

Shri Dharmasthala Manjunatheshwara College of Business Management, Mangalore – 575003

The Annual Quality Assurance Report (AQAR) of the IQAC

Part – A

1. Details of the Institution

1.1 Name of the Institution	Shri Dharmasthala Manjunatheshwara College of Business Management
1.2 Address Line 1	M. G. Road
Address Line 2	Kodialbail
City/Town	Mangalore
State	Karnataka
Pin Code	575 003
Institution e-mail address	sdmcbm@sdmcbm.ac.in
Contact Nos.	0824-2494186
Name of the Head of the Institution:	Mrs. Aruna P. Kamath
Tel. No. with STD Code:	0824-2496980
Mobile:	9964142796

Name of the IQAC Co-ordinator:

Mr. Muralidhara Rao K. S.

Mobile:

9945370431

IQAC e-mail address:

iqac@sdmcbm.ac.in

1.3 NAAC Track ID (For ex. MHCOGN 18879)

8976

1.4 NAAC Executive Committee No. & Date:

(For Example EC/32/A&A/143 dated 3-5-2004.
This EC no. is available in the right corner- bottom
of your institution's Accreditation Certificate)

EC/53/RAR/14 dated 04-09-2010

1.5 Website address:

sdm.ac.in

Web-link of the AQAR:

<http://sdmcbm.ac.in/static/iqac/aqar.pdf>

1.6 Accreditation Details

Sl. No.	Cycle	Grade	CGPA	Year of Accreditation	Validity Period
1	1 st Cycle	B	--	2004	Till 2009
2	2 nd Cycle	A	3.16	2010	Till 2015
3	3 rd Cycle				
4	4 th Cycle				

1.7 Date of Establishment of IQAC : DD/MM/YYYY

30/07/2005

1.8 AQAR for the year (for example 2010-11)

2013-14

1.9 Details of the previous year's AQAR submitted to NAAC after the latest Assessment and Accreditation by NAAC ((for example AQAR 2010-11 submitted to NAAC on 12-10-2011))

- | | | |
|-----------|------------|--------------|
| i. AQAR | 17/08/2011 | (DD/MM/YYYY) |
| ii. AQAR | 27/09/2012 | (DD/MM/YYYY) |
| iii. AQAR | 22/05/2013 | (DD/MM/YYYY) |
| iv. AQAR | 30/05/2014 | (DD/MM/YYYY) |

1.10 Institutional Status

University State ☒ Central ☐ Deemed ☐ Private ☐

Affiliated College Yes ☒ No ☐

Constituent College Yes ☐ No ☒

Autonomous college of UGC Yes ☐ No ☒

Regulatory Agency approved Institution Yes ☐ No ☒

(eg. AICTE, BCI, MCI, PCI, NCI)

Type of Institution Co-education ☒ Men ☐ Women ☐

Urban ☒ Rural ☐ Tribal ☐

Financial Status Grant-in-aid ☐ UGC 2(f) ☒ UGC 12B ☒

Grant-in-aid + Self Financing ☒ Totally Self-financing ☐

1.11 Type of Faculty/Programme

Arts ☒ Science ☒ Commerce ☐ Law ☐ PEI (Phys Edu) ☐

TEI (Edu) ☐ Engineering ☐ Health Science ☐ Management ☒

Others (Specify)

1.12 Name of the Affiliating University (for the Colleges)

Mangalore University, Karnataka

1.13 Special status conferred by Central/ State Government-- UGC/CSIR/DST/DBT/ICMR etc

Autonomy by State/Central Govt. / University

University with Potential for Excellence UGC-CPE

DST Star Scheme UGC-CE

UGC-Special Assistance Programme DST-FIST

UGC-Innovative PG programmes Any other (*Specify*)

UGC-COP Programmes

2. IQAC Composition and Activities

2.1 No. of Teachers

2.2 No. of Administrative/Technical staff

2.3 No. of students

2.4 No. of Management representatives

2.5 No. of Alumni

2. 6 No. of any other stakeholder and
community representatives

2.7 No. of Employers/ Industrialists

2.8 No. of other External Experts

2.9 Total No. of members

2.10 No. of IQAC meetings held

2.11 No. of meetings with various stakeholders: No.

Non-Teaching Staff Students Alumni Others

2.12 Has IQAC received any funding from UGC during the year? Yes ☐ No ☒

If yes, mention the amount

2.13 Seminars and Conferences (only quality related)

(i) No. of Seminars/Conferences/ Workshops/Symposia organized by the IQAC

Total Nos. International National State Institution Level

(ii) Themes

SEE ANNEXURE - 1

2.14 Significant Activities and contributions made by IQAC

SEE ANNEXURE - 2

2.15 Plan of Action by IQAC/Outcome

The plan of action chalked out by the IQAC in the beginning of the year towards quality enhancement and the outcome achieved by the end of the year *

Plan of Action	Achievements
In the beginning of the year various activities are planned. SEE ANNEXURE – 3.1	Most of the programmes are executed as per the plan of action. SEE ANNEXURE – 3.2

** Attach the Academic Calendar of the year as Annexure.*

2.15 Whether the AQAR was placed in statutory body Yes ☒ No ☐

Management ☒

Syndicate ☐

Any other body ☒

Provide the details of the action taken

All the suggestions given by the management and during the staff meeting were incorporated.

PART – B

Criterion – I

1. Curricular Aspects

1.1 Details about Academic Programmes

Level of the Programme	Number of existing Programmes	Number of programmes added during the year	Number of self-financing programmes	Number of value added / Career Oriented programmes
PhD				
PG				
UG	03		03	
PG Diploma				
Advanced Diploma				
Diploma				
Certificate				12
Others				
Total	03		03	12

Interdisciplinary				
Innovative				

SEE ANNEXURE – 4

✓

1.2 (i) Flexibility of the Curriculum: CBCS/Core/Elective option / Open options

(ii) Pattern of programmes:

Pattern	Number of programmes
Semester	03
Trimester	---
Annual	---

1.3 Feedback from stakeholders* Alumni ☒ Parents ☒ Employers ☒ Students ☒
(On all aspects)

Mode of feedback : Online ☐ Manual ☒ Co-operating schools (for PEI) ☐

SEE ANNEXURE – 5

1.4 Whether there is any revision/update of regulation or syllabi, if yes, mention their salient aspects.

Since our college is affiliated to Mangalore University, it updates the syllabi once in 5 years. BA(HRD) course syllabus was updated in 2011-12, BBM and BCA course syllabus were updated in 2012-13.

1.5 Any new Department/Centre introduced during the year. If yes, give details.

SEE ANNEXURE - 6

Criterion – II

2. Teaching, Learning and Evaluation

2.1 Total No. of permanent faculty

Total	Asst. Professors	Associate Professors	Professors	Others
33+02	06	01	--	28

2.2 No. of permanent faculty with Ph.D.

04 (Pursuing)

2.3 No. of Faculty Positions Recruited (R) and Vacant (V) during the year

Asst. Professors		Associate Professors		Professors		Others		Total	
R	V	R	V	R	V	R	V	R	V
-	-	-	-	-	-	-	-	-	-

2.4 No. of Guest and Visiting faculty and Temporary faculty

05

2.5 Faculty participation in conferences and symposia:

No. of Faculty	International level	National level	State level
Attended	03	35	----
Presented	01	20	----
Resource Persons	----	03	----

2.6 Innovative processes adopted by the institution in Teaching and Learning:

Industrial visits and report presentation, Organizational report writing, case analysis, Group discussion, role plays, ICT, Projects, Extension activities.

2.7 Total No. of actual teaching days during this academic year

94+94

2.8 Examination/ Evaluation Reforms initiated by the Institution (for example: Open Book Examination, Bar Coding, Double Valuation, Photocopy, Online Multiple Choice Questions)

MCQ

2.9 No. of faculty members involved in curriculum restructuring/revision/syllabus development as member of Board of Study/Faculty/Curriculum Development workshop

07		
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SEE ANNEXURE – 7

2.10 Average percentage of attendance of students

90%

2.11 Course/Programme wise distribution of pass percentage :

Title of the Programme	Total no. of students appeared	Division				
		Distinction %	I %	II %	III %	Pass %
BBM	300	57	89	81	09	79%
BCA	105	56	18	04	--	74%
BA(HRD)	49	49	12	11	--	63%

2.12 How does IQAC Contribute/Monitor/Evaluate the Teaching & Learning processes :

- IQAC instruct all the lecturers to write lecture plans daily and submit it to the HOD's and to the Principal at the week end.
- IQAC directs the examination committee to conduct two internal test and one viva voce to all the students in each semester
- IQAC monitors skill enhancement programmes and co-curricular activities.
- IQAC conducts dry run inspection once in a year to verify all the activities and events organized by various committees.
- IQAC verifies various teaching methods adopted by the lecturers such as roleplays, assignments, paper presentations , case analysis etc.

2.13 Initiatives undertaken towards faculty development

<i>Faculty / Staff Development Programmes</i>	<i>Number of faculty benefitted</i>
Refresher courses	-----
UGC – Faculty Improvement Programme	-----
HRD programmes	<ul style="list-style-type: none"> ○ Faculty Development Programme on “Quality Assurance International Perspective” ○ Opportunities for funded Research ○ Guidance on Minor Research

Orientation programmes	41
Faculty exchange programme	6 BBM faculties take up MBA Classes
Staff training conducted by the university	36
Staff training conducted by other institutions	-----
Summer / Winter schools, Workshops, etc.	-----
Others	-----

2.14 Details of Administrative and Technical staff

Category	Number of Permanent Employees	Number of Vacant Positions	Number of permanent positions filled during the Year	Number of positions filled temporarily
Administrative Staff	18	03	--	--
Technical Staff	02	01	--	--

Criterion – III

3. Research, Consultancy and Extension

3.1 Initiatives of the IQAC in Sensitizing/Promoting Research Climate in the institution

SEE ANNEXURE - 8

3.2 Details regarding major projects : NIL

	Completed	Ongoing	Sanctioned	Submitted
Number				
Outlay in Rs. Lakhs				

3.3 Details regarding minor projects

	Completed	Ongoing	Sanctioned	Submitted
Number	---	---	07	---
Outlay in Rs. Lakhs	---	---	6 Lakhs	---

SEE ANNEXURE – 9

3.4 Details on research publications

	International	National	Others
Peer Review Journals	---	---	---
Non-Peer Review Journals	---	---	---
e-Journals	---	---	---
Conference proceedings	---	UGC sponsored National Conference on Data Mining for Computer Security	---

3.5 Details on Impact factor of publications: NIL

Range Average h-index Nos. in SCOPUS

3.6 Research funds sanctioned and received from various funding agencies, industry and other organisations

Nature of the Project	Duration Year	Name of the funding Agency	Total grant sanctioned	Received
Major projects	---	---	---	---
Minor Projects	2013-14	UGC	6 Lakhs	---
Interdisciplinary Projects	---	---	---	---
Industry sponsored	---	---	---	---
Projects sponsored by the University/ College	---	---	---	---
Students research projects (other than compulsory by the University)	2012-14	Self Finance	-----	---
Any other (Specify)	---	---	---	---
Total	---	---	---	---

3.7 No. of books published i) With ISBN No. Chapters in Edited Books

ii) Without ISBN No.

3.8 No. of University Departments receiving funds from

UGC-SAP CAS DST-FIST
DPE DBT Scheme/funds

3.9 For colleges Autonomy CPE DBT Star Scheme
INSPIRE CE Any Other (specify)

3.10 Revenue generated through consultancy

3.11 No. of conferences organized by the Institution

Level	International	National	State	University	College
Number	---	01	---	01	03
Sponsoring agencies	---	UGC	---	Collegiate Education	Management

SEE ANNEXURE – 10

3.12 No. of faculty served as experts, chairpersons or resource persons

3.13 No. of collaborations International National Any other

3.14 No. of linkages created during this year **SEE ANNEXURE – 11**

3.15 Total budget for research for current year in lakhs :

From Funding agency From Management of University/College
Total

3.16 No. of patents received this year

Type of Patent		Number
National	Applied	--
	Granted	--
International	Applied	--
	Granted	--
Commercialised	Applied	--
	Granted	--

3.17 No. of research awards/ recognitions received by faculty and research fellows of the institute in the year

SEE ANNEXURE – 12

Total	International	National	State	University	Dist	College
---	---	---	---	---	---	10

3.18 No. of faculty from the Institution
who are Ph. D. Guides
and students registered under them

3.19 No. of Ph.D. awarded by faculty from the Institution

3.20 No. of Research scholars receiving the Fellowships (Newly enrolled + existing ones)

JRF SRF Project Fellows Any other

3.21 No. of students Participated in NSS events:

University level State level
National level International level

3.22 No. of students participated in NCC events: NA

University level	<input type="text"/>	State level	<input type="text"/>
National level	<input type="text"/>	International level	<input type="text"/>

3.23 No. of Awards won in NSS: NIL

University level	<input type="text"/>	State level	<input type="text"/>
National level	<input type="text"/>	International level	<input type="text"/>

3.24 No. of Awards won in NCC: NA

University level	<input type="text"/>	State level	<input type="text"/>
National level	<input type="text"/>	International level	<input type="text"/>

3.25 No. of Extension activities organized

University forum	<input type="text" value="---"/>	College forum	<input type="text" value="32"/>	
NCC	<input type="text" value="NA"/>	NSS	<input type="text" value="08"/>	Any other <input type="text" value="--"/>

3.26 Major Activities during the year in the sphere of extension activities and Institutional Social Responsibility

SEE ANNEXURE – 13

Criterion – IV

4. Infrastructure and Learning Resources

4.1 Details of increase in infrastructure facilities:

Facilities	Existing	Newly created	Source of Fund	Total
Campus area	1.3 acres	--	Management	1.3 acres
Class rooms	24	--	Management	24
Laboratories	03	--	Management	03
Seminar Halls	02	--	Management	02
No. of important equipments purchased (\geq 1-0 lakh) during the current year.	13	01	Management	01
Value of the equipment purchased during the year (Rs. in Lakhs)	62,50,264	4,71,679	UGC & Management	4,71,679
Others	1,11,33,640	5,21,732	UGC & Management	5,21,732

4.2 Computerization of administration and library

The college administration uses management software called Educational Enterprise Resource Planning and Management System (EERPMS) for all purposes.

The library has a module in EERPMS called as WEB OPAC for bibliographical information and other purposes

4.3 Library services:

	Existing		Newly added		Total	
	No.	Value	No.	Value	No.	Value
Text Books	3,300	6,30,000	600	1,77,500	3,900	8,07,500
Reference Books	2,746	4,80,000	500	2,00,00	3,246	6,80,000
e-Books	---	---	---	---	---	---
Journals	412	4,05,000	150	1,45,000	562	5,50,000
e-Journals	12	4,45,000	05	1,50,000	17	5,95,000
Digital Database	---	---	---	---	---	---
CD & Video	---	---	---	---	---	---
Others (specify)	---	---	---	---	---	---

4.4 Technology up gradation (overall)

	Total Computers	Computer Labs	Internet	Browsing Centres	Computer Centres	Office	Departments	Others
Existing	170	131	---	17	---	10	03	09
Added	07	07	---	---	---	---	---	---
Total	177	138	---	17	---	10	03	09

4.5 Computer, Internet access, training to teachers and students and any other programme for technology upgradation (Networking, e-Governance etc.)

- ✱ Microsoft technology had organised a training programme for the staff and students about the latest version of Windows 8.1.
- ✱ WiFi facility is provided to the staff and students.
- ✱ Computers are provided in all the staff rooms, Library , Learning Resources Center and in the Labs to access internet facility.
- ✱ The computer department staffs are available for any sort of guidance regarding technology.

4.6 Amount spent on maintenance in lakhs :

i) ICT	850
ii) Campus Infrastructure and facilities	9,43,626
iii) Equipments	1,53,059
iv) Others	45,793
Total :	10,43,328

Criterion – V

5. Student Support and Progression

5.1 Contribution of IQAC in enhancing awareness about Student Support Services

Orientation to the fresher's, complete campus visit on the first day, class advisors give complete instructions about various facilities within the campus.

5.2 Efforts made by the institution for tracking the progression

Institution offers cash incentive for those students who score more than 85% in each theory subjects and more than 95% in practical subjects. Silver medal and certificates are given to the distinction holders. Marks cards of the internal test and semester exams are issued to the parents. Fest Forum plays an important role in personality development by sending the students to various fests.

5.3 (a) Total Number of students

UG	PG	Ph. D.	Others
1417			

(b) No. of students outside the state

138

(c) No. of international students

NIL

Men	No	%
	866	61%

Women	No	%
	551	39%

Last Year						This Year					
General	SC	ST	OB C	Physically Challenged	Total	General	SC	ST	OBC	Physically Challenged	Total
702	30	06	699	02	1439	736	35	03	641	02	1417

Demand ratio : 1 : 1.75

Dropout % : 0.21%

5.4 Details of student support mechanism for coaching for competitive examinations (If any)

Created awareness programmes for various competitive examinations with the support of coaching institutions.

No. of students beneficiaries

464

5.5 No. of students qualified in these examinations

NET	NA	SET/SLET	NA	GATE	NA	CAT	120
IAS/IPS etc	NA	State PSC	NA	UPSC	NA	Others	90

5.6 Details of student counselling and career guidance

Counselling Cell and career guidance cell organizes relevant guest lectures and other related programmes.

No. of students benefitted 464

5.7 Details of campus placement

<i>On campus</i>			<i>Off Campus</i>
Number of Organizations Visited	Number of Students Participated	Number of Students Placed	Number of Students Placed
47	1243	555	17

SEE ANNEXURE – 14

5.8 Details of gender sensitization programmes

Organized women empowerment programmes and observed women's day celebrations. The main function of Women Cell is to sensitize through various programmes on women issues and to solve the issues related with women working in this institute.

5.9 Students Activities

5.9.1 No. of students participated in Sports, Games and other events

State/ University level 13 National level 108 International level 13

No. of students participated in cultural events

State/ University level 25 National level -- International level --

5.9.2 No. of medals /awards won by students in Sports, Games and other events

Sports : State/ University level National level International level

Cultural: State/ University level National level International level

5.10 Scholarships and Financial Support

	Number of students	Amount
Financial support from institution	349	27,32,000
Financial support from government	108	2,78,433
Financial support from other sources	303	1,03,550
Number of students who received International/ National recognitions	---	---

5.11 Student organised / initiatives

Fairs : State/ University level National level International level

Exhibition: State/ University level National level International level

5.12 No. of social initiatives undertaken by the students **SEE ANNEXURE – 13**

5.13 Major grievances of students (if any) redressed:

Play ground space is not sufficient.

Since there is district stadium and many other play grounds within a short distance to the college, students are directed to make use of these facilities and sometime are hired depending on the programmes.

Criterion – VI

6. Governance, Leadership and Management

6.1 State the Vision and Mission of the institution

SEE ANNEXURE - 15

6.2 Does the Institution has a Management Information System

Yes, the institution uses management software called Educational Enterprise Resource Planning and Management System (EERPMS) for all purposes.

6.3 Quality improvement strategies adopted by the institution for each of the following:

6.3.1 Curriculum Development

Conducted short term courses, bridge courses, latest topic seminar in every subject.

6.3.2 Teaching and Learning

•Lecturing Class discussion •Group discussion •Presentations by students •Student-group reports •Debate on current issues
•Assignments •Reading assignments in supplementary books
•Assignment to outline portions of the textbook •Debates (subjects) •Crossword puzzles •Construction of vocabulary lists
•Interviews •Field trips •Drama, role playing •Open textbook study •Notebook •Class projects •Individual projects

6.3.3 Examination and Evaluation

Two Internal Tests in each semester, Viva-voce, Assignments, Group discussion, Multiple Choice questions, seminars and presentations. Semester examinations.

