cross

Beneficiaries – Women

Nature of the Activity	Venue	Association
Awareness on Mahila E -Haat Scheme	Falnir, Kottara, Dwaraka Nagar	English
Providing information regarding ESI, PF and Employment Contract	Sri Ramakrishna Vidyarthi Bhavan for Working Women	HRD

Beneficiaries - General Public

Nature of the activity	Venue	Association
Medical Camp in Association KMC Hospital	Someshwara Temple, Ullal.	Rovers and Rangers
Blood Donation Camp at Venlock	SDM College Auditorium	NSS
Awareness Regarding Swacha Bharath	Thumba Grama Panchayath	NSS
Awareness on Cleanliness	KSRTC, Mangalore	Rovers and Rangers
Awareness on Hygiene	Akasha Bhavana, Mangalore	Rovers and Rangers
Awareness on Phone Pay Transaction	Rickshaw Drivers, Mangalore	Marketing
Awareness on Women helpline scheme	Adobe apartment, Mangalore	English
Awareness on Sukanya Samrudhi Account	Urwa Marigudi, Mangalore	English
Awareness on importance of using branded products	Forum Mall	Commerce

Cleaning Programme	Bejai Museum	NSS
Awareness on India Post payment Bank to Public	Padavinangady	Finance
Awareness on Women Empowerment	Bantwal Taluk	Commerce
Awareness on Phone pay	Autopark, Kankanady, Mangalore	Marketing
Problems faced by fisherwomen	Fish Market, State bank	Marketing
Gender based violence	Someshwar Beach, Mangalore	Business Law
Digital Payments	Urwa Market, Mangalore	Commerce
Mobile Wallet	Auto drivers, Mangalore	Finance
Traffic Rules	Baikampady Area Mangalore	Rovers and Rangers

Beneficiaries - Shop keeper

Nature of the activity	Venue	Association
Awareness On Plastic Pollution	Sparklean Laundry	Rovers and Rangers
Information on Digital payments	Mall Retail Shops, Urwa	Commerce
Information on Digital Transaction	Petty shop owner Hampankatta	Commerce
Awareness on small saving schemes	Thokkottu	Commerce
Information on Mobile application	Kotekar	Commerce

Beneficiaries - College students

Nature of the activity	Venue	Association
Awareness On Teenage Health & Personal Hygiene	Govt. P. U. College, Carstreet, Mangalore	Rovers and Rangers
Healthy Life Style	GFGC Carstreet, Mangalore	Rovers and Rangers
Stress Management Program	Nitte P. U. College, Mangalore	English
Computer literacy program	SDM College Business Management	Business Law
Stress interview and Allegation	Government First Grade College, Indiranagar, Haleyangady	Fest Forum

2019-20**Beneficiaries - General Public**

Nature of the Activity	Venue	Association
Vanamahotsava And Swacchathaabiyan	Srimanthibai Memorial Govt Museum Bejai	NSS
Blood Donated to Wenlock	SDMCBM College Auditorium	NSS
5km Marathon-Awareness on Fitness And Celebration Of Heart Day	Mangala Stadium	Rovers and Rangers
Anti-Drug Awareness Campaign	Bajpe, Mangalore	Rovers and Rangers
Medical Camp in Association with KMC	Kadirudyavara Village	Red Cross
One Day Camp	Govt. School, Kadirudyavara	Red Cross
Blood Donated to KMC	SDMCBM College Auditorium	Red Cross
Eye Medical Camp	Government School, Pandeshwar, Mangalore	Red Cross
Awareness on HIV Aids	StateBank Area, Mangalore	Rovers and Range

Legal Procedure	D.K.District Court	Business Law
Modern services offered by commercial bank	Group of Bank Customers, Mangalore	Commerce
Healthy lifestyle	Kodikal, Mangalore	Human Resource
Digital payment system	Juice Centre Mangalore	SCAN
Welfare schemes	Rickshaw drivers	Human Resource
First Aid Awareness Programme	SDM College of Business Management	Red Cross

Beneficiaries – Orphanage

Nature of the activity	Venue	Association
Basics of computers	Samvedanaa- A Home for Children, Mangalore	SCAN

Old age people Beneficiaries - Old age people

Nature of the activity	Venue	Association
Distributed Fruits to Aged People	Abaya Ashrama asaigoli Mangalore	NSS

Beneficiaries - School students

Nature of the activity	Venue	Association
Annual Camp	Govt.Higher Primary School Soda, Belman	NSS
One Day SwatchathaProgramm	Govt. Kiriya Thanthrika School (Jts)	NSS
One Day SwacchathaProgramme	Dakshina Kannada Zilla Panchayath Higher Primary School Gandhi Nagara Mangaluru	NSS
Leadership qualities	DKZP Govt. Higher Primary School, Mullakadu	English