6.3.4 Research and Development

Faculty development programmes are conducted to motivate the faculty members to undertake PhD programme, Major Research Projects and Minor Research Projects funded by UGC, CSIR and HRD etc.

Encourages the faculties to acquire higher qualification.

6.3.5 Library, ICT and physical infrastructure / instrumentation

HOD's suggested a list of books based on interaction with the students and faculty members. This list was forwarded to concerning authority for sanction and purchase of books. Open access system exists in the library, LCD projectors are installed in many classrooms, Laptop, portable mike system, WiFi facility, Lift, generator, Reprographic facility are available.

6.3.6 Human Resource Management

Conducted faculty development programmes, encouraged faculties to attend and present/publish papers in the seminars/conferences. Administrative staff are also encouraged to attend training/seminars/ workshops.

6.3.7 Faculty and Staff recruitment

Based on merit and past experience.

6.3.8 Industry Interaction / Collaboration

Organized factory visits for staff and students, guest lecturers, placement programmes.

6.3.9 Admission of Students

Based on merit.

6.4 Welfare schemes for

Teaching	PF contribution by the management
Non teaching	Medical reimbursement
Students	Scholarships, insurance

6.5 Total corpus fund generated

1,85,56,338

6.6 Whether annual financial audit has been done

Yes

☒

No

☐

6.7 Whether Academic and Administrative Audit (AAA) has been done?

Audit Type	External		Internal	
	Yes/No	Agency	Yes/No	Authority
Academic	YES	Government (JD)	YES	SDME Society, IQAC
Administrative	YES	Government (JD)	YES	SDME Society

6.8 Does the University/ Autonomous College declares results within 30 days?

For UG Programmes Yes ☒ No ☐

For PG Programmes Yes ☐ No ☐

6.9 What efforts are made by the University/ Autonomous College for Examination Reforms?

Online submission of admission forms, examination forms, internal marks, computerized tabulation system and online results.

6.10 What efforts are made by the University to promote autonomy in the affiliated/constituent colleges?

Support and encouragement during affiliation to go for autonomy.

6.11 Activities and support from the Alumni Association

Alumni interact with the students to create awareness about an industry environment whenever they visit the institution. Guest lecturers are also arranged for more awareness on industry. They help the institution in career guidance and placements.

6.12 Activities and support from the Parent – Teacher Association

Annual general meeting is conducted. A cash incentive is given to the students who have scored more than 85% in each theory subjects and more than 95% in practical subjects. Silver medal and certificates are given to the distinction holders. Support for factory visits.

6.13 Development programmes for support staff

Training on computer software – EERPMS.

6.14 Initiatives taken by the institution to make the campus eco-friendly

Tree plantation programme, campus cleaning and beach cleaning programmes by NSS students, guest lectures on rain water harvesting, green marketing, water conservation, solar energy conservation.

Criterion – VII

7. Innovations and Best Practices

7.1 Innovations introduced during this academic year which have created a positive impact on the functioning of the institution. Give details.

- UGC sponsored Minor Research Projects and Conference
- 12 Add on Courses in various subjects.
- Academic Programmes & Guest lectures by experts
- Value Education Programmes.
- Orientation & Inauguration of various Associations.
- IQAC Programmes for initiating Quality Improvements
- Skill enhancements programmes to provide practical experiences in various functional areas of management and computer application.
- Field visit to get industrial exposures
- Programmes in association with different organizations
- Extension activities to reach out to the society and also to share knowledge
- Students Council Programmes
- Placement Cell Activities
- Observation of important days
- Alumni & PTA meetings.

7.2 Provide the Action Taken Report (ATR) based on the plan of action decided upon at the beginning of the year

SEE ANNEXURE - 16

7.3 Give two Best Practices of the institution (*please see the format in the NAAC Self-study Manuals*)

SEE ANNEXURE - 17

7.4 Contribution to environmental awareness / protection

Tree plantation programme, campus cleaning and beach cleaning programmes by NSS students, guest lectures on rain water harvesting, green marketing, water conservation, solar energy conservation, wild life.

7.5 Whether environmental audit was conducted?

Yes

☐

No

☒

7.6 Any other relevant information the institution wishes to add. (for example SWOT Analysis)

S – A good infrastructure

Education at a low cost

Alumni/Students/Parents support.

W – Lack of land for future expansion of the campus

Lack of land for outdoor sports activities

O – Campus is in the center place of the city.

T – Competitions and growth of education institutions

Free education within the context of e-learning and increasing trends of open university education.

8. **Plans of institution for next year**

SEE ANNEXURE - 18

Mr. Muralidhar Rao K S
Signature of the Co-ordinator, IQAC

Mrs. Aruna P. Kamath
Signature of the Chairperson, IQAC

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PART-A

ANNEXURE – 1

Annexure for question number 2.13: Seminars and Conferences (only quality related)

(ii) Themes

- * Faculty Development Programme on “Quality Assurance International Perspective”
- * Leadership Training Programme
- * Faculty Development Programme on Teaching Pedagogy for Management Education
- * Programme on Counselling and Mentoring skills for teachers.
- * Guidance on Minor Research
- * Opportunities for funded Research
- * Training Programme on Windows 8.1
- * NAAC Worksop for Government Colleges

Annexure for question number 2.14 : Significant Activities and contributions made by IQAC

Faculty Development Programme on “Quality Assurance International Perspective”: A faculty development programme was organized under the guidance of IQAC for the staff members on 6th September 2013 about “Quality Assurance International Perspective” by Dr. Iqbal, Assistant to the President of Kingdom of University, Bahrain for Accreditation & Quality Assurance.

Leadership Training Programme : On 29th June, 2013, IQAC along with Student Council organized a leadership training programme for the student council members on “Power of Positive Thinking and Leadership” with Mr. Surfraz Hasim as the resource Person.

Faculty Development Programme on Teaching Pedagogy for Management Education: A faculty development programme was organized by IQAC for the staff members on **13th June 2013**. Prof. B V Raghunandan, SVS College, Bantwal spoke about the Teaching Pedagogy for Management Education. He stressed the importance of 3 dimensions of teaching – motivation, how to teach and what to teach.

Programme on Counselling and Mentoring skills for teachers. Dr. Sufala Kotian, Counsellor & Associate Professor, Sridevi College, Mangalore was the resource person. She stressed on the problems faced by students and on the mentoring and counselling skills the teachers must possess.

Guidance on Minor Research : A Faculty Development Programme was organized under the guidance of IQAC for the staff members on 8th July 2013. Prof. Catherine N, Principal, Colaco College of Management, Mangalore was the Resource Person. Prof. Catherine N, spoke about designing the frame work for Minor Research Project Proposal to be submitted to University Grant Commission. Mrs. Shashikala Shetty, IQAC Committee co-ordinated the programme.

Opportunities for funded Research : A FDP programme was organized by the IQAC for the faculty on 5th April 2014. Mr. Jeevan Pinto, Asst. Professor, Srinivas College was the resource person.

Training Programme on Windows 8.1 : Microsoft technology had organised a training programme for the students about the latest version of Windows 8.1. The key speakers Mr. Monis Yusuf, Mr. Sudhir Gupta and Mr. Tabish Azeez addressed I and II year BCA students.

NAAC Workshp for Government Colleges : The Joint Director of Collegiate Education, Mangalore Region in association with our college organised a workshop on “NAAC accreditation and re-accreditation” on 25th March 2014. The workshop was inaugurated by the joint director Prof. Yogananda G. The resource person was Dr. Siddhalingaswami. Principal Mrs. Aruna P. Kamath presided over the programme.

Annexure for question number 2.15 : Plan of Action by IQAC/Outcome .

The plan of action chalked out by the IQAC in the beginning of the year towards quality enhancement and the outcome achieved by the end of the year

Highlights of measures taken for quality improvement

❖ Reorganization of Departments

❖ Departments

- Finance - ,
- Marketing
- HRD
- Economics
- Computer application
- Hindi
- Kannada
- English

Formation of departments based on subjects and departmental coordinators. Each coordinator will finally report to Four HODs-BBM, BCA, BA[HRD], Languages

- Each department to have their own plan of action
- Organize independent Extension activities

❖ Other steps for academic up gradation

- Introduction of 14 short term courses [list Enclosed]
- Remedial classes
- Guest lectures in all the subject
- UGC sponsored seminars
- Association with professional organization
- Students encouraged to find summer placement on their own
- Skill based program to improve competency level

❖ Feedback Mechanism:

Review Meeting to discuss the previous months activity and plan for the next month.

- Weekly meeting - Principal with HODS On every Friday 3.15pm
- Fortnightly Meeting - Class advisors On First & third Monday of the month
- Monthly meeting - Departmental : On First Tuesday of Every month

HOD'S : On First Wednesday .of Every month

IQAC : On First Thursday of Every month

Committee Meeting : On first Friday of Every month

General Staff Meeting : On First Saturday of Every month

❖ Improvement of Student Discipline

- Indiscipline, poor performance, long absence -parents were called and asked to give undertaking
- Value Education program by inviting speakers

- Incorporation of values in the subject by teachers
- Reporting to HOD and to Principal in case of indiscipline
- Reporting to class advisor, MOD and principal in case of long absence
- Malpractices during test to be reported to test committee

❖ **Students' Council**

- Motto is framed for Student council and every Association.
- A theme is decided for the year to give a right direction and conduct meaningful activities
- Planned to Organize Extension Activities

❖ **1QAC**

- NAAC -Criteria wise team made in the month of April 2013.
- Concerned team meeting held and presentation made with suggestions to be incorporated in the college activities.
- Suggestions made-Starting new short term courses Introduction of large number of Extension activities- which is implemented
- Areas lacking pointed out- like Research, Consultancy, addition of new courses, not deputing the staff to Refresher courses to Faculties conducted by UGC
- Management Representative and External Member to be decided for the year.

❖ **Challenges to be faced**

- Separation of MBA
- Physical education
- Library

Annexure for question number 2.15**MONTHWISE BRIEF REPORT ON THE ACTIVITIES OF THE COLLEGE****APRIL 2013****1. STUDENTS ACTIVITIES :**

Students of BBM, BCA & BA(HRD) had their semester examinations in the month of May 2013 followed by summer vacation.

Voter's Awareness Programme

The college had organised a Voter's Awareness Programme to create an awareness about the need for exercising Voting Rights. Principal, Mrs. Aruna Kamath, addressed the students and stressed the need for judicious use of the voting rights in Democracy. Mr. Tilakraj, Co-ordinator of Rovers & Rangers administered the oath to the students. All the students signed a pledge that they will be exercising their voting rights in the upcoming election. The staff and the students were present on the occasion.

2. STAFF ACTIVITIES :**Smt. Aruna P. Kamath**

- ✧ Appointed by the Management, as Principal of the College with effect from 1st April 2013.

3. ACADEMIC ACTIVITIES :

Appointment of New Principal : A function was organized on 1st April to hand over the responsibilities to the new Principal Mrs. Aruna Kamath after the retirement of Dr. Devaraj K. who was appointed as the Director of SDM P.G. Centre of Management and Research. Dr. Yashovarma, Secretary of SDME Society was present on the occasion to hand over the charges.

On this occasion, Dr. Devaraj K. shared his experience of being as faculty and Principal of the College and he wished that the College would further expand and develop in the coming years. Mrs. Aruna Kamath expressed her gratitude for the support and advice from the Management, Principal and her colleagues. She pledged to carry on the work of her predecessor and to put all her efforts to take the college to new heights. Dr. Yashovarma spoke on the occasion and he acknowledged the services of Dr. Devaraj K. to the Institution and wished him success as Director of MBA Department. He also wished success to the new Principal Mrs. Aruna Kamath and called upon the staff members to support her in her new role. Dr. Yashovarma handedover appointment letters to Dr. Devaraj K. and Mrs. Aruna Kamath along with flower bouquets. All the staff members of the college were present on the occasion. Mrs. Madhumathi Raja compeered the programme.

Visit by Dr. D. Veerendra Heggade : The President of SDME Society Dr. D. Veerendra Heggade visited the college on 18th April. He addressed the faculty and called upon the need for making the Management Education more practical. He stressed on the need for hands on experience which can be obtained only if the students are prepared to work for dignity. He cited the examples of other countries, where children start working and earning at very early age to support themselves. Such practices will not only teach them dignity of labour but also will make them self reliant. Hence he pointed out the need for earn while you learn scheme which can solve the shortage of skilled

workers and provide some gainful opportunities for students. He advised the faculty to guide the students in this direction. Principal, Mrs. Aruna Kamath; Dr. Devaraj K, Director; and Dr. Raveendra, Law College Principal were present on the occasion.

Planning for the next Academic Year : Series of discussions and meetings were held in the month of April to plan out the curricular and co-curricular activities for the next academic year. Various departments planned out their programmes, enlisted the names of the prospective guest speakers and alumni who can be invited to the college.

4. OTHERS :

Yoga and meditation Programme : S.D.M College of Business Management in association with S.D.M Law College, Mangalore, organized twenty days Yoga and Meditation programme for the students, staff and public from 27th March, 2013 in the college auditorium from morning 6.45 am to 7.45 am. Yoga Ratna Gopalakrishna Delampady and his team imparted training to the participants. Large number of public benefitted from the programme.

MAY 2013

1. STUDENTS ACTIVITIES :

Students of BBM, BCA & BA(HRD) Course are on summer vacation.

A group of students who have shown keen interest in planning out various activities meet in college regularly to finalise them.

2. STAFF ACTIVITIES :

All the faculty members are away on Valuation in their respective subjects which started on 9th May 2013.

Staff meeting was held on 8th and 28th May 2013 to finalize the activities –especially Faculty Development Programme & Orientation Programme for the student to be held in the month of June 2013

Smt. Aruna P. Kamath

- ✧ Was invited as the guest of honour for the Annual General Meeting of Economic Association on 22nd May 2013 held at SDM College of Business Management, Mangalore.
- ✧ Participated in the Voters Education Programme (SVEEP) organized by District Administration on 3rd May 2013 at University College, Mangalore.

Mr. Bharath Kumar Jain

- ✧ Participated in the Voters Education Programme (SVEEP) organized by District Administration on 3rd May 2013 at University College, Mangalore.

Mr. M. Jeevandhar Kumar

- ✧ Participated in the Voters Education Programme (SVEEP) organized by District Administration on 3rd May 2013 at University College, Mangalore.
- ✧ Represented Principal in the Aided College Principals' Meeting organised by JDCE, Mangalore at Vivekananda College, Puttur on 25th May 2013.

Mr. Arun Francis Sequeira

- ✧ Was Nominated as panel member for recruiting the lecturers at MMK, Mysore held on 24th May 2013.

Mr. Thrishanth Kumar

- ✧ Was Nominated as panel member for recruiting the lecturers at MMK, Mysore held on 24th May 2013.

3. ACADEMIC ACTIVITIES :**Admission**

Admissions started from 7th May 2013 for BBM, BCA and BA(HRD) Course.

4. OTHERS :

Valuation Centre : College was the Centre of Valuation for B.A. & B.S.W. Course from 9th May 2013 to till date.

JUNE 2013**1. STUDENTS ACTIVITIES :**

Progenitor – An Orientation Programme by Students : Progenitor – an orientation programme was conducted for the new entrants by the final year students. The programme was organized on Saturday, 15th June 2013. Seniors briefed the first year students about various fests that are organized by the college. An inspirational video focusing all the activities of the academic year was shown. The events like product launch and quiz were conducted in order to mark the beginning of new journey. The students were grouped into 20 each and were given the task of launching a product on the given topic. Each team was given time to come and launch their product on the stage. It was observed that the innovative ideas emerged from the groups. A demo of the product launch was given by the final year students. The event was organized by Swathi Rao and Roopesh of III BBM. Mrs. Shaini Naveen and Mrs Veena D Kotian, the faculty of SDM college judged the events. The best two teams were awarded with prizes. A general quiz was organized by Krishma Rai & Thanusha Das of III BBM. Sreemukha S. from III BCA proposed vote of thanks. Mr. Arun F. Sequeira and Ms. Mamatha Pai co-ordinated the Programme.

2. STAFF ACTIVITIES :**Mrs. Aruna P. Kamath**

- ✧ Delivered a talk in Kannada in All India Radio on Human Rights which was telecasted on 20th June 2013.
- ✧ Attended a Meeting on 28th June 2013 in Joint Director's Office with regard to organising Placement Programme on 28th July 2013.

Mrs. Divya Uchil

- ✧ Participated in One day workshop on BCA Revised Syllabus organised by Mangalore University Computer Science Teachers' Association on 27th June 2013 at Srinivas Institute of Management Studies, Mangalore.

Mrs. Smitha

- ✧ Participated in One day workshop on BBM Revised Syllabus organised by Department of Commerce & Business Management on 29th June 2013 at Govindadas College, Surathkal.

Mrs. Gayathri K

- ✧ Participated in the Programme Officers Meeting held at University College, Mangalore on 22nd June 2013

Mr. Thrishanth Kumar

- ✧ Participated in One day workshop on BBM Revised Syllabus organised by Department of Commerce & Business Management on 29th June 2013 at Govindadas College, Surathkal.

Mr. Thilakraj

- ✧ Attended a Meeting on 28th June 2013 in Joint Director's Office with regard to organising Placement Programme on 28th July 2013.
- ✧ Participated in One day workshop on BBM Revised Syllabus organised by Department of Commerce & Business Management on 29th June 2013 at Govindadas College, Surathkal.

Mrs. Kavitha Prabhu

- ✧ Participated in One day workshop on BBM Revised Syllabus organised by Department of Commerce & Business Management on 29th June 2013 at Govindadas College, Surathkal.

Ms. Shashikala K.G

- ✧ Participated in One day workshop on BBM Revised Syllabus organised by Department of Commerce & Business Management on 29th June 2013 at Govindadas College, Surathkal.

Mrs. Sowmya Jyothi

- ✧ Participated in One day workshop on BCA Revised Syllabus organised by Mangalore University Computer Science Teachers' Association on 27th June 2013 at Srinivas Institute of Management Studies, Mangalore.

Mrs. Deepa D. Hegde

- ✧ Participated in the Programme Officers Meeting held at University College, Mangalore on 22nd June 2013
- ✧ Participated in One day workshop on BCA Revised Syllabus organised by Mangalore University Computer Science Teachers' Association on 27th June 2013 at Srinivas Institute of Management Studies, Mangalore.

Mrs. Shashiprabha

- ✧ Participated in One day workshop on BCA Revised Syllabus organised by Mangalore University Computer Science Teachers' Association on 27th June 2013 at Srinivas Institute of Management Studies, Mangalore.

Mrs. Reshmi B R

- ✧ Participated in One day workshop on BCA Revised Syllabus organised by Mangalore University Computer Science Teachers' Association on 27th June 2013 at Srinivas Institute of Management Studies, Mangalore.

Deepashree G. Shenoy

- ✧ Participated in One day workshop on BBM Revised Syllabus organised by Department of Commerce & Business Management on 29th June 2013 at Govindadas College, Surathkal.

3. ACADEMIC ACTIVITIES :

Faculty Development Programme: A faculty development programme was organized by IQAC for the staff members on **13th June 2013**. Our Principal **Mrs. Aruna P Kamath** welcomed the gathering. The resource person for the forenoon session was Prof. **B V**

Raghunandan, SVS College, Bantwal. He spoke about the Teaching Pedagogy for Management Education. He stressed the importance of 3 dimensions of teaching – motivation, how to teach and what to teach.

The second session on counselling and mentoring skills for teachers. **Dr. Sufala Kotian**, Counsellor & Associate Professor, Sridevi College, Mangalore was the resource person. She is a member of child welfare committee and worked in women and child welfare department. The session was enriched by mind tasks which made it unique. She stressed on the problems faced by students and on the mentoring and counselling skills the teachers must possess.

Orientation Programme to First Year students : The Orientation Programme for first year students was organized on **14th June 2013**, Friday in the college auditorium . The programme began with prayer by Ms. Mamatha Pai, faculty of SDMCBM. Mrs. Aruna P. Kamath, Principal of the college welcomed the gathering and gave valuable guidelines to the students. The different associations were introduced to the students by the respective staff incharge. In order to motivate the students and to share the experience in the college, 4 alumni from BBM, BCA and BA(HRD) courses were invited.

Mr. Arpith Indravardhan of BBM presently working as Radio Mirchi opined that the college has been an important milestone in his career and it has provided him good exposure to the corporate world. Ms. Sonali Mallya appreciated the excellent support system provided by the college to students to develop their career. She expressed her gratitude for the excellent opportunities provided by the college to the students. Mr. Rakshith, alumni of BCA, currently working in Nukri.com praised the college for helping to realise his goal in life. He said that every student must have a specific goal and work sincerely towards achieving it. Ms. Wafa Amir of BA(HRD) section currently working as soft skill trainer in Govt. first grade College, appreciated the college for being an important part of her career. She recounted some memorable moments of her days in the college.

The programme concluded by proposing vote of thanks by Mrs. Divya Uchil. The programme was hosted by Mrs. Veena D. Kotian and co-ordinated by Mr. Arun F. Sequeira and Ms. Mamatha Pai.

ASSOCIATION PLAN OF ACTION : A brain storming session was held on 17 June 2013. The staff Co-ordinators, and Secretaries of 2nd and 3rd year of all the Associations were present on the occasion. Each Association was assigned a separate room. The task assigned was to prepare plan of action for the year 2013-14 and to plan the various extension activities to be held in this year. The participants proposed different activities and events to be held by the respective associations. Finally, both coordinators and the secretaries together decided a feasible time plan for organizing all the activities throughout the academic year

Following Guest Lectures were organized for the benefit of students :

Motivational Talk : A Motivational Talk by V J Hisrar Tallani, Topper – Trinity Examination London was held on 20th June 2013 to the students of BBM II Semester 'C'Sec. & BA(HRD) I Semester.

Guest Lecture on Anti-Drug Day : On 26th June 2013, as the world celebrated Anti-drugs day, we had a resource person Ms. Radha S. Bhat, a Counsellor by profession, who delivered a talk on the rising issue of "Substance Abuse" to the students of I Year BBM.

Guest Lecture on Success & Personality Development : A guest lecture on the topic of "Success and Personality Development" was held on 27th June 2013 for the first year BBM students. Mr. Lokesh, Professor, Sahyadri Institute of Management, Adyar was the resource person.

Guest Lecture on Leadership Training and Positive Thinking : A guest lecture on the topic of “Leadership Training and Positive Thinking” was held on 29th June 2013 for Students’ Council Members. Prof. Surfraz Hasim J, Associate Professor & Head, Dept. of Physics, P.A. College of Engineering, Nadupadavu, Kairangala, Mangalore was the resource person.

JULY 2013

1. STUDENTS ACTIVITIES :

Inauguration of Students’ Council : Students Council was inaugurated on 6th July in the college auditorium. Dr. D. Veerendra Heggade, President of SDME Society graced the occasion with his presence. The council was inaugurated by Mr. G. Giridhar Prabhu, Proprietor, Achal Industries, Mangalore. The chief guest for the function was Mr. Shrinidhi Chandra, Senior Analyst, Wealth Operations, ANZ Banking Group, Bangalore and also an alumni of the college. Dr. Devaraj K., Director and the former Principal was present on the occasion. Mrs. Aruna P. Kamath, Principal of the college presided over the function. Mr. Arun F. Sequeira, the staff-coordinator for the students’ council, was present on the dias. The motto for The Students’ Council 2013-14 was “Working Together Works” and the theme was “Youth Sensitization”. The Motto and Theme was unveiled by the members of the Council through a dance performance. Ms. Swathi S. Rao assumed the office as the president of the student council, Sanjana K. Kamath as the secretary and Karshini Tyagaraja as the joint secretary. All the office bearers were sworn into their respective offices by reciting the oath administered by the student council staff coordinator Mr. Arun F. Sequeira.

One Day Camp by NSS Unit, Red Cross and Rovers & Rangers : One day camp was organised by College NSS Unit, Red Cross Unit and Rover & Rangers Unit on 14th July, 2013 at Mangalajyothi Integrated School, Vamanjoor. The NSS officers Mrs. Gayathri K and Mrs. Deepa D Hegde ; Red Cross Co-ordinators Mr. Prasanna Kumar T & Mrs. Renuthakshi; Rovers & Rangers Co-ordinators Mr. Tilakraj G and Mrs. Jyothi accompanied the students. The objective of the program was to promote the participation of students in keeping the surroundings clean, and thus promote civil sense.

NSS Orientation Programme : NSS unit of the college organized an orientation programme for the benefit of the first year students on 4th July 2013. All the NSS volunteers attended the programme. The NSS programme officers Mrs. Gayathri K and Mrs. Deepa D Hegde, former NSS programme officers Mr. Thrishanth Kumar and Mrs. Jeevitha D were also present. Mrs. Gayathri K, NSS Programme Officer, enlightened the students about the aims, objectives, Motto and Symbol of NSS. Students were also informed about the regular activities, dress code, EC&CC Marks, NSS Clap and NSS Song.

Fine Arts Association : Fine Arts Association was inaugurated on 7th July 2013 at 12.00 p.m. in the conference hall. The chief guest was Mr. Suhaan Prasad, an alumni of the college, who has worked as an Assistant Director in the movie ‘Chellapilli’. Mr. Rahul, an alumni of our college and TV presenter, V4 News 24x7 was also present on that occasion. Principal Mrs. Aruna P. Kamath, staff co-ordinator Mrs. Jeevitha were present on the occasion.

NSS Unit : NSS Unit was inaugurated on 9th July 2013 at 3 p.m in the auditorium. Sri Chandrashekar K, Assistant Professor & HOD, Department of Commerce, Government First Grade College, Barkur and Mr. Ananthamangalam, State Bank of India, Alumni of SDMCBM were the Guest of Honour.

Principal Mrs. Aruna P Kamath presided over the function. Staff Co-ordinators Mrs. Gayathri K. and Mrs. Deepa D. Hegde were present on the occasion.

Rovers and Rangers : "WELL BEGUN HALF DONE" - ROVERS AND RANGERS activities were inaugurated on 12th July 2013 at 3 p.m. in college conference hall. Mr. Prathim Kumar was the chief guest of the inaugural programme. The staff co-ordinators Mr. Tilakraj G and Mrs. Jyothi were present on the occasion.

Red Cross Unit : Red Cross activities were inaugurated on 12th July 2013 at 2 p.m. in the college conference hall. Mr. Santosh Peter was the chief guest. Red Cross co-ordinators Mr. Prasanna Kumar and Mrs. Renuthakshi were present on the occasion.

Sports Association : Sports Association inauguration was held on 19th July 2013 in the college auditorium. Mr. Ronald Fernandes, Deputy Editor of Deccan Herald inaugurated by moving the chess pawns. Sri Bharath Kumar Jain, Physical Director co-ordinated the programme. Mrs. Aruna P. Kamath, Principal presided over the function.

Various Association in the Students' Council conducted the following activities to bring out the talents of the students :

Name of the Association	Activities Conducted
Marketing Association 'VENTA'	Brand Wars Competition
Scan Association	Brush-Art(Paint Brush), Quick Hands Event, Memory Test
Fine Arts Association	Collage Competition
HR Association 'Resource Hub'	First Impression (C.V), Collage Competition
Literary Association	Patriotic Singing Competition in Kannada & Hindi
Sports Association	Interclass Foot Ball Tournament (M)
Finance Association 'FONDUS'	Money Talk

2. STAFF ACTIVITIES :

Mrs. Aruna P. Kamath

- ✧ Was the Convenor of 'Sahyog Career Conclave -2013', a job fair organised by Department of Collegiate Education in association with SDM College of Bus. Mgt. held on 28th July, 2013.
- ✧ Attended "Job Fair Pre-meeting" organised by S.D.M.C.B.M, Mangalore in association with Directorate of Collegiate Education, Mangalore Region, Government of Karnataka on 2nd July 2013.
- ✧ Attended a Sakala Meeting on 15th July 2013 at D. C. Office, Mangalore.

Mr. Thrishanth Kumar

- ✧ Attended "Job Fair Pre-meeting" organised by S.D.M.C.B.M, Mangalore in association with Directorate of Collegiate Education, Mangalore Region, Government of Karnataka on 2nd July 2013.
- ✧ Was the Convenor of 'Sahyog Career Conclave -2013', a job fair organised by Department of Collegiate Education in association with SDM College of Bus. Mgt. held on 28th July, 2013.

Mr. Thilak Raj G

- ✧ Was the Convenor of 'Sahyog Career Conclave -2013', a job fair organised by Department of Collegiate Education in association with SDM College of Bus. Mgt. held on 28th July, 2013.

Mr. Bharath Kumar Jain

- ✧ Escorted the students to a program, "Renewing Efforts, Magnifying Health organised by Health Concern Foundation in collaboration with the District Health and Family Welfare, Mangalore and Mangalore City Corporation held on 27th July 2013.

Mr. Shekar Madival

- ✧ Attended a Sakala Meeting on 15th July 2013 at D. C. Office, Mangalore.

3. ACADEMIC ACTIVITIES :

Faculty Development Programme : A Faculty Development Programme was organized under the guidance of IQAC for the staff members on 8th July 2013. Prof. Catherine N, Principal, Colaco College of Management, Mangalore was the Resource Person. Prof. Catherine N, spoke about designing the frame work for Minor Research Project Proposal to be submitted to University Grant Commission. Mrs. Shashikala Shetty, IQAC Committee co-ordinated the programme.

Seminar on the occasion of World Population Day : Department of Economics had organized student seminar on 11th July 2013. The students of II BBM 'A' section presented seminars under the guidance of Ms. Shashikala K. G, Lecturer on the occasion of World Population Day.

Seminar on Poverty : On the 18 July 2013 student seminar was organised by the Department of Economics to II BBM 'C' Section students. The topic for the presentation comprised of poverty, its causes and measures to overcome poverty.

Observation of World Population Day : Department of Economics had organized seminar to II BBM 'C' Section students on 11th July 2013 on the occasion of the world population day under the guidance of Mr. Prasanna Kumar T., Lecturer.

INAUGURATION OF VARIOUS ASSOCIATIONS :

Marketing Association 'VENTA' : Marketing Association conducted the inaugural ceremony of the association on 8th July 2013. The chief guest for the occasion was Mrs. Manorama, Director of the Siri products of Shri Dharmastala Gramodhyoga also an advocate. Mr. Vishal Bhandarkar, an alumni of the college, was present on the occasion. Principal Mrs. Aruna P Kamath presided over the function. Mrs. Manju, Faculty co-ordinated the programme.

Finance Association 'FONDOS' : Finance Association FONDOS was inaugurated on 9th July 2013 at 3.00 p.m. in SDM Conference Hall by Ms. Megha Kamath, Lecturer, Canara College, Mangalore also an alumni of SDM College. Mrs. Smitha HOD of BBM department presided over the function. Staff Co-ordinators Ms. Sowmya Hegde and Mrs. Shaini were present on the occasion.

Literary Association : Literary Association was inaugurated on 10th July 2013 in the Conference Hall which aims at a vision to improve and sharpen the linguistic skills of students and to bring out the hidden talent and creativity. Ms Hanica, Alumni of SDMCBM was the chief guest. Mrs. Aruna P. Kamath, Principal presided over the inaugural function. Staff Co-ordinators Mrs. Madhumathi J. Raja and Mr. Ashwin L. Mendonca were present on the occasion.

SCAN Association : SCAN Association was inaugurated on 11th July 2013 in the Conference Hall at 3:00P.M. Miss. Lasya N. Murthy, alumni of SDM College of Business Management, Mangalore, inaugurated the SCAN Association. Mrs. Aruna P Kamath, Principal presided over the function. Staff Co-ordinators Mrs. Sowmya Jyothi and Mrs. Reshmi B.R were present on the occasion.

Human Resource Development Association 'Resource Hub' : Human Resource Development Association organised its formal inauguration ceremony on 16th July 2013. The Chief Guest was Dr. Rashmi Kodikal, Faculty, P.A. College of Engineering and Management who is also an Alumni of our college. Principal Mrs. Aruna P. Kamath presided over the function Mr. Thrishanth Kumar HOD of Hum. Resource, Mrs. Veena D. Kotian & Mrs. Vasudha Staff Co-ordinators were present on the occasion.

Following Guest Lectures were organized for the benefit of students :

Guest Lecture on Self-Esteem - the key to success: A guest lecture on the topic of "Self-Esteem - the key to success" was held on 4th July 2013 for I Year students. Mrs. Anu Ravi Rao, Global HR Operation Manager, AMD, Austin, USA was the resource person.

Guest Lecture on Entrepreneurial Skills: A guest lecture on the topic of "Entrepreneurial Skills" was held on 9th July 2013 for I Year students. Mrs. Sowmya Shetty, Professor, Sri Devi Institute of Management, Mangalore was the resource person.

Guest Lecture on All Things Amazon!!! : A guest lecture was arranged by Rovers and Rangers unit of SDM College of Business Management and Kudremukh Wildlife Foundation jointly on the topic of "All Things Amazon!!!" on 15th July 2013. Mr. Paul Rosolie, a naturalist, an author and an award-winning film maker who has specialized in the Western Amazon was the resource person.

Guest Lecture on Drug Abuse : Rovers and Rangers unit and Anti Drug cell of our college organized a guest lecture on the topic of "Drug Abuse" on 16th July 2013. Mr. Yasir Raja was the resource person.

Guest Lecture on VBD's Control – Role of Students: NSS unit of the college organized a guest lecture on the topic "VBD's Control – Role of Students" on 18th July 2013 to the NSS Students in college conference hall. The speaker was Dr. Arun Kumar S.B, DVBDKO, DK.

Guest Lecture on Basha Balakeyally AAikeya Swathanthrya : Kannada department organized a guest lecture on 30th July 2013 for I BCA Kannada students on the topic "Basha Balakeyally AAikeya Swathanthrya". The resource person was Prof. Vasanth Kumar, UBMC College, Udupi.

Value Education Program:

The following guest lectures were organised to inculcate good values and ethical practices among the students.

- ❖ A guest lecture was held on 16th July 2013 for III Year BBM 'A' & 'D' Section students. Mr. Anil Albert D'Souza, Faculty, SDM Law College was the resource person.
- ❖ A guest lecture on the topic of "Humanistic Values" was held on 19th July 2013 for III Year BCA students. Mrs. Grace Noronha, Principal, St. Aloysius Gonzaga CBSC School, Mangalore was the resource person.
- ❖ A guest lecture was held on 19th July 2013 for I Year BBM students. Swamy Nama Nishtha Das of ISKON, Mangalore was the resource person.

- ❖ A guest lecture on 19th July 2013 for III Year BBM 'C' Sec. and I BA(HRD) students by Mrs. Nalini, Faculty, SDM College of Education, Ujire.
- ❖ A guest lecture was held on 22nd July 2013 for I Year BBM 'D' Section & II BA(HRD) students. Prof. T. S. Sreepoorna, Ex-Vice Principal, Govindadasa College, Surathkal was the resource person.
- ❖ A guest lecture was organized for the students of first year BCA 'A' & 'B' sections on 29th July 2013 at 3.00 p.m. Dr. S. Ramakrishna Sharma, Professor, Dept of English, Sri Bhuvanendra College, Karkala. He is also the Director, Foundation for Indian Scientific Heritage, Surathkal, Mangalore.

4. OTHERS :

Exhibition of SIRI Products : An exhibition of Siri products was held in the basement of the college for a month in order to create awareness and enhance the marketing opportunities for the Siri products. The exhibition received a very positive response from the students and members of the public in the vicinity of the college.

Job Fair Pre-Meeting : SDM College of Business Management conducted pre-meeting about "Sahyog Career Conclave" in association with Joint Director of Collegiate Education on 2 July 2013 in the Conference Hall from 3:00 p.m to 5:30 p.m. The main purpose of this meeting was to give a framework to the Job Fair to be held on 28 July 2013 at SDM College of Business Management Campus. The Government College Placement Officers/Principals were present in the meeting and discussed about the Job Fair with Joint Director Dr. Devanand R. Gaonkar to be held from 9:00 a.m to 6:00 p.m. From morning 9:00 a.m to 3:00 p.m open to all government college students and from 3:00 p.m to 6:00 p.m, all other college students are allowed to participate.

Banking Training and Aptitude Test : On 10th July 2013, TIME Institute conducted an introductory address on "Banking Training and Aptitude Test" for final year students of B.B.M and B.A(HRD).

Briefing on Company Secretary Course : On 10th July 2013, Ms. Tripti Maheshwari, an Alumni of SDM College of Business Management, Mangalore briefed the first year students about the importance of Company Secretary Course, registration process, and career as a company secretary. She also gave the idea about how to go for such courses and how much demand is there in the market for company secretaries and encouraged all I and II year students to join the course.

Sahyog Career Conclave -2013 – A Job Fair : On 28th July, 2013, the Department of Collegiate Education in association with SDM College of Business Management organised 'Sahyog Career Conclave -2013', a job fair for the graduated students from Government Colleges of Mangalore University. The job fair was held in SDM College of Business Management campus from 9 am to 6 pm. As many as 47 Companies took part in the job fair. Nearly 2000 candidates aspired for 1089 jobs and a total of 555 students were selected for different jobs.

Mr. R. V. Deshpande, Minister for Higher Education and Tourism inaugurated the Conclave and delivered inaugural address. Shree Kshethra Dharmasthala Dharmadhikari Dr. D. Veerendra Heggade blessed the occasion. Mangalore South MLA Mr. J R Lobo presided over the programme. The keynote address was delivered by Department of Collegiate Education Special Officer Monica Ghosh. Our Principal, Mrs. Aruna P Kamath; Mr. Thrishanth Kumar and Mr. Thilakraj, Faculty members were the Convenors of the programme. Prof. Devanand R. Gaonkar, Joint Director of Collegiate Education co-ordinated the programme.

EXTENSION ACTIVITIES :

The following extension activities were organised by various departments on Saturday, 27th July 2013.