Basic parts of computer and its working	Govt. Higher Primary School, Kapikad, Mangalore	SCAN
Evolution of Computers, Quiz, Memory Test and Games	St. Peters Higher Primary School, Urwa, Mangalore	Hindi
Games and Quiz	Cards, Samvedana(Home for Children), AduMaroli, Mangalore	SCAN
Quiz	Dakshina Kannada Zilla Panchayath Higher Primary School, Mullakad	Hindi
Create team spirit and self confidence	St. Peters Govt. School Kottara	SCAN
Vanamahotsava And Swacchathaabiyani	Govt School, Kadri	NSS
Hygiene food habits	UBMC Higher Primary School, Goriguuda	Commerce
Skill enhancement	Mogaveera Higher Primary School, Ullal	Commerce
Skill enhancement	GLP School Kankanady	Commerce
Opening a bank account	Canara High school	Finance
Latest technology	Francies Xaviers School, Bejai	SCAN
Self- confidence & personality	Sri Rama High School	Human Resource
Marketing and consumer protection	Sri Rama High School, Arkula	Marketing
Current trends in various sectors	G.H.P School, Mullakadu	Commerce
Computer parts, memory test	NITK H.P School	SCAN
Modern banking	D.K.Z.P.H.P.S Mannagudda	Commerce
E- Banking	Canara Primary School, Mangalore	Commerce
Rhymes, patriotic songs	St. Agnes Special School, Bendore	SCAN
Google Application	Govt U.P School, Gandhinagar	SCAN

Quiz	G.P School, Gandhinagar	HR
Quiz	Mangala Jyothi Integrated School	HR
Skill enhancement	Little Hearts Kindergarten School	Kannada
Cleanliness during pandemic	Primary School, Yeyyadi	Kannada
Quiz and memory test	G.H.S Babbukatte	Kannada
Monoacting, Quiz	G.H.P. School, Gandhinagar	Kannada
Internet Quiz	Paduva Higher Primary School, Nanthoor	SCAN
Social Media	St. Lawrence Unaided English medium school	SCAN
Digital India	Holy family Higher Primary School, Derebail	SCAN
Digital transaction	D.K.Z.P.H.P.S, Ashoknagar	SCAN
Basics of computer, quiz	D.K.Z.P.H.P.S Mannagudda	SCAN
Importance of values in life	G.P.S Kodikal	SCAN
Basics of computers	G.H.P School Chitrapura, Baikampady	SCAN
Social Media	Ramakrishna High School, Bunts Hostel	SCAN
Road Safty Awareness	Lourdes Government High School Bejai.	Red Cross

Beneficiaries – Employees

Nature of the activity	Venue	Association
Awareness About Advertising Strategies	St George Homeopathy	Finance
Awareness about on saving options available	Mangala Food and Beverages industry, Mangalore	Commerce
Awareness on welfare facilities	Somayaji Construction	Human Resource

Creating Awareness about legal issues related to granite industry	Sri Pawan Marble and Granite Company	Business Law
Awareness about Microsoft power point application	Banjara Caterers	SCAN
Awareness about Mutual Funds	Balaji Sales	Finance
Awareness about Systematic Investment Plans	Gajanana Tins	Finance
Awareness about NSC, PPF, Atal Pension Yojanaa	Essen Enterprise Barke	Human Resource
Awareness about NSC, PPF, SukanyaSamriddhiYojanaa	Sanjeeva Shetty Store, Mangalore	Human Resource
Techniques of sales Promotion	SDMCBM, Mangalore Siri Exhibition Stall	Marketing
Awareness about Human Rights	Balaji Stationary	Human Resource

Beneficiaries - Shop Keepers

Nature of the Activity	Venue	Association
Educating Shopkeepers about Business Licenses and Discourage the use of Plastic bags	Sai Medical and general Store & Shreya's Sweets	Business Law
Awareness on Online Purchase	Shop Keepers Kudroli	Marketing
Using of PayTm	Diamonds Gifts & Stationary Shop	English

Beneficiaries - College Students

Nature of the Activity	Venue	Association
First Aid Awareness Programme	SDM College Of Business Management (For students of neighbouring colleges)	Red cross

Awareness and Demonstration on My Smart City	Shree Devi Institute of Technology and Management	Rovers and Rangers
GST awareness	Laxmi Memorial College, Mangalore	Finance
CRM & Digital banking	Sri Devi Fashion Designing	Economics
Women Rights	Sri Devi Fashion Designing	Human Rights Cell