- ✳ Mrs. Smitha, Mrs. Jeevitha & Mrs. Jyothi escorted the students of Kannada and Hindi Department in association with Fine Arts Association to St. Ursula Hr. Pry. School, Bolar, Mangalore to conduct an extension programme on 27th July 2013.
- ✳ Mr. Arun F Sequeira & Mrs. Reshmi B. R. conducted extension activities of SCAN Association to the students of Holy Family Higher Primary School, Mangalore on 27th July 2013.
- ✳ Mrs. Madhumathi J. Raja & Mrs. Kavitha Prabhu escorted the students to Sarkari Mahavidyalaya, Mangalore to conduct an extension programme of Literary Association about Language & Interaction skills on 27th July 2013.
- ✳ Mrs. Anasuya & Mrs. Veena Kotian escorted the students to UBMC Higher Primary School, Bokkapatna, Mangalore to conduct an extension programme of HR Association 'Resource Hub' on 27th July 2013.
- ✳ Mrs. Sowmya Hegde, Mrs. Shaini Naveen & Mrs. Supritha escorted the students to Beary's Public School, Hathill, Mangalore to conduct an extension programme of Finance Association 'FONDUS' about Banking & New Trends on 27th July 2013.
- ✳ Members of Marketing Association and Fest Forum visited various colleges and enlightened the students of BBM about the upcoming fest 'Genesis'.
- ✳ Mr. Bharath Kumar Jain escorted the students to Popular Bunts English Medium School, Bajpe to conduct an extension programme about sports and games on 27th July 2013.

AUGUST 2013

1. STUDENTS ACTIVITIES :

Interclass College Anthem Singing Competition : Fine Arts Association organized Interclass Anthem Singing competition on 14th August 2013 in the college Auditorium. Prof. Vedavathi, who is the composer of college anthem, and other experts in the field of music were invited for judging the event. Students from all the classes participated with competitive spirit, presented in creative way and sang melodiously, seeking the blessings of Lord Manjunatheswara.

Interclass Variety Entertainment Competition : Fine Arts Association conducted Interclass variety competition on 15th August 2013. The theme of the competition was Patriotism in contemporary India.

All the classes were given 15 minutes for performance and 2 minutes for stage setting. Students were given different theme related to patriotism in contemporary India. They presented this through various skills, mime shows and dances. Judges were Prof. Maheshchandra Nayak, Faculty of SDM Law College, Miss Mohana Rathan, Lecturer, Govt. First Grade College Balmatta and Mr. Shashidhara Acharya, HR Executive, A.J. Hospital, Mangalore.

INSPIRE 2013 : Inspire 2013, IT fest to train the first and second year BCA students of our college was inaugurated on 17th August 2013 in the Conference Hall. Miss. Shama Nagabhushan, Senior Process Executive, Infosys Technologies and alumni of SDM inaugurated the fest by lighting the lamp. Mrs. Aruna P Kamath, Principal presided over the function. The fest was co-ordinated by the staffs-in-charge, Mrs. Sowmya Jyothi and Reshmi B.R. The student coordinators were Pawan Kumar and Sachin Shenoy. The events conducted in INSPIRE 2013 were Coding and Decoding, Web Designing, Treasure Hunt, Best Manager, IT Quiz, IT Advertisement, Client Relation and E-News. Eight teams participated in the IT Fest.

Various Association in the Students' Council conducted the following activities to bring out the talents of the students :

Name of the Association	Activities Conducted
Marketing Association 'VENTA'	Flash Marketing, Tag Line Competition
Scan Association	Tagger Event, Vega(Power-Power Point) Event, IT-Collage event
HR Association 'Resource Hub'	Paper Presentation Competition
Literary Association	Elocution Competition in Kannada, English & Hindi Essay Writing Competition in Kannada, English & Hindi, Innovative Signature Competition
Finance Association 'FONDUS'	Bid & Win, An Argument

✱ **Students' Participation - Outside activities :**

- ✧ Our students won Overall Runners-Up in UG level IT and Management Fest "ESPERANZA 2013" organised by Srinivas Institute of Management Studies, Pandeshwar, Mangalore on 21st of August 2013.
- ✧ The college students attended "Rhythm - 2013" organised by SVS College, Bantwal on 10th August 2013. The following students won prizes:
 - 1) Anil Roshan (III BCA) won second prize in folk song.
 - 2) Shabari (II BCA) won second prize in painting.
 - 3) Priyanka (I BBMC) won second prize in light music.
- ✧ Our students participated in "VIRTUOSO 2013", a National level Management Fest organised by St. Joseph's College, Bangalore on 23rd and 24th August 2013. The team won third place in finance and 4th place in HR, PR, Marketing, Quiz, Journalism and Best Manager Event.

2. STAFF ACTIVITIES :

Mrs. Gayathri K.

- ✧ Escorted students for Vanamahotsava at Someshwara on 3rd August 2013.
- ✧ Attended NSS Programme Officers Meeting at University College on 24th August 2013.

Mr.Thilakraj G.

- ✧ Escorted students for Vanamahotsava at Someshwara on 3rd August 2013.
- ✧ Attended 2 days Faculty Development Programme on "Teaching Methods for Management Faculty" organised by Acharya Bangalore B School, Bangalore on 12th & 13th August 2013.
- ✧ Delivered a lecture on "Accounting for Microfinance" at BIRD, Mangalore on 20th August 2013.

Mrs. Jeevitha D.

- ✧ Attended a Revised Syllabus workshop on Kannada Syllabus held at Alva's College, Moodbidri on 13th August 2013.

Mrs. Renuthakshi

- ✧ Attended a Revised Syllabus workshop on Kannada Syllabus held at Alva's College, Moodbidri on 13th August 2013.

Mrs. Deepa D. Hegde

- ✧ Escorted students for Vanamahotsava at Someshwara on 3rd August 2013.
- ✧ Attended NSS Programme Officers Meeting at University College on 24th August 2013.

Mrs. Supreetha A

- ✧ Presented a paper titled, "Convergence of IFRS with Indian Accounting Standard" at the National Seminar on "Indian Accounting Standard – Relevance, Issues and Challenges in the Changing Business Scenario" organised by Sri Mahaveera College, Moodbidri on 16th and 17th August 2013.

Ms. Mamatha Pai

- ✧ Escorted the students to "ENORM 2013", An International level Management Fest organised by Presidency College, Bangalore on 29th and 30th August 2013.

Ms. Sowmya Hegde

- ✧ Escorted the students to "VIRTUOSO 2013", A National level Management Fest organised by St. Joseph's College, Bangalore on 23rd and 24th August 2013.

Mrs. Vasudha

- ✧ Presented a paper titled, "Convergence of IFRS with Indian Accounting Standard" at the National Seminar on "Indian Accounting Standard – Relevance, Issues and Challenges in the Changing Business Scenario" organised by Sri Mahaveera College, Moodbidri on 16th and 17th August 2013.

Mr. Prasanna Kumar T.

- ✧ Attended One day state level seminar on "Development Challenges in Indian Banking" held at Vivekenanda College, Puttur on 31st August 2013.

3. ACADEMIC ACTIVITIES :

UGC sponsored National Conference on Data Mining for Computer Security : SDM College of Bus. Mgt. organised UGC sponsored National Conference on "Data Mining for Computer Security" in association with Diya Systems(Mangalore) Pvt. Ltd. on 2nd August 2013. The conference was inaugurated by Mr. Rajesh Lawrence Patrao, Principal Technology Architech, Infosys, Mangalore. The Chief Guest was Ms. Jayashree H, Mphasis, an HP company, Bangalore also an Alumni of SDMCBM, expressed her views and ideas in this regard. Mr. Divakara Alva, Project Director, Diya Systems, Mangalore presided over the function. Mr. Anoop Kuduva, Program Manager from IBM India Pvt.Ltd, Bangalore also an Alumni of SDMCBM delivered keynote address.

In technical session, "**Data Mining Applications to Wireless Sensor Data Sets**", the Resource Person was **Dr. Doreswamy**, Associate Professor, Department P.G Studies and Research in Computer Science, Mangalore University. Moderator of the session was Prof. Santosh Rebello, Dean & Chairman, AIMIT, St. Aloysius College.

Mr. M Vishwanath Pai, HOD, PG Department of Computer Science, MGM College, Udupi was the Resource Person for the technical session, '**Data Security in Loosely Coupled Processor Environment**'. Mr. Hemanth K.S, Research Scholar, Dept of Computer Science, Mangalore University was the moderator of this session.

Apart from this, there was a paper presentation session in which the research scholars & Academicians presented papers on wide range of topics related to the theme of conference. The session was chaired by Mr. Ravishankar, Assistant Professor, Department of Computer Science, FMKMC College, Madikeri.

In the valedictory function, Mr. S. Kumar, Corporation Bank, ITD, HO, Mangalore and Mr. Shylesh Giri T V, Software Engineer, Integra Micro Systems (P) Ltd., Bangalore also an Alumni of SDMCBM were the Chief Guests. Mrs. Divya Uchil, HOD, BCA Department was Co-ordinator of the programme.

Vanamahotsava Celebration Programme : The NSS Unit of SDM College of Business in association with Shiva Baktha Vranda, Someshwar celebrated Vanmahostava at Sri Somanathesara Temple, Someshwara on 3rd August 2013 where a massive tree plantation drive was undertaken. The Chief Guest Gopal Kuthar, President of Vyavasatapana Samithi, Someshwara inaugurated by planting a sapling. About 100 saplings of trees like NagaSampige, Belwa-patre, Doopa Kai and Banyan were planted by the NSS Volunteers and the NSS Officers. The plantation was carried out on the surroundings of the Temple. As many as 50 NSS Volunteers took part in the tree plantation drive and students took a pledge to save as well as plant more trees.

GENESIS 2013 : On 6th August, 2013, our College conducted University Level Management Fest “Genesis 2013” organised exclusively for the first year students of various colleges in and around Mangalore. The theme of GENESIS 2013 was ‘THE TRIBAL BLAZE’.

The Chief Guests of the function were Dr. Iqbal, Asst. to President for Accreditation & Quality Assurance, Kingdom University, Bahrain and Mr. Anurag, Senior Marketing and Operations Analyst, WWICS, Bangalore (An Alumni of SDMCBM, Mangalore). Principal Mrs. Aruna P Kamath presided over the function.

In the Valedictory Function of Genesis 2013 the Chief Guests were Mr. Ankur, General Manager, Primacy Industries, Mangalore and Mr. Aravind, Branch Manager, Vijaya Bank, Mangalore (An Alumni of SDMCBM, Mangalore). Principal Mrs. Aruna P Kamath delivered the Presidential Address. Mrs. Manju was the Co-ordinator of the Programme.

First-aid Training Programme : The Red Cross Unit of SDMCBM organized a First-Aid Training Programme on 17th, August 2013. Students from Red Cross, NSS and Rovers & Rangers Unit participated in the programme. Mr. Santosh, President of the Youth Red Cross and Mr. Janardhan Swami, an experienced trainer in First Aid were the trainers.

One Day Camp at Govanithashrama : On 18th August 2013, NSS unit organized a one day camp at Govanithashrama, Pajeer Village, Pajeer. Mrs. Gayathri K and Mrs. Deepa D. Hegde, NSS officers accompanied the students.

Visit to N.M.P.T : A group of 10 students escorted by Mr. Prasanna Kumar T., Faculty of our college visited New Mangalore Port Trust (N.M.P.T) on 22nd August 2013 to study the export procedure.

One day camp by Rovers and Rangers : Students of our Rovers and Rangers unit participated in social work of cleaning Ladies Park at Lalbagh jointly with other college students on 25th Aug. 2013.

The Seminar on “Cyber Crime” and an Exhibition of Evolution of Computer Technology & Ethical Hacking : To know about Cyber Crime, Internet Security and Ethical hacking, the final year BCA students attended a seminar on the topic of CYBER CRIME and an exhibition of EVOLUTION OF COMPUTER TECHNOLOGY & ETHICAL HACKING organized and hosted by the MCA department of Shree Devi Institute of Technology, Kenjar, Mangalore on 26th August 2013. The resource person was Mr. Sandeep C., Manager-Operations, Mandamus Edu, Bangalore. Mr. Arun F. Sequeira and Mrs. Deepa D. Hegde, faculties of SDMCBM, escorted the students.

PTA Annual General Meeting : Annual General Meeting of the Parents Teachers Association was held on 30th August 2013. Principal Smt. Aruna P. Kamath in her welcome address pointed out the role of PTA in implementing the programmes needed for promoting the overall development of the students. Dr. Devaraj K., Director of MBA addressed the parents. 134 students who secured distinction were awarded a silver medal and certificates. 280 present students who scored 85% and above in various subjects were given cash prizes. New office bearers for this academic year were elected. The programme ended with vote of thanks by Mr. Thilakraj G, Secretary of PTA. Mrs. Jeevitha compeered the programme.

Following Guest Lectures were organized for the benefit of students :

Guest Lecture on “4 Ps of Marketing” : Venta – The Marketing Association organized a guest lecture on “4 Ps of Marketing” on August 5th and 8th, 2013 for the benefit of BCA students. The talk was given by Ms. Poornima, Faculty, Srinivas College of Business Management.

Talk on Capital Market Awareness : A talk on “Capital Market Awareness” was arranged on 20th August 2013 for III BBM B and D Financial management students. The speaker was Mr. Ashok Kumar, Managing Director and Promoter of Lotus Know Wealth.

Guest Lecture on “Behavioural aspects of students in the Campuses abroad” : A guest lecture on “Behavioural aspects of students in the Campuses abroad” was organized on 20th August 2013. Prof. Syrha Govees, Professor of Business Communication, University of Bahrain was the Resource person.

Talk on Company Secretary Course : Placement and Career guidance Cell organised a talk on Company Secretary Course on 22nd August 2013. The speaker was Mr. Ullas Kumar, Chairman of Mangalore Chapter of Institute of Company Secretaries of India (ICSI).

Guest lecture on “The Omniscient Search Engines” : A guest lecture on “The Omniscient Search Engines” was organized for the benefit of III BCA students on 23rd August 2013. Mr. Vinay Bangera, Training Manager, Diya Systems, Mangalore was the resource person.

Guest Lecture on “Water Conservation and Rain Water Harvesting” : NSS Unit organised a Guest lecture on “Water Conservation and Rain Water Harvesting” on 27th Aug. 2013. Mr. Jagadeesh Bala, Associate Professor, Department of Commerce, Govt. First Grade College, Haleyangadi was the Resource person.

Value Education Program:

The following guest lectures were organised to inculcate good values and ethical practices among the students.

- ❖ A Guest lecture on the topic “Workplace Spirituality” was organised on 8th August, 2013 in the SDM Conference hall for the benefit of students of II BCA students. Dr. Ganesh Bhat was the Resource person.
- ❖ A Guest lecture on Value education was organised on 23rd August 2013 in the SDM Conference hall for the benefit of students of III year BA(HRD) and II BBM B section. Mr. Madhappan K R, CEO, Town Time Engineering, Bangalore was the Resource person.

4. OTHERS :

Seminar on “What it takes to be a Hindu in a globalised world” : Students of Rowers & Rangers participated in a seminar organized by Swami Vivekananda 150th Birth Celebration Committee, Mangalore. Prof. Y.S. Yedapadithaya, Sri Vinay Sahasrabuddhe, Mr. M. S. Chaitra were the Resource persons.

EXTENSION ACTIVITIES :

Student Extension Activity : On 17th August, 2013 Kanara Chamber of Commerce & Industry Mangalore attended an interactive meeting on the topic “**Nethravathi River Diversion Scheme**” with Dr. S.G. Maya (Professor NITK) in KCCI Exam Facilitation Centre “Chamber Building”, Bunder, Mangalore.

SEPTEMBER 2013

1. STUDENTS ACTIVITIES :

Teacher’s Day Celebrations : Teacher’s Day was celebrated in our college on 5th Sept. 2013. The main objective behind celebration of teacher’s day was to honour and pay respect to Dr. S. Radhakrishnan, a great philosopher and teacher, on his birth anniversary.

Ms. Kasthuri Kamath, Music Teacher at SDM Mangalajyothi School who is visually challenged was the Chief Guest on this occasion. She was honoured by our beloved Director, Dr. Devaraj K and our Principal Mrs. Aruna P Kamath.

Following the Chief Guest Address, the teaching and the non-teaching staff of our institution were honoured by our Director Dr. Devaraj K by presenting mementos as a token of love and appreciation as they are the pillars of strength and support for the institution and are instrumental in moulding the character of students by instilling good values and knowledge.

Traditional Day Celebrations : Traditional day was organised on 26th Sept. 2013. Radio Mirchi organised individual talent hunt for the students in the afternoon in the auditorium. Large number of students participated in the event. Vodaphone and Wonderla sponsored gift vouchers for the winners and all the participants.

Various Association in the Students’ Council conducted the following activities to bring out the talents of the students :

Name of the Association	Activities Conducted
Marketing Association ‘VENTA’	Product Launch, Mad Add
Scan Association	Web Designing
HR Association ‘Resource Hub’	Face Off
Literary Association	Pick & Speak Competition, Pictionary Competition, Literary Quiz
Sports Association	Kabbadi Tournament
Finance Association	Crossword, Case Study

* Students’ Participation - Outside activities :

- ✧ **Mangalore University Inter-Collegiate Swimming Competition :** College Swimming team participated in Mangalore University Inter-Collegiate Swimming Competition organised by Mothi Mahal College of Hotel Management, Mangalore held at Mangala swimming pool. on 16th September 2013. The members of the college swimming team were: Nishanth Mallya U,III BBM; Narendra Nayak,III BA(HRD); Gagandeep R., II BCA; Nidhish P. Rai III BA(HRD); Nithesh Kumar, II BBM. **The team won 5 gold medals, 5 silver medals, 1 bronze medal and in relay event 2 gold medals and 1 silver medal.** The college secured **Overall Runner up Championship** by scoring 114 points.

- ✧ **University Representation in Chess** : Mohammed Irfan has been selected for the final selection trials to be held at Derick's Chess School from 30th Sept. 2013 to 9th Oct. 2013 to represent Mangalore University in All India Inter-University Chess Competition.

2. STAFF ACTIVITIES :

Arun F. Sequeira

- ✧ Attended the meeting of Board of Examiners in BCA Course held from 2nd Sept. 2013 to 4th Sept. 2013 at SVS College, Bantwal.
- ✧ Attended National Level Software exhibition infovision 2013 organised by AIMIT, Beeri on 12 Sept. 2013.

Shashikala K G

- ✧ Attended UGC sponsored National Workshop on "Changing Contours of Indian Economy" held on 24th Sept. 2013 at St. Aloysius College, Mangalore.

Sowmya Hegde

- ✧ Attended UGC sponsored National Seminar on "Effective Partnership between Commercial Banks and Micro-Finance Institutions" held on 12th Sept. 2013 at Besant First Grade Evening College, Mangalore.

Supritha

- ✧ Attended a Seminar on "Value Based Education" organized by Ramakrishna Mutt, Mangalore on 21st Sept. 2013.

Vasudha

- ✧ Attended a Seminar on "Value Based Education" organized by Ramakrishna Mutt, Mangalore on 21st Sept. 2013.

Deepashree Shenoy

- ✧ Attended a Seminar on "Value Based Education" organized by Ramakrishna Mutt, Mangalore on 21st Sept. 2013.

Veena D Kotian

- ✧ Attended 2 days National Seminar on "Indigenous Management Practices and Sustainable Development : Paradigms and Paradoxes" organized by Sri Gokarnanatheshwara College, Mangalore on 26th and 27th Sept. 2013.

Shaini Naveen

- ✧ One day camp by Red Cross Association : SDMCBM Red Cross Association organized one day camp at Lady Goshan Government Hospital, Mangalore on 22nd September 2013 with the intension to promote cleanliness, Unity and betterment of the society.

3. ACADEMIC ACTIVITIES :

Inter-collegiate Paper Presentation Competition on the topic "Role of Youth in Global Development" : On the occasion of the anniversary of Swami Vivekananda's Chicago speech, our college organised an inter-collegiate paper presentation competition for under-graduate students on the topic, "Role of Youth in Global Development" on 11th September 2013 in the College Conference Hall at 1.30 p.m. Dr. Devaraj K, Director of SDM Post-Graduate Centre for Management Studies and Research was the chief guest. Mrs. Aruna P. Kamath, Principal presided over the function. Aldrick Lobo of St. Aloysius College won first place; Wafa Sulthana of SDM Law College secured second place and Vignesh Kamath of SDM College of Business Management won the third place. The competition was co-ordinated by the students' council lead by the faculty advisor Mr. Arun F. Sequeira.

Hindi Day Celebrations : The Hindi Department of our college organised Hindi Day Celebrations on 12th September 2013. The programme was organized to create awareness about our national language among the students. The guests for the programme were Mrs. Anasuya, HOD, Hindi

Department, Vijaya College, Mulki; Dr. Dimple J. Fernandes, St. Philomena College, Puttur. Mrs. Aruna P. Kamath, Principal; Mrs. Jyothi, HOD of Hindi Department; Mrs. Shalini, faculty of Hindi department were present on the occasion.

Factory visit : On 14th Sept. 2013, our college students visited different factories to get an exposure about the industry. All I year students visited to Canara Workshop, Maroli, Mangalore; II year students visited to Karnataka Milk Federation(KMF) Kulshekar, Mangalore; Final year BBM students visited to NMPT, Panambur, Mangalore; Final year BCA students visited to Aspinwall Co. Ltd., Maroli, Mangalore and Final year BA(HRD) students visited to BASF Chemical Industry, Surathkal. The staff members escorted the students. Mr. Thrishanth Kumar, Faculty & Placement Officer co-ordinated the programme.

Workshop on “Report Writing” : The Literary Association conducted a workshop on 27th September 2013. The objective of this seminar was to obtain more knowledge about report writing. Ms. Laxmi Shenoy Adyar, Faculty, St. Aloysius College, Mangalore was the resource person.

Following Guest Lectures were organized for the benefit of students :

Guest lecture on “Self Awareness” : A guest lecture on “Self Awareness” was organised for Final BCA ‘B’ students on 4th September 2013. The speaker was Mrs. Shwetha Pai, Psychology Councilor and Soft Skills Trainer, Mangalore.

Talk on “Communication Skills” : A Talk on “Communication Skills” was organized by Marketing Association – Venta for final year BCA ‘A’ and ‘B’ students on 2nd September 2013. The talk was given by Ms. Hanica, HR Trainer, Mangalore.

Guest Lecture on “Reader and Newspapers” & “The Role of Advertisement in Marketing” : A guest lecture on “Reader and Newspapers” & “The Role of Advertisement in Marketing” was organized by the Kannada Department for first year BBM and BCA students on 3rd September 2013. The resource person was Sri Durgakumar Nayarkere, Journalist, Kannada Prabha, Sullia.

Talk on “Preparation for C-MAT” : A talk on “Preparation for C-Mat” was organized by Placement and Career Guidance Cell on 4th September 2013. The Resource person was Mr. Raghavendra Rao, Director, Time Institute, Mangalore.

Guest lecture by Finance Association : A guest lecture on “The importance of money value and current financial affairs” was organised by Finance department for Final BBM students on 4th Sept. 2013. The speaker was Mr. Sunil Bedi, who is a Professional in Wealth Management Firm (D.S. Group), Mangalore.

Guest Lecture on Image Management : A guest lecture on Image Management was organized by HRD Department on 16th September, 2013. The resource person was Ms. Deepti Shetty, Asst professor in CI Tech, Bangalore.

Talk on Financial Inclusion : A talk on “Financial Inclusion” by Prof. V B Hans, St. Aloysius Evng. College, Mangalore was organized by Economics Department of our college under the guidance of Mr. Prasanna Kumar and Ms. Shashikala K G on 17th September 2013.

Talk on Tourism : A talk on “Tourism” by Mrs Vathika Kamath, Proprietor, Nirmala Travels, Mangalore was organized on 17th September 2013.

4. OTHERS :

World Heart Day Run 2013 : Our college students and staff participated in the “World Heart Day Run 2013” organised by KMC Hospital, Mangalore on 29th Sept. 2013 at 7 am. The theme of the marathon was “Running is the Best Medicine for all diseases”. The marathon started at T.M.A. Pai Conventional hall and ended at K.M.C. Hospital, Ambedkar circle. The College team was escorted by the Physical Director Mr. Bharath Kumar Jain.

Swami Vivekananda’s 150th Birthday Celebrations Rally : On the occasion of Swami Vivekananda’s 150th Birthday Celebrations, our students participated in a rally organized by V K Swami Vivekananda Sardha Shati Samaroh on 11th Sept. 2013.

EXTENSION ACTIVITIES :

The following extension activities were organised by various departments :

- ✳ NSS conducted Yoga Training Programme for the NSS volunteers from 2nd Sept. to 6th Sept. 2013. The Yoga Guru Mr. Gopalkrishna Delampady trained the volunteers.
- ✳ NSS Volunteers of the College visited the orphanage “Bhagini Samaja”, Mangaladevi on 7th September 2013. They distributed clothes, eatables and also contributed cash.
- ✳ The college Rovers and Rangers Unit organised drawing competition at Mangaladevi temple premises to the students of local area on 9th September 2013. More than 273 students participated in the competition. All participants were encouraged with gifts and winners were honoured with attractive prizes.
- ✳ Our students participated in a talk on “Falling Rupee Value- The Causes, Consequences and Remedies: A Synthesis” by Dr. A. Ramanathan, IIT, Mumbai organized by Mangalore Management Association in association with SDM PG Centre on 12th Sept. 2013 at 6.00 p.m.
- ✳ Rovers and Rangers Unit in association with KMC Hospital, Attavar organized general and specialised (eye, Children, Skin, Ortho) medical camp for the general public at Someshwer temple Campus on 16th Sept. 2013. More than 273 Patients were registered. Patients with mild disorders were distributed free medicines during the camp and those with serious disorders are referred to the nearest primary healthcare centre. Spectacles were distributed to 87 Patients.
- ✳ Students of Scan Association along with faculty members Mr. Arun F Sequeira & Mrs. Reshmi B. R. conducted extension activities of SCAN Association. Students of Government Higher Primary School & Government High School, Balmatta, Mangalore were trained in basic computer operations on 21st Sept. 2013.
- ✳ Ms. Sowmya Hegde and Ms. Mamatha Pai escorted the students to Govt. P U College, Balmatta, Mangalore to conduct an extension programme on 21st Sept. 2013.
- ✳ Mr. Thrishanth Kumar and Mrs. Veena D Kotian escorted the students of RESOURCE HUB–H.R.D. Association to conduct extension activities at Pompei Higher Primary School, Lady Hill, Mangalore on 21st Sept. 2013.

- * Mrs. Manju and Mrs. Shwetha Y. escorted the students of VENTA – Marketing Association and Fest Forum to conduct extension activity in 2 different hyper markets Auchan and Easy Day on 21st Sept. 2013.
- * Mr. Prasanna Kumar T. and Ms. Shashikala K G escorted the students of Economics Dept. to conduct extension activities at Balmatta College, Mangalore on 21st Sept. 2013.
- * Literary Association students conducted extension activities at Mannagudda School, Mangalore on 21st Sept. 2013.
- * Red Cross Unit organized one day camp at Lady Goshan Government Hospital, Mangalore on 22nd September 2013.
- * Mrs. Manju and Mrs. Vasudha escorted Marketing Department students of our College to an exhibition on new product development and innovations organized by Sridevi College of Mgt. and Technology, Mangalore on 30th Sept. 2013.

OCTOBER 2013

1. STUDENTS ACTIVITIES :

Mangalore University declared Rank List for the year 2012-2013.

Our students secured following 6 Ranks :

Sl. No.	Course	Name of the Student	Rank
1	BA(HRD)	Daphney Assumpta Vas	II Rank
2	BCA	Padmanabha Bhat A V	IV Rank
		Ankitha Kamath S	VI Rank
		Sarika N Khandare	VIII Rank
3	PGDBM	Fathima Ifra Adka	I Rank
		Shwetha	II Rank

Students of BBM, BCA & BA(HRD) had their semester examinations in the month of October . Hence the college could organize only a limited number of activities.

* Students' Participation - Outside activities :

Mangala Utsava : The students participated in the Mangala Utsava, a fest organised by Mangalore University and won several prizes.

Yuva Dasara : The students were invited to perform in the Yuva Dasara, Mysore. The college team received cash incentives. Their performance was very much appreciated.

2. STAFF ACTIVITIES :

Smt. Aruna P. Kamath

- ❖ Attended the meeting of the Principals of all Private colleges coming under the jurisdiction of Mangalore South Constituency to get feedback on the status of Private Colleges at the office of Mr. J. R. Lobo, MLA, Mangalore South Constituency on 15th Oct. 2013.

NOVEMBER 2013

College was the centre for University Valuation of BBM and BA(HRD) from 16th November 2013. Hence all the staff members both teaching and non-teaching were on duty. Students were away on vacation. So apart from Meeting to organize Synergy and to plan out other activities, major programmes could not be organised.

1. STUDENTS ACTIVITIES :

- ✱ Our students served as volunteers in the AIFUCTO XXVII Statutory Conference held at St. Aloysius P U College, Mangalore on 30th Nov. 2013.
- ✱ The students of our college participated in a workshop on “Growing together for meeting future challenges” organized by The Institute of Company Secretaries of India, Mangalore Chapter at Karnataka Bank Auditorium on 30th Nov. 2013.

2. STAFF ACTIVITIES :

Sri Arun Francis Sequeira

- ❖ Delivered a guest lecture on the topic "Literature on Project Work" at Carmel College, Modankaup on 16th Nov. 2013.

Sri Prasanna Kumar T

- ❖ Attended a talk on “Telecom Regulatory Authority of India (TRAI) Initiatives to protect the interests of Telecom Consumers” organized by Kanara Chamber of Commerce and Industry, Mangalore on 21st Nov. 2013.

3. ACADEMIC ACTIVITIES :

Public Blood Donation Camp : Rovers and Rangers Wing of our college in association with KMC Blood Bank Mangalore, Sauharda Yuvaka Mandala organized Blood donation camp at Kolya village premises on 10th November 2013. Mr. Thilakraj G, Lecturer co-ordinated the programme. A large number of students/staff and public have volunteered in this camp for donating blood.

4. OTHERS :

Student Internet World-2013 : SDM College of Business Management, in association with Govt. of Karnataka Information Technology and Bio Technology and D.K District Administration hosted an internet awareness programme, “STUDENT INTERNET WORLD-2013” on 18th of November 2013 in the conference hall of our college.

The “STUDENT INTERNET WORLD-2013” was inaugurated by K.M Shetty , Additional G.M.,B.S.N.L., Mangalore. Purushotham T, Subject Inspector , DDPI, Mangalore presided over the programme. Mrs. Aruna P. Kamath , Principal of the college welcomed the gathering. Mrs. Divya Uchil co-ordinated the programme. The students of Pompei High School and Besant High School participated in the programme. College quarterly magazine ‘Sync Vision’ was released on the occasion.

EXTENSION ACTIVITIES :

Students of Literary association taught dance during vacation to the children of D.K. Zilla Panchayath Hr. Pry. School, Mannagudda on the occasion of school's centenary jubilee celebrations.

DECEMBER 2013

1. STUDENTS ACTIVITIES :

- ✳ **AIR Yuvavani Programme:** Our college students gave a AIR Yuvavani Programme on the theme of 'National Integration' which was broadcasted on 1st December 2013.
- ✳ Our students participated in Agnofest- BRILLO, a National Level Management Fest organised by St. Agnes College, Mangalore on 6th & 7th December 2013. The events were conducted under three streams viz. Science, Arts and Commerce. Our students won Overalls Trophy in Science events and were declared as 'Champions of Champions'. They bagged 1st place in Business Quiz, Documentary Movie, Graffiti, Gaming and 2nd place in Marketing, Tech Fiction, Science Quiz, Just-a-minute(JAM), Graffiti, Reporting.
- ✳ Our students won Runners' Up Trophy in a National Level Management Fest students of our institution organised by CMS College, Kannur on 17th & 18th December 2013. They bagged First place in Human Resource Event and Second prize in Finance Event.

Various Association in the Students' Council conducted the following activities to bring out the talents of the students :

Name of the Association	Activities Conducted
Marketing Association 'VENTA'	Logo Designing Competition, Jingle Writing Competition
Fine Arts Association	Singing Competition, Rangoli Competition, Nail Art Competition, Mehendi Competition,
HR Association 'Resource Hub'	Character Showdown Competition
Literary Association	Poem Writing Competition
Finance Association	Make my port polio

2. STAFF ACTIVITIES :

Mrs. Aruna P. Kamath

- ✧ Participated and was the co-ordinator of the reception committee in the AIFUCTO 27th Statutory National Conference organised by AMUCT from 30th November to 2nd December 2013 at St. Aloysius College, Mangalore.
- ✧ Participated in the National Seminar on "Changing Paradigms of Higher Education : XII Five Year Plan Initiatives" organised by St. Aloysius College in association with AIFUCTO held on 1st Dec. 2013

Mr. Thrishanth Kumar

- ✧ Attended one day workshop on BBM IV Semester revised syllabus organized by FOBMAT, Mangalore in association with Poornaprajna College, Udupi on 14th Dec. 2013.

Mr. Thilakraj G.

- ✧ Attended one day workshop on BBM IV Semester revised syllabus organized by FOBMAT, Mangalore in association with Poornaprajna College, Udupi on 14th Dec. 2013.

Mrs. Manju

- ✧ Attended 2 days Nitte National Conference on Market State and Society in Emerging India organised by Justice K.S. Hegde Institute of Management, Nitte on 29th & 30th Dec. 2013.

Mrs. Kavitha Prabhu

- ✧ Attended one day workshop on BBM IV Semester revised syllabus organized by FOBMAT, Mangalore in association with Poornaprajna College, Udupi on 14th Dec. 2013.

Mrs. Shashikala K G

- ✧ Attended one day workshop on BBM IV Semester revised syllabus organized by FOBMAT, Mangalore in association with Poornaprajna College, Udupi on 14th Dec. 2013.

Mrs. Shaini Naveen

- ✧ Attended one day workshop on BBM IV Semester revised syllabus organized by FOBMAT, Mangalore in association with Poornaprajna College, Udupi on 14th Dec. 2013.

Mrs. Anasuya

- ✧ Attended 2 days Nitte National Conference on Market State and Society in Emerging India organised by Justice K.S. Hegde Institute of Management, Nitte on 29th & 30th Dec. 2013.

Mrs. Reshmi B R

- ✧ Attended one day workshop on Teaching Competency Development organized by Mangalore University, Konaje at University College, Mangalore on 27th Dec. 2013.

Mrs. Supreetha

- ✧ Attended one day workshop on Teaching Competency Development organized by Mangalore University, Konaje at University College, Mangalore on 27th Dec. 2013.

Mrs. Shwetha Y.

- ✧ Attended one day workshop on Teaching Competency Development organized by Mangalore University, Konaje at University College, Mangalore on 27th Dec. 2013.
- ✧ Attended 2 days Nitte National Conference on Market State and Society in Emerging India organised by Justice K.S. Hegde Institute of Management, Nitte on 29th & 30th Dec. 2013.

Mrs. Deepashree P.

- ✧ Attended one day workshop on Teaching Competency Development organized by Mangalore University, Konaje at University College, Mangalore on 27th Dec. 2013.

Mr. Prasanna Kumar T.

- ✧ Participated and was the member of reception committee in the AIFUCTO 27th Statutory National Conference organised by AMUCT from 30th November to 2nd December 2013 at St. Aloysius College, Mangalore.
- ✧ Participated in the National Seminar on "Changing Paradigms of Higher Education : XII Five Year Plan Initiatives" organised by St. Aloysius College in association with AIFUCTO held on 1st Dec. 2013
- ✧ Was a Resource Person in the UGC sponsored One day National Seminar on "Effectual Disaster Management in India with special reference to Dakshina Kannada" held on 17th Dec. 2013 at Besant Evening College, Mangalore.

Mrs. Sowmya Jyothi

- ✧ Attended one day workshop on BBM IV Semester revised syllabus organized by FOBMAT, Mangalore in association with Poornaprajna College, Udupi on 14th Dec. 2013.

Mrs. Deepa D. Hegde

- ✧ Attended one day workshop on BBM IV Semester revised syllabus organized by FOBMAT, Mangalore in association with Poornaprajna College, Udupi on 14th Dec. 2013.

Ms. Sowmya Hegde

- ✧ Attended one day workshop on BBM IV Semester revised syllabus organized by FOBMAT, Mangalore in association with Poornaprajna College, Udupi on 14th Dec. 2013.
- ✧ Presented a paper on the topic “Corporate Disclosure and capital market : A conceptual framework” in a National Conference on “The Indian Capital Market : Recent Trends” organized by Bhandarkar’s College, Kundapur on 16th and 17th Dec. 2013.

Mrs. Jyothi

- ✧ Attended one day Hindi National Seminar on “Dr. Bhavani Prasad Mishraji ke samagra sahitya par rashtriya sanghosti” organized by Hindi Association, Mangalore at University College, Mangalore on 21st Dec. 2013.

Mrs. Shalini M.

- ✧ Attended one day Hindi National Seminar on “Dr. Bhavani Prasad Mishraji ke samagra sahitya par rashtriya sanghosti” organized by Hindi Association, Mangalore at University College, Mangalore on 21st Dec. 2013.

3. ACADEMIC ACTIVITIES :

Mangalore University Computer Science Syllabus Revision Workshop : On 13th Dec. 2013, SDM College of Business Mgt. in association with Mangalore University Computer Science Teachers Association (MUCSTA) organized one day workshop on Fourth Semester Revised Syllabus of BCA, B.Sc.-Computer Science, BA/BCom Computer Application and BA-Data Processing at our college conference hall. The programme was inaugurated by Dr. Manjaiah D.H, Chairman, Computer Science Department, Mangalore University. Mrs. Aruna P. Kamath Principal, Mr. P Sridhar Acharya, President of MUCSTA, Mr. Vinaychandra, Secretary of MUCSTA were present on the occasion. Mrs. Shashikala Shetty, faculty, SDM College of Business Management, compeered the programme. A large number of faculties from different colleges, Board of Studies members, our college BCA staff members took part in the workshop.

NSS Annual Special Camp : It was held at Kendriya Model Residential School, Madya, Surathkal, D.K, for a period of 7 days from 24th to 30th Dec,2013. 80 volunteers participated in the camp. Inaugural function of the annual special camp took place on 24th Dec,2013 at 3.30p.m. Captain Ganesh Karnik, MLC inaugurated and wished the campers and shared his experiences by giving some useful tips. Smt. Aruna P. Kamath, Principal SDMCBM Mangalore presided over the function. Dignitaries in various field were also present and wished all success to the campers.

Following Guest Lectures were organized for the benefit of students :

Guest Lecture on ‘Stress Management’ : A guest lecture on the topic ‘Stress Management’ was held on 12th Dec. 2013 for the first year BBM students. Dr. Tina, Fr. Muller’s College, Mangalore was the resource person.

Guest Lecture on ‘Youth Empowerment’ : A guest lecture on the topic ‘Youth Empowerment’ was held on 12th Dec. 2013 for BBM students. Mr. Sanjay Gualbani, Faculty, Art of living Youth Programmes, Mangalore was the resource person.

Guest Lecture on 'Handling Emotions and Fear' : A guest lecture on the topic 'Handling Emotions and Fear' was held on 13th Dec. 2013 for second year BBM students. Mr. Sanjay Gualbani, Faculty, Art of living Youth Programmes, Mangalore was the resource person.