2020-21

Beneficiaries - General public

Nature of the activity	Venue	Association
Corona Vaccination Awareness Programme	NSS Volunteers Neighbourhood	NSS
Plant A Seed Campaign	NSS Volunteers House Garden	NSS
Lasika Mitra Campaign	3 Mangalore City Corporation, Mangalore	NSS
Awareness Program on Covid-19 Vaccine Festival	NSS Volunteers' Neighbourhood	NSS
Distribution of dry rations	Mangalore Region	Economics
Swachhata Pakhwada	NSS Volunteers' House/ Backyard/Garden	NSS
Physical Exercise	The students Circulated Video link on various exercises to lead a healthy life during the pandemic year	SCAN
Awareness on Covid 19 Scenarios and usage of Covid Masks.	Mangalore Region	Consumer cell
Music & Books	The students circulated link of online story books	SCAN
Play keyboard	The students Circulated Video link on how to play a keyboard – to keep oneself active indoors during the pandemic year	SCAN
Distributing food items	Residential areas	English
Awareness about Covid-19 scenarios	Mangalore region public places	Red cross

E- payments	Vani Printers	Commerce
Distribution of masks	Mangalore Region	Marketing
Steps of proper hand washing during Covid19	Localities, Mangalore	Business Law
Online Shopping	Students Residents area	Scan
Google Pay	Students Residents area	Scan
BHIM App	Students Residents area	Scan
Programme on HIV AIDS	Statebank Area Mangalore	Rovers and Rangers

Beneficiaries – Employees

Nature of the activity	Venue	Association
Awareness On Covid Employees	Plama Factory	Red Cross
Awareness On Covid	Deccan Plastics Factory	Red Cross
Distrustion Of Mask	Onyx Fire Protection	Red Cross
Awareness On Customer relationship management	Sogo Computers at Empire Mall, Mangalore.	Commerce

Beneficiaries - Stray Animals

Nature of the activity	Venue	Association
Feeding Stray dogs	Mangalore Region	Economics
Feeding the dogs	Residential areas in Mangalore	English
Feeding Stray Animals	Mangalore Region	NSS

Beneficiaries - School Students

Nature of the Activity	Venue	Association
Awareness about personal hygiene.	Akashabhavana, Mangalore	Hindi
Importance of Hindi	Shree janmades Dwarakadas Kotecha English Medium School, Mangalore	Hindi
Managing Skills among students	Reeta, Urwa Store	SCAN

Personality dent	Cardts, Mangalore	Commerce
Awareness on Cleanliness	High School Mangaladevi, Bolar.	Kannada

2021-2022

Beneficiaries - General Public

Nature of the activity	Venue	Association
Blood Donation	College Auditorium, SDMCBM	Red Cross
Gramasameekshe	Shamboor, Bantwal	NSS
Free Medical Check-up Camp (Villagers)	Dakshina Kannada Zilla Panchayath Higher Primary School, Shamboor, Bantwal	NSS
Clean India Programme	NSS Volunteers' Neighbourhood	NSS
“Safe driving”	Bharath Mall	Consumer Cell
Ration cards	Food and Civil Supplies department, Mangalore	Consumer Club
Awareness on Cash less transaction	Retail Shops, Mangalore	Commerce
Awareness on Modern Banking Sources	House Wives at Kodialbail	Commerce
Cash less transaction	Vegetable Vendors	Marketing

Beneficiaries - School Children

Nature of the Activity	Venue	Association
School Campus Cleaning Programme	SDM Mangala Jyothi Integrated School, Vamanjoor	NSS
Awareness On Gender Equality	D.K Higher Primary School, Mannagudda, Mangalore	Rovers and Rangers
Awareness On Waste Segregation	Mangala English Medium School, Mangalore	Rovers and Rangers
First Aid Training Programme	BEML Aided Lower Primary School	Redcross

Logical thinking Quiz and Memory Test	Besant HR. Primary School, Kodialbail, Mangalore	Scan
Basics of Computers, Advantages & Disadvantages and uses of Computers, Quiz and Games	Aided Lourdes High School, Bejai, Mangalore	Scan
Teaching the information of technology	Govt. Womens Training Institute Primary School Section, Balmatta	Scan
Teaching the computer knowledge and it benefits	Dakshina Kannada Zilla Panchayath Higher Primary School, Mannagudda	Scan
Teaching the knowledge about internet of things	Sarkari Madari Primary School, Surathkal	Scan
Activity-based learning	Government School, Ladyhill	Fine arts
Innovative activity-based learning	Gandhinagar Government School, Mangalore	Fine arts
Activity-based learning	Government school, Mannagudda	Fine arts
Training children in various forms of entrepreneurship activities	Government School, Lady Hill, Mangalore	EDP
Vocabulary development	Visit to Dakshina Kannada Zilla Panchayath Higher Primary School, Mannagudda	Hindi
Personality Development	Visit To Canara Higher Primary School	English
Skill Enhancement	Visit to Dakshina Kannada Zilla Panchayath Higher Primary School, Ullal	English
Activities on dance and craft making	Padavu Pre School, Mangalore	Fine arts