EXTENSION ACTIVITIES :

- ❖ **Seminar Presentation on Human Rights Day :** Under the guidance of Mr. Prasanna Kumar, Faculty, Economics Department, our students presented their views as Panellists on the occasion of the observation of Human Rights Day held on 10th December 2013 at School of Social Work, Roshni Nilaya, Mangalore.
- ❖ Members of Rovers & Rangers co-ordinated by Mrs. Jyothi, Lecturer attended one day seminar on "Solid Waste Management and Plastic Recycling" organized by Canara Plastic Manufacturers and Traders Association, Mangalore at Hotel Ocean Pearl, Mangalore on 23rd Dec. 2013.
- ❖ Students worked as volunteers in the AIFUCTO 27th Statutory Conference organised by AMUCT from 30th November to 2nd December 2013 at St. Aloysius College, Mangalore.

JANUARY 2014

1. STUDENTS ACTIVITIES :

Sports Day Celebrations : The Annual Sports Meet was held on 17th Jan. 2014. Mr. Pushparaj Hegde, International Athlete and presently working as Manager, Syndicate Bank, Mangalore inaugurated the sports day celebrations. After the march past, various track & field events were held.

"Synergy 2014" – A National Level Management Fest : Synergy 2014, two days National Level Management Fest exclusively for undergraduate management students was held on 24th & 25th January 2014 in the college auditorium. It was inaugurated by Capt. John Prasad Menezes, Independent Director, MRPL, Mangalore. Ms. Reena Ram, Associate Director of Marketing, Ionidea, Bangalore, also an alumni of the college, was the Chief Guest on the occasion. Mrs. Aruna P. Kamath, principal of the college, presided over the function. Mrs. Smitha was the staff co-ordinator of the fest.

The theme of Synergy 2014 was "Youth Infinity". This theme was chosen to throw light on the importance of empowering youth and making the youth play an important role in the business and corporate world. Synergy 2014 had various events on different areas such as marketing, finance, business quiz, publicity, human resource, managing and photography. 11 colleges participated in the fest.

The valedictory programme was held on 25th January at 5.30 pm. The chief guests were Mr. B. Chandrakanth Rao, Chartered Accountant, M/S Rao & Basri, Mangalore & Mr. Vijesh Vidyadhar, Proprietor, Zari Couture, Mangalore (Alumni of SDMCBM).

"Sygma 2014" – State Level IT Fest : Sygma 2014, a State Level IT Fest for computer science students was held on 25th January 2014 in the college auditorium. Sygma 2014 was inaugurated by Mr. Deekshith Rai, Founder CEO, Code Craft Technologies, Mangalore. Ms. Aparna Suchethan, quality analyst, Yahoo Software Development India also an alumni of the college, was the Chief Guest on the occasion. Mrs. Aruna P. Kamath, Principal of the college presided over the function. Mrs. Shashikala Shetty was the staff co-ordinator of the fest.

The theme of Sygma 2014 was Cynet Sheild. The theme was chosen to create an awareness about the importance of security in the modern networked and gadget driven world. Sygma 2014 hosted various events on different areas such as coding, web designing, IT quiz, IT debate, etc. 15 colleges participated in the fest.

Prize Distribution Ceremony : College Annual Day prize distribution ceremony was held on 31st Jan. 2014 at 10.00 a.m. in the College Auditorium. Dr. Vasanth Kumar Perla, Asst. Station Director, All India Radio, Mangalore and Mr. Ankith N. Seth, Proprietor, Seth Hardware, Mangalore (Alumni of SDMCBM) were the Guests of honour. Smt. Aruna P. Kamath, Principal, presided over the function. Prizes for General Proficiency and Best Outgoing Students were awarded. Students who secured prizes in the various competitions conducted by different associations like Management Association, Scan Association, HRM Association, Fine Arts Association, Sports Association and Literary Association were also given prizes.

College Annual Day Celebrations : College annual day celebrations was held on 31st Jan. 2014 at 5.30 p.m. in the college premises. Mr. K. Giridhar Shenoy, General Manager, Corporation Bank H.O., Mangalore and Mr. Dheeraj Bangera, Senior Consultant, Infosys, Bangalore (Alumni of SDMCBM) were the Chief Guests. Principal Smt. Aruna P. Kamath presented the college annual report. Rank students were honoured in this programme. The brief formal function was followed by variety entertainment by the students.

Various Association in the Students' Council conducted the following activities to bring out the talents of the students :

Name of the Association	Activities Conducted
SCAN Association	Brain Tackle (IT Quiz), Stress Interview, Guess the Part
Marketing Association 'VENTA'	Ad Copy Designing
Fine Arts Association	Flower Arrangement Competition, Painting Competition, Dance Competition
HR Association 'Resource Hub'	Allegation, Just a minute, Networking
Literary Association	Story Writing & Slogan Writing Competition, Janapada Geethe Competition, Find the objects
Finance Association	Audit the Balance Sheet , Paper Presentation
Economics Department	Pick & Speak Competition, Debate Competition

✱ **Students' Participation - Outside activities :**

- Our students won the following **Overall trophies and Runners up in Management & IT fest** held during this month.

Overall Trophy:

- **Twister 14**, organised by Meredian College, Mangalore
- **Exuberance-14**, organised by Sri Devi College, Mangalore
- **N-Igma**, organised by Dr. NSAM first grade College, Nitte.
- **Design Fiest 2014**, organized by Karavali College, Mangalore

Runners-up Trophy :

- **Scientica 14**, organised by Canara College, Mangalore
- **Elan 14**, organised by Meredian College, Mangalore
- **Pixel 14**, organised by Karavali College, Mangalore
- **Nakshatra 14**, organised by Karavali College, Mangalore

- Our students won **Overall Trophy in Cultural fest, "Vidyothana 2014"** organized by Vidhyanikethan group of Institutions, Kaup on 11th January 2014.

2. STAFF ACTIVITIES :

Mrs. Smitha

- ✧ Attended 2 days UGC Sponsored National Seminar on "Parallel Economy and Money Laundering" organised by Canara College, Mangalore on 3rd & 4th January 2014.

Mrs. Manju H

- ✧ Attended a National conference organised by Canara First grade college and Kanara chamber of Commerce and Industry, Mangalore on " the green umbrella: Green business opportunities" on 23rd & 24th January 2014 and presented a joint paper on "Green business plan in enhancement of environmental quality in terms of sustainable development"

Mrs. Kavitha Prabhu

- ✧ Attended a National conference organised by Canara First grade college and Kanara chamber of Commerce and Industry, Mangalore on " the green umbrella: Green business opportunities" on 23rd & 24th January 2014 and presented a joint paper on "Green business plan in enhancement of environmental quality in terms of sustainable development"

Mrs. Shashikala K G

- ✧ Prepared a joint paper on "Private & Public Partnership in Agriculture Market Development" which was presented by Mr. Prasanna Kumar T. in a one day National Seminar on "Agricultural Marketing : Issues & Challenges" organised by Department of Economics, SDM College, Ujire on 21st January 2014.

Mrs. Jyothi

- ✧ Attended 2 days National Seminar on "Hindithar basha bashee pradhesho mein hindi bhasha aur sahitya seekne-sekane sambandi adhunik thaknik" organised by MGM College, Udupi on 10th & 11th January 2014.

Mrs. Shalini M.

- ✧ Attended 2 days National Seminar on "Hindithar basha bashee pradhesho mein hindi bhasha aur sahitya seekne-sekane sambandi adhunik thaknik" organised by MGM College, Udupi on 10th & 11th January 2014.

Mrs. Anasuya

- ✧ Secured II Rank in M.Com. of Kuvempu Open University held during August 2012 examinations.
- ✧ Attended a National conference organised by Canara College and Kanara chamber of Commerce and Industry, Mangalore on " The green umbrella: Green business opportunities" on 23rd & 24th Jan. 2014 and presented a joint paper on "A study of Reclaiming Waste Water Treatment for Apartments and Layouts"

Mrs. Shaini Naveen

- ✧ Presented a joint paper on "Programmes and policies for the development of women with special reference to women entrepreneur in India" in a one day UGC sponsored National Seminar on "Social Capital Formation–The Indian experience" organised by Besant Women's College, Mangalore on 17th Jan. 2014.

Mrs. Veena D Kotian

- ✧ Presented a joint paper on "Programmes and policies for the development of women with special reference to women entrepreneur in India" in a one day UGC sponsored National Seminar on "Social Capital Formation – The Indian experience" organised by Besant Women's College, Mangalore on 17th Jan. 2014.

Mrs. Shwetha Y

- ✧ Attended a National conference organised by Canara First Grade college and Kanara chamber of Commerce and Industry, Mangalore on " The green umbrella: Green business opportunities" on 23 & 24 January 2014 and presented a joint paper on" A study of Reclaiming Waste Water Treatment for Apartments and Layouts"

Mr. Prasanna Kumar T

- ✧ Published an article in Deeksha, BI-Annual Journal of Social Work on "Sustainable Rural Development through Micro Finance with reference to SKDRDP" published by PG Department of Social Work, St. Aloysius College, Mangalore volume 12, issue 1, Jan. 2014 [ISSN:2250-3919]
- ✧ Presented a joint paper on "Private & Public Partnership in Agriculture Market Development" in a one day National Seminar on "Agricultural Marketing : Issues & Challenges" organised by Department of Economics, SDM College, Ujire on 21st January 2014.

Mrs. Deepashree G Shenoy

- ✧ Attended 2 days UGC Sponsored National Seminar on "Parallel Economy and Money Laundering" organised by Canara College, Mangalore on 3rd & 4th January 2014.

Mr. Shekar Madival

- ✧ Attended UGC sponsored National level seminar on "Management Techniques, Effective Administration and Enriched Work Culture" organised by St. Philomena College, Puttur on 24th January 2014.

3. ACADEMIC ACTIVITIES :

Seminar on Consumer Awareness - Importance of Weights and Measures : On 2nd January, 2014, the Rotary Club of Mangalore East in association with our College Economics Department organised a Seminar on Consumer Awareness - Importance of Weights and measures to the second year and final year students of our institution. Mr. Gajendra V, Inspector General of Legal Metrology (Dept of Weights and Measures) was the Resource Person for the session.

Workshop on Portrait and Street Photography : Rovers & Rangers Unit in association and Economics Department jointly organised a workshop on "Portrait and Street Photography" on 5th January 2014. Dr. Krishna Mohan was the resource person for the day.

Implications of Socialism : The guest lecture on Socialism was organised by the Economics Department on 6th January 2014 to II Year BBM 'C' students. The Resource Persons were Prof. Hanumantha, a retired Principal of Kaapu college, Prof. Babu Heddur Shetty, an high court advocate and a founder member of the centre of socialist studies, Bangalore, and its members Mrs Harani Shetty and Mrs. Hasmat Uneesa.

Following Guest Lectures were organized for the benefit of students :

Guest Lecture on 'Green Marketing' : A guest lecture on the topic 'Green Marketing' was organized by marketing association on 4th January 2014 for the third year BBM students. Mr. Aajeeth Kumar, CEO, Mars Vapours Footprints (P) Ltd., Mangalore was the resource person.

Guest Lecture on 'Customer Relation Management and Customer Orientation' : A guest lecture on the topic 'Customer Relation Management and Customer Orientation' was organized by Marketing Association on 18th January 2014 for the third year BBM students. Mr.H.M.C.Shasthri, Chief Manager and Vice-Principal of Corporation Bank staff training college was the resource person.

Guest Lecture on Investment Management : A guest lecture on **Investment Management** was organized on 20th Jan. 2014 for the final year students. The resource person was Mr. Ashok Kumar with a degree in Law, a Key investment speaker and a qualified Chartered Accountant.

Guest Lecture on 'The art of making body and mind corruption free' : A guest lecture on the topic 'The art of making body and mind corruption free' was organized for Final Year BBM students on 22nd January 2014. Mr. Anand Acharya, Dramatist, Mangalore was the resource person.

Guest Lecture on Prevalence of Drug Abuse among today's youth : A guest lecture on the topic "Prevalence of Drug Abuse among today's youth" was organised by the Hindi department on 29th January 2014. Dr. Suman T. Rodnavar, Professor, University College, Mangalore was the resource person.

EXTENSION ACTIVITIES :

- ❖ Members of Rovers & Rangers co-ordinated by Lecturers Mrs. Jyothi & Mrs. Shashikala K.G. attended one day Portrait & Street Photography workshop on "Go Mad 3.0" organized by SDM PG Centre for Management Studies & Research, Mangalore at SDM Conference Hall, Mangalore on 5th Jan. 2014.
- ❖ Students of Scan Association along with faculty members Mrs. Sowmya Jyothi & Mrs. Reshmi B. R. conducted extension activities of SCAN Association. Students of D.K Zilla Panchayath Higher Primary School and Government High School, Kadri, Mangalore were trained in basic computer operations on 11th Jan. 2014.
- ❖ Marketing department of the college in association with fest forum had organised an extension activity to develop creativity in the minds of school children through designing of advertisement & presentation on 11th January 2014 at St. Aloysious Primary School, Ladyhill. Mrs.Manju.H and Mrs.Kavitha Prabhu were the staff co-ordinators.
- ❖ The students of Literary Association along with faculty members organised an extension activity to entertain and enhance the ability of students of "Badri orphanage" by organizing various competitions like Memory Game, passing the parcel, pick and speak and bomb in the city etc. at Jeppu, Mangalore on 11th January 2014.
- ❖ The Finance association students escorted by faculty Ms. Sowmya Hegde conducted its extension activity about making the students to understand how to find out duplicate currency notes on 11th January 2014 at St. Aloysious Kannada Medium School.
- ❖ RESOURCE HUB – The HRD Association students escorted by Mr. Thrishanth, Mrs. Vasudha & Ms. Preethika conducted Extension Activity on 11th January 2014 in CARDT'S School Mangalore.
- ❖ The Economics Department of our college along with the students from 2nd year BBM carried out their extension activity under the guidance of Mr. Prasanna Kumar & Mrs. Shashikala K G. at Government First grade college, Carstreet on 11th January 2014.
- ❖ 74 students of our college went on trekking to Karinja Temple on 18th Jan. 2014 organised by Rovers & Rangers Association co-ordinated by Mr. Thilakraj G.
- ❖ 10 students of our college co-ordinated by Mrs. Deepashree G Shenoy, Lecturer attended a seminar organised by Sinchana Multipurpose Souharda Co-operative Society at Gokarnath Mutt, Carstreet, Mangalore on 19th January 2014

Placement Drive : Northern Trust conducted placement drive for final students of our college and Canara College, Mangalore on 23rd Jan. 2014. 60 students participated and finally 02 students from our college got selected for analyst job. Mr. Thrishanth Kumar, Placement Officer, Ms. Sowmya Jyothi and Ms. Preethika Dharmapal organised the placement drive.

1. STUDENTS ACTIVITIES :

Blood donation camp: The Red Cross and NSS Unit organised a blood donation camp in association with Tejaswini Hospital on 17th Feb. 2014. Large number of students donated the blood.

Student Faculty Programme : Venta Marketing Association of the college conducted a student faculty programme on 21st Feb. 2014 for the benefit of first year BBM students. Rahil Ahmed best outgoing student from final year BA(HRD) was the faculty for the same. The topic was "Importance of corporate social responsibility in the international business". The objective of the programme was to enrich the knowledge of the students about CSR and adopt the practices in their future carrier. Faculties Mrs. Manju, Mrs. Shwetha and Ms. Preethika were present for the same.

*** Students' Participation - Outside activities :**

- Our students won the following **Overall trophies and Runners up in various fests** held during this month.

Overall Trophy:

- **Design Fiest 2014 – National level Fashion & Interior Design Fest** organized by Karavali College, Neermarga, Mangalore.
- **Yakshothsava 2014 – University level Yakshagana Competition** organized by SDM Law College, Mangalore.
- **Pinnacle 2014 – University Level IT Fest** organised by St. Philomena College, Puttur
- **Samskruthika Oddolaga 2014 – University Level Cultural Fest** organized by B.D. Shetty College of Business Management, Brahmavar.

Runners-up Trophy :

- **Ignite 2014 – Management Fest** organised by Sri Ramakrishna College, Mangalore.
- **Enigma 2014 – University Level IT Fest** organised by Sri Ramakrishna College, Mangalore.
- **Techno Tarang 2014 - University Level IT Fest** organised by Vivekananda College, Puttur.

2. STAFF ACTIVITIES :

Divya Uchil

- ✧ Presented a paper on "Data Control in the Cloud" in one day UGC sponsored National Seminar on "Parallel & Distributed processing techniques & applications" organised by St. Philomena College, Puttur on 14th February 2014.

Arun F. Sequeira

- ✧ Presented a paper on "Cloud Computing : Security & Privacy Issues" in one day UGC sponsored National Seminar on "Parallel & Distributed processing techniques & applications" organised by St. Philomena College, Puttur on 14th February 2014.

Prasanna Kumar T.

- ✧ Presented a paper on "Micro Insurance in India : Reaching the unreachable" in one day UGC sponsored National Conference on "Micro Finance and inclusive growth" organised by Crossland College, Brahmavar on 14th February 2014.

- ✧ Attended one day seminar on “Intellectual Property Rights” held at Deepa Comforts, Mangalore on 22nd Feb. 2014 organized by Govt Of India and Ministry of MSME.

Shaskikala K G

- ✧ Attended one day seminar on “Intellectual Property Rights” held at Deepa Comforts, Mangalore on 22nd Feb. 2014 organized by Govt Of India and Ministry of MSME.

Preethika Dharmapal

- ✧ Attended one day seminar on “Intellectual Property Rights” held at Deepa Comforts, Mangalore on 22nd Feb. 2014 organized by Govt Of India and Ministry of MSME.

Mamatha Pai

- ✧ Attended one day seminar on “Intellectual Property Rights” held at Deepa Comforts, Mangalore on 22nd Feb. 2014 organized by Govt Of India and Ministry of MSME.

Supritha

- ✧ Attended one day seminar on “Intellectual Property Rights” held at Deepa Comforts, Mangalore on 22nd Feb. 2014 organized by Govt Of India and Ministry of MSME.

3. ACADEMIC ACTIVITIES :

Following Guest Lectures were organized for the benefit of students:

Guest Lecture on Cyber Security: A guest lecture on **Cyber Security** was organized on 7th Feb. 2014 for the II Year BCA students. The resource person was Mr. Krishna Puthran, Senior Software Engineer, Toshiba Global Commerce Solutions, Bangalore.

Guest Lecture on Insurance Sector: A guest lecture on **Insurance Sector** was organized by Economics Department on 6th Feb. 2014 for I BBM students. The resource person was Mrs. Geetha Prabhu, Administrative Officer, General Insurance Company and also Principal of Agents Training College, Mysore.

Guest Lecture on Crawling the Web: A guest lecture on Crawling the Web was organized on 12th Feb. 2014 for II Year BCA students. The resource person was Mr. S. Ruban, Professor, St. Aloysius Institute of Mgt. & Information Tech., Beer, Mangalore

Guest Lecture on Economics of the soul: A guest lecture on **Economics of the soul** was organized on 18th Feb. 2014 for I Year BBM students. The resource person was Mr. Ramesh Kedilaya, Rtd. Professor, Canara I Grade College, Mangalore.

Guest Lecture on drama- Mooru hejje, mooru loka: A guest lecture on **drama- Mooru hejje, mooru loka** was organized on 20th Feb. 2014 for I BCA & I BA(HRD) students. The resource person was Dr. Yogish Kairody, Professor, Alva's College, Moodbidri.

Guest Lecture on Need for Guidance and Counselling in the present days : A guest lecture on **Need for Guidance and Counselling in the present days** was organized on 17th Feb. 2014 for III BBM students. Ms. Madhuvati and Mr. Vamsi of KMC, Mangalore were the Resource Persons.

Guest Lecture on Self Esteem: A guest lecture on **Self Esteem** was organized by HRD Department on 21st Feb. 2014 for I BCA & I BA(HRD) students. The resource person was Mr. Ankith Kumar, Asst. Professor, M.V. Shetty College, Mangalore.

PLACEMENT CELL :

- ✧ On 20th Feb, 2014, Nandi Toyota Company conducted placement drive in our college. More than 60 students participated from BBM and BA(HRD). Company has conducted briefing session, written test, group discussions and face to face interview. Finally 05 students have shortlisted for final round.

- ✧ On 13th Feb, 2014, a team from Aptech Aviation and Hospitality Academy addressed our III BBM and BA(HRD) students regarding PERSONALITY DEVELOPMENT. They made the session very interesting by adding demo on facing job interview.

4. OTHERS :

Celebration of tenth anniversary of Kanakadasa Study Centre : The concluding lecture of the lecture series organized on the occasion of the tenth anniversary of Kanakadasa Study Centre on the topic of "Kula Kulavendu Hodedadadiri: A contemporary interaction, November - February 2013-14", initiated by Kanakadasa Research Centre, Mangalore University in association with Kannada department of our college was held on 15th Feb. 2014 in SDM conference hall. The lecture was delivered by Prof. R. Shashidhar, Department of English, Mangalore University. The principal of the college, Mrs. Aruna P. Kamath presided over the lecture. The introductory speech was delivered by Prof. B. Shivaram Shetty, the co-ordinator of Kanakadasa Research Centre. Mrs. Jeevitha D., Kannada faculty, welcomed and introduced the resource person. Mrs. Renuthakshi, Kannada faculty, compeered and proposed vote of thanks.

EXTENSION ACTIVITIES :

Mission Kaladi to Kedar : A programme was organised by Faith Foundation, A Delhi based organisation, in association with Rovers & Rangers Unit of the college, to pledge, to locate and rebuilt the samadi place of Adi Shankaracharya in Kedarnath. Raghav Chaudhry, Chief Co-ordinator, Mission-Kaladi to Kedar and Rtd. Lieutenant Col. Ashok Kini addressed the students.

MARCH 2014

1. STUDENTS ACTIVITIES :

Medical Camp : The Red Cross Association had organized a medical camp in association with CIPLA Company at Assaigoli on 2nd March 2014. More than 150 people had helped to implement it successfully.

First Aid Training Programme : The Youth Red Cross unit of our college in association with D. K. District Indian Red Cross had organised two days First Aid training programme. The programme was inaugurated on 8th March 2014 in the college conference hall. The guests present on this occasion were Mr. Prabhakar, President, D. K. District Indian Red Cross; Dr. Ramachandra, trainer for the camp, and Mr. Ajay Kumar, President, First Aid unit.

Woman's Day Celebrations : Our college celebrated the Women's day on 10th March 2014. It was co-ordinated by Mrs. Jyothi and Principal Smt. Aruna P. Kamath presided over the function. The chief guest of the day was Smt. B. Sumangala Rathnakar Rao, Bharathanatyam Artist, Mangalore.

Alumni Meet "ANUSMARAN" : The alumni meet was held on 15th March 2014 in the college auditorium at 2.30 pm. Dr. Devaraj K., Director of SDM Postgraduate Centre was the chief guest. Smt. Aruna P. Kamath, Principal presided over the function. A session was held to discuss openly about their views regarding building a strong alumni association. The programme came to an end with the musical performance by the present students of the college.

Yoga Certificate Course : The Sports Association of the college organised 10 days Yoga certificate course for the students. The instructor was the yoga master Yogarathna Gopalkrishna Delampadi. 25 students attended the course.

Farewell Programme for Final year students : A farewell programme was organised for the final year students on 19th March 2014 at 1.30 pm in the college auditorium. The chief guest was Dr. Devaraj

K, Director of SDM P.G. Centre, Mangalore. The principal Mrs. Aruna P. Kamath and all the staff members were present on the occasion. An oath was administered to the outgoing students. Many outgoing students gave their feedback and expressed their appreciation. The formal programme was followed by cultural programme by second and first year students.

Voter awareness programme & Oath Taking by students : Voter awareness programme and Oath taking ceremony was organized to the students by NSS Association on 26th March 2014.

✱ **Students' Participation - Outside activities :**

- The college won **overall championship** at the Inter-Collegiate dance competition organised by Ramakrishna College, Mangalore on 12th Feb. 2014.
- The college won **overall championship** at **Sangeethotsava 2014**, organised by Mangalore University on 6th March 2014.
- The college cricket team won **Overall Championship** in the University level Inter-Zonal Cricket Tournament organised by Mangalore University.

2. ACADEMIC ACTIVITIES :

Short Term Course Certificate Distribution Programme : Short term course certificate distribution programmes was held on 12th March 2014 in the college conference hall. Mr. K. V. Rao was the chief guest.

Presentation on "Employer image and Brand to attract talent": HRD Association conducted the presentation on "Employer image and Brand to attract talent". Presentation was presented by Rahil Ahmed of 3rd year BA(HRD).

Student Faculty Programme : Marketing department of the college had organised a student faculty programme on "Consumer Rights and Consumer Protection Act" on 21st March 2014. Programme was presented by Rahil Ahmed of IIIrd BA(HRD).

National Security-future and challenges- role of youth in Nation Building : The college Rovers and Rangers association organized a seminar on "National Security-future and challenges- role of youth in Nation Building". Lieutenant General P. G. Kamath was the Resource person.

NSS Valedictory : On 26th March, 2014, valedictory of NSS activities for the year 2013-14 was organized in the conference hall. Mr. Shivaprasad Rai, Physical Director, WPT, Mangalore was the chief guest of the programme. Mrs. Gayathri K, programme officers presented a brief report of the activities conducted in the year. Mrs. Aruna P. Kamath, principal, expressed her happiness about the activities of the units.

Following Guest Lectures were organized for the benefit of students :

Guest Lecture on Personality Development : HRD Association organized a guest lecture on **Personality Development** on 26th march 2014. Prof. Uday Kumar, lecturer, SDM Law College, was the resource person.

3. OTHERS :

Training Programme on Windows 8.1 : Microsoft technology had organised a training programme for the students about the latest version of Windows 8.1. The key speakers Mr. Monis Yusuf, Mr. Sudhir Gupta and Mr. Tabish Azeez addressed I and II year BCA students.

NAAC Workshp for Government Colleges : The Joint Director of Collegiate Education, Mangalore Region in association with our college organised a workshop on "NAAC accreditation and re-accreditation" on 25th March 2014. The workshop was inaugurated by the joint director Prof.

Yogananda G. The resource person was Dr. Siddhalingaswami. Principal Mrs. Aruna P. Kamath presided over the programme.

ANNEXURE – 4

Annexure for question number 1.1 : Attach the Academic Calendar of the year as Annexure.



No. MU/ACC/Dip-Cal/CR5/2013-14/A6

Date: 30/4/2013

NOTIFICATION

Sub: The Academic Calendar for the year 2013-14 in respect of
Post Graduate Diploma in Bharathanatyam/ P.G. Diploma
in Food Science & Technology/ Certificate course in German
Language/ Diploma course in German Language/ Certificate
course in Veda & Tantragama and Epigraphy courses- reg.

* * * * *

The Academic calendar for the year 2013-14 in respect of **Post Graduate Diploma in Bharathanatyam / P.G. Diploma in Food Science and Technology/ Certificate course in German Language/ Diploma course in German Language/ Certificate course in Veda & Tantragama and Epigraphy course** is hereby notified.

- | | | | |
|----|--|---|---|
| 1. | Last date for admission and Commencement of classes | - | 01-08-2013
Thursday |
| 2. | Last date for admission with penal charges
(penal charge Rs. 100/- per student) | - | 08-08-2013
Thursday |
| 3. | Last date for submission of admission statement to the
University for approval | - | 13-09-2013
Friday |
| 4. | End of I term | - | 30-11-2013
Saturday |
| 5. | Commencement of I term examinations | - | 05-12-2013
Thursday |
| 6. | Vacation | - | 01-12-2013
Sunday
to
31-12-2013
Tuesday |
| 7. | Commencement of II term | - | 01-01-2014
Wednesday |

- | | | | |
|----|------------------------------|---|-------------------------|
| 8. | End of II term | - | 30-04-2014
Wednesday |
| 9. | Commencement of examinations | - | 08-05-2014
Thursday |

Note:

1. No admission shall be made to a course/ subject for which the college has not been granted affiliation and no admission shall be made to a course/ subject for which syllabus and regulation are not approved and notified for implementation.
2. It shall be the sole responsibility of the Principal/ Head of the Institution to see that the admissions are made as per the regulations prescribed for the course and other guidelines issued by the University. Admissions made in contravention of regulations and guidelines shall automatically become invalid.

3. a) All students who have studied degree courses other than that of Karnataka, shall apply for eligibility certificate in the prescribed proforma alongwith the Marks Card, Cumulative Record and all other required documents. No admission of such students shall be made by the institutions without the production of Eligibility Certificate issued by the University.

Foreign students in particular may be admitted only on production of the following documents:

- 1) Eligibility Certificate issued by the Mangalore University.
 - 2) Student Visa and
 - 3) AIDs Free Certificate issued by the Competent Authorities.
- b) All students who have completed degree courses from other University shall produce Migration Certificate at the time of admission.
4. a) No admission shall be made in excess of the intake sanctioned by the University. Such admission shall be invalid as per section 59(18) of K.S.U. Act. 2000.
 - b) No student shall be eligible for admission to the diploma course unless he/she has successfully completed three years of Under-graduate degree through an examination conducted by a University/ Autonomous College.
 5. All the provisions of regulations in force for the course including attendance requirements and scheme of examination shall be brought to the notice of the students every year at the time of admission and a compliance report to this effect shall be sent along with the statement of admission.
 6. The college shall make all admissions within the last date fixed for the courses in the respective years. No admission shall be made after the last date fixed for admission by the University and any admission made to a course after the last date shall automatically become invalid.

7. The Principal/ Head of the Institution shall submit the statement of admission in triplicate for the respective courses on or before 13-09-2013 along with all necessary documents including original Marks Card, Eligibility Certificates, Migration certificate & Registration fees paid receipts etc. The Principal/ Head of the Institution while submitting the statements of admission shall certify that all the admission made are in accordance with the regulations pertaining to the courses, guidelines etc. issued by the University in respect of admissions of the students. He shall also send the compliance report as required under Para five of the Notification.
8. The Principal/ Head of the Institution are requested to notify this calendar for the information of all staff and students of the Institution.
9. In the event of any of the above date being holiday the activity shall commence on the next working day.

By Order,

For REGISTRAR

PART-B
Criteria 1

ANNEXURE – 4

Annexure for question number 1.1 : Details about Academic Programmes

Number of existing Programmes : 03

BBM

BCA

BA(HRD)

Number of self-financing programmes : 03

BBM

BCA

BA(HRD)

Number of value added / Career Oriented programmes : Certificate Programmes : 12

Department	Add on Courses
BBM & BA(HRD) (Marketing, HRD, Finance)	Tourism Marketing Skills Journalism Principles of Management Personality Development Research Methodology Income Tax Tally Cyber Law Legal Literacy
Language	Communicative English.
BCA	Web Designing

Annexure for question number 1.3 : Feedback from stakeholders

- Alumni feedback is received during the alumni meet which is conducted once in a year and when they called as chief guest for college functions, judges for various events. They have given favourable opinion.
- Parent's feedback is taken during the PTA annual general meetings and executive committee meetings. Their suggestions and opinions are implemented.
- Employers feedback is elicited during the campus visit for career guidance and recruitment.
- For students feedback, suggestion boxes are kept in the convenient places. From final year students, feedback is collected through questionnaires.

**Annexure for question number 1.5 : Any new Department/Centre introduced during the year.
If yes, give details.**

Following are the new departments introduced during the year 2013-14 in the existing course.

Finance

Marketing

Human Resource Development

Economics

Computer Applications

English

Hindi

Kannada

Annexure for question number 2.9 : No. of faculty members involved in curriculum restructuring/revision/syllabus development as member of Board of Study/Faculty/Curriculum Development workshop

Mrs. Kavitha Prabhu – Chairman, BOE, BA(HRD) Examinations

Mr. Muralidhara Rao K. S. – Member of BOE, PGDBM Examinations

Mr. Arun F. Sequeira - Member of BOE, BCA Examinations

Member of BOE (St. Agnes College - Autonomous), BCA Examinations

Mrs. Smitha - Member of BOS, BA(HRD)

Member of BOE (St. Agnes College - Autonomous), BBM Examinations

Mrs. Manju - Member of BOE, BA(HRD) Examinations

Mr. Thrishanth - Member of BOE, BA(HRD) Examinations

Mrs. Shashikala Shetty - Member of BOE, BCA Examinations

Annexure for question number 3.1 : Initiatives of the IQAC in Sensitizing/Promoting Research Climate in the institution

Faculty Development Programme on “Quality Assurance International Perspective”: A faculty development programme was organized under the guidance of IQAC for the staff members on 6th September 2013 about “Quality Assurance International Perspective” by Dr. Iqbal, Assistant to the President of Kingdom of University, Bahrain for Accreditation & Quality Assurance.

Guidance on Minor Research : A Faculty Development Programme was organized under the guidance of IQAC for the staff members on 8th July 2013. Prof. Catherine N, Principal, Colaco College of Management, Mangalore was the Resource Person. Prof. Catherine N, spoke about designing the frame work for Minor Research Project Proposal to be submitted to University Grant Commission. Mrs. Shashikala Shetty, IQAC Committee co-ordinated the programme.

Opportunities for funded Research : A FDP programme was organized by the IQAC for the faculty on 5th April 2014. Mr. Jeevan Pinto, Asst. Professor, Srinivas College was the resource person.

Annexure for question number 3.3 : Details regarding minor projects

UGC sponsored Minor Research Projects are sanctioned to following 7 faculties :

Faculty	Title of the Project
Mrs. Smitha	A Comparative study of Health Insurance Schemes offered by Public and Private Sector
Mr. Thrishanth Kumar	Transfer of Learning In IT and IT's Industry In Karnataka: Facilitators, Inhibitors And Strategies (Diagnostic Findings From Multiple Case Studies)
Mrs. Kavitha Prabhu	Customer Attitude towards General Insurance Product
Mrs. Shaini Naveen	Role of Educational Loan by Commercial Banks on Higher Education
Mrs. Veena Kotian	A Comparative study on Work Life Balance among Working Women in Metro and Non-Metro Cities
Ms. Sowmya Hegde	Branchless Banking for the Poor as a part of Financial inclusion.
Mr. Prasanna Kumar	A Socio-Economic Base Line Survey of Dalit Muslims in Rural Karnataka, India

Annexure for question number 3.11 : No. of conferences organized by the Institution

- ❖ **UGC sponsored National Conference on Data Mining for Computer Security :** SDM College of Bus. Mgt. organised UGC sponsored National Conference on “Data Mining for Computer Security” in association with Diya Systems(Mangalore) Pvt. Ltd. on 2nd August 2013. The conference was inaugurated by Mr. Rajesh Lawrence Patrao, Principal Technology Architech, Infosys, Mangalore. The Chief Guest was Ms. Jayashree H, Mphasis, an HP company, Bangalore also an Alumni of SDMCBM, expressed her views and ideas in this regard. Mr. Divakara Alva, Project Director, Diya Systems, Mangalore presided over the function. Mr. Anoop Kuduva, Program Manager from IBM India Pvt.Ltd, Bangalore also an Alumni of SDMCBM delivered keynote address.

In technical session, “**Data Mining Applications to Wireless Sensor Data Sets**”, the Resource Person was **Dr. Doreswamy**, Associate Professor, Department P.G Studies and Research in Computer Science, Mangalore University. Moderator of the session was Prof. Santosh Rebello, Dean & Chairman, AIMIT, St. Aloysius College.

Mr. M Vishwanath Pai, HOD, PG Department of Computer Science, MGM College, Udupi was the Resource Person for the technical session, ‘**Data Security in Loosely Coupled Processor Environment**’. Mr. Hemanth K.S, Research Scholar, Dept of Computer Science, Mangalore University was the moderator of this session.

Apart from this, there was a paper presentation session in which the research scholars & Academicians presented papers on wide range of topics related to the theme of conference. The session was chaired by Mr. Ravishankar, Assistant Professor, Department of Computer Science, FMKMC College, Madikeri.

In the valedictory function, Mr. S. Kumar, Corporation Bank, ITD, HO, Mangalore and Mr. Shylesh Giri T V, Software Engineer, Integra Micro Systems (P) Ltd., Bangalore also an Alumni of SDMCBM were the Chief Guests. Mrs. Divya Uchil, HOD, BCA Department was Co-ordinator of the programme.

- ❖ **Leadership Training Programme :** On 29th June, 2013, IQAC along with Student Council organized a leadership training programme for the student council members on “Power of Positive Thinking and Leadership” with Mr. Surfraz Hasim as the resource Person.
- ❖ **Faculty Development Programme on Teaching Pedagogy for Management Education:** A faculty development programme was organized by IQAC for the staff members on **13th June 2013**. Prof. B V Raghunandan, SVS College, Bantwal spoke about the Teaching Pedagogy for Management Education. He stressed the importance of 3 dimensions of teaching – motivation, how to teach and what to teach.
- The second session on counselling and mentoring skills for teachers. **Dr. Sufala Kotian**, Counsellor & Associate Professor, Sridevi College, Mangalore was the resource person. She stressed on the problems faced by students and on the mentoring and counselling skills the teachers must possess.
- ❖ **Training Programme on Windows 8.1 :** Microsoft technology had organised a training programme for the students about the latest version of Windows 8.1. The key speakers Mr. Monis Yusuf, Mr. Sudhir Gupta and Mr. Tabish Azeez addressed I and II year BCA students.
- ❖ **NAAC Workshp for Government Colleges :** The Joint Director of Collegiate Education, Mangalore Region in association with our college organised a workshop on “NAAC accreditation and re-accreditation” on 25th March 2014. The workshop was inaugurated by the joint director Prof. Yogananda G. The resource person was Dr. Siddhalingaswami. Principal Mrs. Aruna P. Kamath presided over the programme.

Annexure for question number 3.14 : No. of linkages created during this year

- Sahyog Career Conclave -2013 – A Job Fair
- Student Internet World-2013
- Celebration of tenth anniversary of Kanakadasa Study Centre
- Mangalore University Computer Science Syllabus Revision Workshop
- UGC sponsored National Conference on Data Mining for Computer Security
- NAAC Worksop for Government Colleges

Annexure for question number 3.17 : No. of research awards/ recognitions received by faculty and research fellows of the institute in the year.

No.	Name	Reason
1	Mrs. Divya Uchil	<i>For organizing</i> UGC sponsored National Conference on Data Mining for Computer Security
2	Mrs. Smitha	For sanctioning of UGC sponsored Minor Research Projects.
3	Mr. Thrishanth Kumar	
4	Mrs. Kavitha Prabhu	
5	Mrs. Shaini Naveen	
6	Mrs. Veena Kotian	
7	Ms. Sowmya Hegde	
8	Mr. Prasanna Kumar	
9	Mrs. Anasuya	For securing II Rank in M.Com from Kuvempu University
10	Mr. Prasanna Kumar	For passing SLET Examination

Annexure for question number 3.26 : Major Activities during the year in the sphere of extension activities and Institutional Social Responsibility.