Innovative activity-based Learning	Narayana Guru Higher Primary & High School, Kudroli	Fine arts
Innovation in Life	Cascia High School, Mangaladevi, Mangalore	SCAN
Basics of computers	Govt. Higher Primary School, Padavu, Bikarnakatte	SCAN
Building Self Confidence	Dakshina Kannada JillaPanchayath School, Mannagudda	Kannada
Building up confidence	Vidyashree Tuition center, Sharada Vidyalaya	Kannada
Awareness and cleanliness Program	Rithisha tuition Center, Ullala	Kannada
Activity in craft and culture	St. Aloysius Higher Primary School, Urva, Mangalore	Hindi
Importance of GPay	Vani Printers, Kodialbail, Mangalore	SCAN
Basics of Computers	St. Francis Xavier Higher Primary School, Bejai, Mangalore	SCAN
Cultural activities	Padua Higher Primary School, Mangalore	Hindi
Leadership qualities	Kapikad Govt. School, Mangalore	Hindi
Leadership qualities	Mangala Higher Primary School, Mannagudde	Kannada
Social Media	St. Lawrence Unaided English Medium School	SCAN
Awareness on Health & Hygiene	DKZP Higher Primary School Bokkapatna	Red Cross
Language Skills	D.K.Z.P.H.P.S Bejai	English
Social Media	D.K.Z.P.H.P.S Munnur	SCAN

Use of internet & its applications	DKZPHPS Urumane	SCAN
Awareness on keep our environment clean and green	Canara Girls High School Mangalore	Rovers and Rangers
Awareness on drug abused and its evil impact on the society	Chinmaya School Mangalore	Rovers and Rangers

Beneficiaries - College Students

Nature of the Activity	Venue	Association
Training children in various forms of entrepreneurship activities	Mangalore University College, Hampankatta, Mangalore	EDP
Awareness on stock market	Government Pre-University College, Bokkapatna, Mangalore	Finance

Beneficiaries – Employees

Nature of the Activity	Venue	Association
Awareness on safety measures and training	Vamanjoor Packers	Human Resource
Awareness on safety measures and training	VIJI Industry	Human resource
Awareness on safety measures and training	Atelier Industry	Human resource
Awareness on Decision making	Spandana Trust Social Welfare	SCAN
Awareness on Digital payments	Sundar /ice Factory, Kudroli, Mangalore	Commerce
Awareness on Yoga break	Bank of Baroda	Human resource
Awareness on Investment Awareness on avenues and postal life insurance	Belma Gram Panchayath	Finance
Awareness on Investment alternatives	Ullala City municipal	Finance

Awareness on Training children in various forms of entrepreneurship activities	Azad Steels, Bunder, Mangalore	EDP
Awareness on Ms Word Application	Mangala Cashew Industry, Padavinangady	SCAN
Awareness on govt subsidiaries	Poultry Farming, Bantwal	Business Law
Awareness on UPI & Net banking	M.S. Sri Pawan Marbles & Granite, Hosabettu	Finance
Insurance Policy	Flower Shopkeepers Carstreet	Marketing
Awareness on Health Insurance Schemes	Abhay Industries Baikampady	Marketing
Awareness on Employee rights at workplace	Panchami gas agency	Human Resource
Awareness on Crypto Currency	Panchami gas Agency	Economics
Awareness on organ donation	Onyx Fire Protection Mangalore	Red Cross

Beneficiaries - Old age Home

Nature of the Activity	Venue	Association
Creating Homely environment	Sevaabhava Charitable Trust 'SEVAASHRAMA', Deralakatte	Fine arts

Beneficiaries – Orphanages

Nature of the Activity	Venue	Association
Create a Homely Environment at orphanage and conduct some skill-based activity	Citizens Alliance for Rural Development and Training Society (CARDTS) 'SAMVEDANAA', Maroli.	Fine arts

5) Evidence of Success:

- Students have developed greater social sensitivity and self-confidence.
- They have improved their organizational skills.
- They have improved their ability in Group Dynamics skills.
- They have gained practical knowledge in diverse areas.
- They have become effective health and life-skill trainers.
- The entire activities have enabled the students to cultivate qualities of good citizenship.

6) Problems Encountered and Resources required**Problems Encountered**

- Lack of motivation among the learners.
- Time constraint.
- Permission for visit is not easily available.
- Financial constraints.
- Lack of rural orientation.

Resources required

- Funds
- Materials and stationery
- Adequate time
- Motivated student volunteers
- ICT tools
- Transport facilities
- Local NGOs.
- Learning material.