Annexure for question number 5.12 : No. of social initiatives undertaken by the students

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

Finance Association – FONDOS

- * Mrs. Sowmya Hegde, Mrs. Shaini Naveen & Mrs. Supritha escorted the students to Beary's Public School, Hathill, Mangalore to conduct an extension programme of Finance Association 'FONDUS' about Banking & New Trends on 27th July 2013.
- * Ms. Sowmya Hegde and Ms. Mamatha Pai escorted the students to Govt. P U College, Balmatta, Mangalore to conduct an extension programme on 21st Sept. 2013.
- * The Finance association students escorted by faculty Ms. Sowmya Hegde conducted its extension activity about making the students to understand how to find out duplicate currency notes on 11th January 2014 at St. Aloysious Kannada Medium School.

Marketing Association – Venta

- * Members of Marketing Association and Fest Forum visited various colleges and enlightened the students of BBM about the upcoming fest 'Genesis'.
- * Marketing department of the college in association with fest forum had organised an extension activity to develop creativity in the minds of school children through designing of advertisement & presentation on 11th January 2014 at St. Aloysious Primary School, Ladyhill. Mrs.Manju.H and Mrs.Kavitha Prabhu were the staff co-ordinators.
- * **Exhibition of SIRI Products** : An exhibition of Siri products was held in the basement of the college for a month in order to create awareness and enhance the marketing opportunities for the Siri products. The exhibition received a very positive response from the students and members of the public in the vicinity of the college.

Human Resource Development Association - Resource Hub

- * Mrs. Anasuya & Mrs. Veena Kotian escorted the students to UBMC Higher Primary School, Bokkapatna, Mangalore to conduct an extension programme of HR Association 'Resource Hub' on 27th July 2013.
- * Mr.Thrishanth Kumar and Mrs. Veena D Kotian escorted the students of RESOURCE HUB–H.R.D. Association to conduct extension activities at Pompei Higher Primary School, Lady Hill, Mangalore on 21st Sept. 2013.
- * RESOURCE HUB – The HRD Association students escorted by Mr. Thrishanth, Mrs. Vasudha & Ms. Preethika conducted Extension Activity on 11th January 2014 in CARDT'S School Mangalore.

Economics Association

- * Mr. Prasanna Kumar T. and Ms. Shashikala K G escorted the students of Economics Dept. to conduct extension activities at Balmatta College, Mlore on 21st Sept. 2013.
- * **Seminar Presentation on Human Rights Day** : Under the guidance of Mr. Prasanna Kumar, Faculty, Economics Department, our students presented their views as Panellists on the occasion of the observation of Human Rights Day held on 10th December 2013 at School of Social Work, Roshni Nilaya, Mangalore.
- * The Economics Department of our college along with the students from 2nd year BBM carried out their extension activity under the guidance of Mr. Prasanna Kumar & Mrs. Shashikala K G. at Government First grade college, Carstreet on 11th Jan. 2014.

SCAN Association

- ✧ Mr. Arun F Sequeira & Mrs. Reshmi B. R. conducted extension activities of SCAN Association to the students of Holy Family Hig. Pry. School, Mlore on 27th July 2013.
- ✧ Students of Scan Association along with faculty members Mr. Arun F Sequeira & Mrs. Reshmi B. R. conducted extension activities of SCAN Association. Students of Government Higher Primary School & Government High School, Balmatta, Mangalore were trained in basic computer operations on 21st Sept. 2013.
- ✧ Students of Scan Association along with faculty members Mrs. Sowmya Jyothi & Mrs. Reshmi B. R. conducted extension activities of SCAN Association. Students of D.K Zilla Panchayath Higher Primary School and Government High School, Kadri, Mangalore were trained in basic computer operations on 11th Jan. 2014.

NSS Unit

- ✧ **Yoga Training Programme** : NSS conducted Yoga Training Programme for the NSS volunteers from 2nd Sept. to 6th Sept. 2013. The Yoga Guru Mr. Gopalkrishna Delampady trained the volunteers.
- ✧ **Visit to Orphanage** : NSS Volunteers of the College visited the orphanage “Bhagini Samaja”, Mangaladevi on 7th September 2013. They distributed clothes, eatables and also contributed cash.
- ✧ **One Day Camp by NSS Unit, Red Cross and Rovers & Rangers** : One day camp was organised by College NSS Unit, Red Cross Unit and Rover & Rangers Unit on 14th July, 2013 at Mangalajyothi Integrated School, Vamanjoor.
- ✧ **Vanamahotsava Celebration Programme** : The NSS Unit of SDM College of Business in association with Shiva Baktha Vranda, Someshwar celebrated Vanmahostava at Sri Somanathesara Temple, Someshwara on 3rd August 2013.
- ✧ **One Day Camp at Govanithashrama** : On 18th August 2013, NSS unit organized a one day camp at Govanithashrama, Pajeer Village, Pajeer. Mrs. Gayathri K and Mrs. Deepa D. Hegde, NSS officers accompanied the students.
- ✧ **NSS Annual Special Camp** : It was held at Kendriya Model Residential School, Madya, Surathkal, D.K, for a period of 7 days from 24th to 30th Dec,2013. 80 volunteers participated in the camp. Inaugural function of the annual special camp took place on 24th Dec,2013 at 3.30p.m. Captain Ganesh Karnik, MLC inaugurated and wished the campers and shared his experiences by giving some useful tips. Smt. Aruna P. Kamath, Principal SDMCBM Mangalore presided over the function. Dignitaries in various field were also present and wished all success to the campers.
- ✧ **Blood donation camp**: The Red Cross and NSS Unit organised a blood donation camp in association with Tejaswini Hospital on 17th Feb. 2014. Large number of students donated the blood.
- ✧ **Voter awareness programme & Oath Taking by students** : Voter awareness programme and Oath taking ceremony was organized to the students by NSS Association on 26th March 2014.

Rovers and Rangers Unit

- ✧ The college Rovers and Rangers Unit organised drawing competition at Mangaladevi temple premises to the students of local area on 9th September 2013. More than 273 students participated in the competition. All participants were encouraged with gifts and winners were honoured with attractive prizes.
- ✧ **One day camp**: Students of our Rovers and Rangers unit participated in social work of cleaning Ladies Park at Lalbagh jointly with other college students on 25th Aug. 2013.
- ✧ Rovers and Rangers Unit in association with KMC Hospital, Attavar organized general and specialised (eye, Children, Skin, Ortho) medical camp for the general public at Someshwer temple Campus on 16th Sept. 2013. More than 273 Patients were registered. Patients with mild disorders were distributed free medicines during the camp and those with serious disorders are referred to the nearest primary healthcare centre. Spectacles were distributed to 87 Patients.

- ✱ **Public Blood Donation Camp : Rovers and Rangers** Wing of our college in association with KMC Blood Bank Mangalore, Sauharda Yuvaka Mandala organized Blood donation camp at Kolya village premises on 10th November 2013. Mr. Thilakraj G, Lecturer co-ordinated the programme. A large number of students/staff and public have volunteered in this camp for donating blood.
- ✱ **Mission Kaladi to Kedar** : A programme was organised by Faith Foundation, A Delhi based organisation, in association with Rovers & Rangers Unit of the college, to pledge, to locate and rebuilt the samadi place of Adi Shankaracharya in Kedarnath. Raghav Chaudhry, Chief Co-ordinator, Mission-Kaladi to Kedar and Rtd. Lieutenant Col. Ashok Kini addressed the students.
- ✱ **Workshop on Portrait and Street Photography** : Rovers & Rangers Unit in association and Economics Department jointly organised a workshop on "Portrait and Street Photography" on 5th January 2014. Dr. Krishna Mohan was the resource person for the day.

Red Cross Unit

- ✱ Red Cross Unit organized one day camp at Lady Goshan Government Hospital, Mangalore on 22nd September 2013.
- ✱ Students worked as volunteers in the AIFUCTO 27th Statutory Conference organised by AMUCT from 30th November to 2nd December 2013 at St. Aloysius College, Mangalore.
- ✱ **Medical Camp** : The Red Cross Association had organized a medical camp in association with CIPLA Company at Assaigoli on 2nd March 2014. More than 150 people had helped to implement it successfully.
- ✱ **First Aid Training Programme** : The Youth Red Cross unit of our college in association with D. K. District Indian Red Cross had organised two days First Aid training programme on 8th & 9th March 2014. The guests present on this occasion were Mr. Prabhakar, President, D. K. District Indian Red Cross; Dr. Ramachandra, trainer for the camp, and Mr. Ajay Kumar, President, First Aid unit.

Language Department

- ✱ Literary Association students conducted extension activities at Mannagudda School, Mangalore on 21st Sept. 2013.
- ✱ Students of Literary association taught dance during vacation to the children of D.K. Zilla Panchayath Hr. Pry. School, Mannagudda on the occasion of school's centenary jubilee celebrations.
- ✱ The students of Literary Association along with faculty members organised an extension activity to entertain and enhance the ability of students of "Badri orphanage" by organizing various competitions like Memory Game, passing the parcel, pick and speak and bomb in the city etc. at Jeppu, Mlore on 11th Jan. 2014.
- ✱ Mrs. Smitha, Mrs. Jeevitha & Mrs. Jyothi escorted the students of Kannada and Hindi Department in association with Fine Arts Association to St. Ursula Hr. Pry. School, Bolar, Mangalore to conduct an extension programme on 27th July 2013.
- ✱ Mrs. Madhumathi J. Raja & Mrs. Kavitha Prabhu escorted the students to Sarkari Mahavidyalaya, Mangalore to conduct an extension programme of Literary Association about Language & Interaction skills on 27th July 2013.

Sports Association

- ✱ Mr. Bharath Kumar Jain escorted the students to Popular Bunts Eng. Medium School, Bajpe to conduct an extension programme about sports and games on 27th July 2013.
- ✱ **World Heart Day Run 2013** : Our college students and staff participated in the "World Heart Day Run 2013" organised by KMC Hospital, Mangalore on 29th Sept. 2013 at 7 am. The theme of the marathon was "Running is the Best Medicine for all diseases". The marathon started at T.M.A. Pai Conventional hall and ended at K.M.C. Hospital, Ambedkar circle. The College team was escorted by the Physical Director Mr. Bharath Kumar Jain.

Annexure for question number 5.7 : Details of campus placement

Sahyog Career Conclave -2013 – A Job Fair : On 28th July, 2013, the Department of Collegiate Education in association with SDM College of Business Management organised ‘Sahyog Career Conclave -2013’, a job fair for the graduated students from Government Colleges of Mangalore University. The job fair was held in SDM College of Business Management campus from 9 am to 6 pm. As many as 47 Companies took part in the job fair. Nearly 2000 candidates aspired for 1089 jobs and a total of 555 students were selected for different jobs.

Mr. R. V. Deshpande, Minister for Higher Education and Tourism inaugurated the Conclave and delivered inaugural address. Shree Kshethra Dharmasthala Dharmadhikari Dr. D. Veerendra Heggade blessed the occasion. Mangalore South MLA Mr. J R Lobo presided over the programme. The keynote address was delivered by Department of Collegiate Education Special Officer Monica Ghosh. Our Principal, Mrs. Aruna P Kamath; Mr. Thrishanth Kumar and Mr. Thilakraj, Faculty members were the Convenors of the programme. Prof. Devanand R. Gaonkar, Joint Director of Collegiate Education co-ordinated the programme.

Annexure for question number 6.1 : State the Vision and Mission of the institution**VISION**

Develop competencies of people to meet the challenges of Business, industry and service sector. Empower them with requisite skills to be globally acceptable Business leaders. Provide world class professional management education to the people at reasonable cost, spread Indian ethos spirituality to sustain, survive and succeed in Business & industry.

MISSION

Bring professionalism in all spheres of life. Enrich the quality of life by creating and sustaining the urge to continuous learning for life. Encourage competitive spirit for organization excellence by leveraging intellectual human capital. Instill entrepreneurial qualities with right moral, social values and prosper, enhance the quality of life of individual by encouraging to believe in personal integrity, hard-work & honesty in public life. Develop leadership, entrepreneurship quality among the people with patriotism, modern outlook and positive attitude towards life. Develop self confidence to lead, motivate people through case study, practical training and exposure to global business & industry.

Annexure for question number 7.2 : Provide the Action Taken Report (ATR) based on the plan of action decided upon at the beginning of the year

Being a premier institute, the college organized various programmes are listed.

1. UGC sponsored Minor Research Projects and Conference.

- UGC sponsored 7 Minor Research Projects are sanctioned.
- UGC sponsored National Conference on Data Mining for Computer Security

2. 12 Certificate Courses in various subjects.

3. Academic Programmes & Guest lectures by experts :

- Mangalore University Computer Science Syllabus Revision Workshop
- Capital Market Awareness
- Currency Value Fluctuations
- Investment Management
- 4 Ps of Marketing
- Tourism
- Seminar on Consumer Awareness - Importance of Weights and Measures
- Green Marketing
- Customer Relation Management and Customer Orientation
- Consumer Rights and Consumer Protection Act
- Motivational Talk
- Communication Skills
- Self Awareness
- Image Management Need for Guidance and Counselling in the present days
- Self Esteem
- Success & Personality Development
- Leadership Training and Positive Thinking
- Behavioural aspects of students in the Campuses abroad
- Stress Management
- Handling Emotions and Fear
- Personality Development
- Financial Inclusion
- Consumer Awareness - Importance of Weights and Measures
- Implications of Socialism
- Insurance Sector
- Economics of the soul
- The Omniscient Search Engines
- Cyber Security
- Crawling the Web
- VBD's Control
- Water Conservation and Rain Water Harvesting
- Drug Abuse
- All Things Amazon!!!
- National Security-future and challenges- role of youth in Nation Building
- Ahindi kshethr mein Hindi ka mahathv
- Mahila Sashakthikaran
- Prevalence of Drug Abuse among today's youth
- Basha Balakeyally AAikeya Swathanthrya
- Reader and Newspapers & The Role of Advertisement in Marketing
- Drama- Mooru hejje, mooru loka

- Self-Esteem - the key to success
- Entrepreneurial Skills
- Company Secretary Course
- Preparation for C-MAT

4. Value Education Programmes.

5. Orientation & Inauguration of various Associations.

6. IQAC Programmes for initiating Quality Improvements :

- FDP on "Quality Assurance International Perspective"
- Leadership Training Programme
- FDP on Teaching Pedagogy for Management Education
- Guidance on Minor Research
- Opportunities for funded Research
- Training Programme on Windows 8.1
- NAAC Worksop for Government Colleges

7. Skill enhancements programmes to provide practical experiences in various functional areas of management and computer application.

8. Field visit to get industrial exposures :

- Factory Visits
- Visit to N.M.P.T
- Visit to Hyper Markets

9. Programmes in association with different organizations :

- Sahyog Career Conclave -2013 – A Job Fair
- Student Internet World-2013
- Celebration of tenth anniversary of Kanakadasa Study Centre

10. Extension activities to reach out to the society and also to share knowledge :

- Visits to schools, orphanages and working with NGOs.
- Exhibition of SIRI Products
- Seminar Presentation on Human Rights Day
- The Seminar on "Cyber Crime" and an Exhibition of Evoution of Computer Technology & Ethical Hacking
- Yoga Training Programme
- Visit to Orphanage
- One Day Camp at Mangalajyothi Integrated School, Vamanjoor by NSS Unit, Red Cross and Rovers & Rangers
- NSS Orientation Programme
- Vanamahotsava Celebration Programme
- One Day Camp at Govanithashrama
- NSS Annual Special Camp
- Blood donation camp
- Voter awareness programme & Oath Taking by students
- One day camp at Ladies Park, Lalbagh
- Mission Kaladi to Kedar
- Workshop on Portrait and Street Photography
- Voter's Awareness Programme
- First-aid Training Programme
- Medical Camp
- First Aid Training Programme

- Yoga Certificate Course
- World Heart Day Run 2013

11. Students Council Programmes :

- Orientation Programme to First Year students
- Progenitor – An Orientation Programme by Students
- Inauguration of Students' Council
- Prize Distribution Ceremony
- College Annual Day Celebrations
- Farewell Programme for Final year students
- "INSPIRE 2013" – College level IT Fest
- "GENESIS 2013" – University level Management Fest
- "SYNERGY 2014" –National Level Management Fest
- "SYGMA 2014" – State Level IT Fest

12. Placement Cell Activities :

- Preparation for C-MAT
- Banking Training and Aptitude Test
- Briefing on Company Secretary Course
- Talk on Self-Esteem - the key to success
- Exposure on Entrepreneurial Skills
- Guidance on Company Secretary Course

13. Observation of important days :

- Observation of Anti-Drugs Day
- Independence Day Celebrations
- Swami Vivekananda's 150th Birthday Celebrations
- Swami Vivekananda's 150th Birthday Celebrations Rally
- Seminar on "What it takes to be a Hindu in a globalised world"
- Teacher's Day Celebrations
- Woman's Day Celebrations
- Hindi Day Celebrations.

14. Alumni & PTA meetings.

Annexure for question number 7.3 : Give two Best Practices of the institution**I.****Title of the Practice****Certificate Course****Goal**

- An opportunity to study beyond the given syllabus
- Skill enhancement
- Intensive participation by the learners
- Inter disciplinary approach
- Unique choices
- To give practical exposures

The context

- Short term certificate courses are offered to the students to undergo inter disciplinary subject experiences and be certified after the successful completion of the course reflecting on the main marks list.

The Practice

- Divide subjects into topics
- Prepare notes on the syllabus fixed
- Registration for the course
- Regular classes with hourly distribution
- Prepared modules
- Test and evaluation of performance
- Certification

Evidence of Success

- Learners try to grasp the concepts for themselves [heuristic learning]
- Concepts are better understood
- Developing reusable learning repositories
- Familiarizing relevant technology
- Skill enhancement
- An opportunity to study beyond the given syllabus

Problems encountered and Resources Required

- Computers with audio video editing software
- LCD Projectors
- PPT slides or flash presentations
- CDs/ DVDs
- Audio-visual halls
- Syllabus
- Student allotment and registration
- Staff availability
- Time schedule
- Printed modules

II.

Title of the Practice

Learner Cantered Teaching Methods

Goal

- To fulfill academic objectives of the college set in the vision and mission of the college
- To take the students into confidence
- To provide maximum opportunities to the learners to learn
- To shift the focus from 'teaching' a subject to 'learning' a subject.

The Context

- Either the process of the product or both aimed at meeting learner expectations

The Practice

- Evolve innovative teaching practices
- Use of audio visual aids
- Conducting experiential extension activities
- Provide more opportunities to learn a subject in multiple ways
- Infuse learn ability skills amongst the students; hence they explore subjects on their own.

Evidence of Success

- Thinking out of the box
- Participatory/ experiential/ contributory learning
- Having a better association with the departments and the college
- Self directed learning
- Awareness about modern trends in education

Problems encountered and Resources Required

- Innovative teaching practices
- Co Curricular and Extra Curricular activities
- Extension activities

Annexure for question number 8 : Plans of institution for next year

- To start B.Com course
- To motivate the faculty members to undertake PhD, Major Research Projects and Minor Research Projects funded by UGC,CSIR and HRD.
- To organize National Seminars/ Conferences for dissemination of information