

MR.DAWN PRAKASH

Assistant Professor

SUBJECTS TAUGHT

- Principles & Practices of Management
- Marketing Management
- Rural Marketing
- Marketing Research and Consumer Behaviour
- Promotions and Distribution Management
- Services Marketing
- International Marketing Management
- Event Management
- Integrated Marketing Communication
- Creativity & Innovations In Business

1. No of years of teaching experience: 10 Years

2. PUBLICATIONS

1. Published a article titled “Analysis of 5 shares from a basket of NIFTY Stocks” in Global Research Review, Peer referred Bi-annual Journal of Finance & Management, ISSN 2250 – 2521 Vol II, No II, December 2012, pp 133 – 140 published by scholars association of Kerala.
2. Published a paper titled “A study on leadership quality among PG Students in Mangalore” in a national level journal of Management studies & Academic Research of SDM P.G. Centre for Management Studies & Research, Mangalore for the year 2015, Issue:1, ISSN No: 24554960.
3. Published a paper titled “Women Empowerment – A Study on the growing role of women in family business” in the edited book with ISBN No: 978-93-5288-384-4 PP.
4. Article titled “dynamic platform to connect Mangalore via ekulda.com” published in the proceedings book of 16th one day national conference in management on “impact of ideas and innovation in management in IT education and social sciences” with ISBN number 9738 935 300 8819.
5. Published an article titled “A Conceptual Approach to Empower the Youth through Life Skill Education” published in the proceedings book of “EXPLORING AVENUES IN BANKING, MANAGEMENT, IT, EDUCATION & SOCIAL SCIENCES” with ISBN No.: 978-93-5321-508-8 on August 2018.
6. Published an article titled “A Conceptual Model on Affiliated Marketing A Case Study” published in the proceedings book of “EXPLORING AVENUES IN BANKING, MANAGEMENT, IT, EDUCATION & SOCIAL SCIENCES” with ISBN No.: 978-93-5321-508-8 on August 2018.
7. Published an article titled “Public Private Partnership Model to Promote Tourism in Karnataka” published in the proceedings book of “EXPLORING

AVENUES IN BANKING, MANAGEMENT, IT, EDUCATION & SOCIAL SCIENCES” with ISBN No.: 978-93-5321-508-8 on August 2018.

8. Published an article titled “Business Students Perception of corporate social responsibility - A case study in Mangalore city” in an International Journal with ISSN No 2394-7780 named “International Journal of Advanced and Innovative Research” in April-June 2019 volume 6, issue 2 (XXV) with IJAIR impact factor 7.36, e-ISSN No:2394 7780.

4. CONFERENCE PRESENTATIONS

1. Participated & presented a paper on “Future of advertisement – creativity will be the X-Factor” in the tenth AIMS international conference on Management in Indian Institute of Management (IIM – Bangalore) from 6th to 9th January, 2013.
2. Participated & presented a paper on “Opportunistic Marketing – The need of the hour” in the tenth AIMS international conference on Management in Indian Institute of Management (IIM – Bangalore) from 6th to 9th January, 2013.
3. Presented a paper on “Leadership in Management education” in the national conference on Leadership effectiveness on 13th February 2015 in SDM P.G. Centre for Management studies & Research, Mangalore.
4. Presented & Participated in an International Conference on “Building effective organizations, combining continuity with change held on 20th March 2015. The paper presented was “The new Indian Consumer with a special reference to e-commerce” in AIMT, Beeri..
5. Participated & presented a paper on “Future of advertisement – creativity will be the X-Factor” in the tenth AIMS international conference on Management in Indian Institute of Management (IIM – Bangalore) from 6th to 9th January, 2013.
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9. Presented a paper on “Leadership in Management education” in the national conference on Leadership effectiveness on 13th February 2015 in SDM P.G. Centre for Management studies & Research, Mangalore.
10. Presented & Participated in an International Conference on “Building effective organizations, combining continuity with change held on 20th March 2015. The paper presented was “The new Indian Consumer with a special reference to e-commerce”.
11. Attended and Presented a paper on “Innovative ways to drive people to be an entrepreneur with z2aworld.com in the National Conference on “A Great Place to work” on February, 19th 2016 in SDM P.G. Centre, Mangalore.
12. Attended and presented a paper on “Innovation & Creativity in Business via z2aworld.com” in an international conference held in AIMIT on 21st March, 2016.
13. Participated & presented a paper on “Innovation & Creativity in business with z2aworld.co” in the national level conference of Srinivas Institute of Management studies, Mangaluru with the theme “Current Development in Computer Science, IT & its Impact on Management Social Sciences & Education on 26th November, 2016.
14. Participated & Presented a paper on “A case study on Global Project outsourcing via e-commerce in SDM PG Centre’s 10th National conference on “Global Brand building” on 3rd March 2017.
15. Participated & Presented a paper on “ A case study on Global Project Outsourcing” in the 3rd international conference & workshop held in Aloysius Institute of Management & Information Technology (AIMIT) on the theme “ Multi-Disciplinary Business Research – The New Driver of Business Innovation” held at AIMIT, Beeri on 31st March 2017.
16. Presented a paper titled “Women Empowerment – A Study on the growing role of women in family business” at the national conference organized by MSNM Besant Institute of P.G.Studies, Bondel on 3rd November 2017.
17. Attended one day National Conference “Manegma 2018” and presented a paper titled “Dynamic Platform to connect Mangaluru via ekudla.com” on 17th March 2018 at Srinivas Institute of Management Studies, Mangalore.
18. Presented a paper on “An e-commerce platform for encouraging entrepreneurship & startups in & around Mangaluru via ekudla.com – A case Study” at the 4th International conference on “Changing business landscape: Implications for Management education & Research in St. Aloysius college P.G. Centre (AIMIT) on April 4th 2018.
19. Attended and presented a paper on “A conceptual approach to empower the youth through life skills education” in a one day national conference on exploring avenues in

banking, management, IT, education and social sciences in Srinivas institute of Management studies on 4th August 2018.

20. Attended and presented a paper on “A conceptual model on affiliated marketing - A case study” in a one day national conference on exploring avenues in banking, management, IT, education and social sciences in Srinivas institute of Management studies and 4th August 2018.
21. Attended and presented a paper on “public private partnership model to promote tourism in Karnataka” in a one day national conference on exploring avenues in banking, management, IT, education and social sciences in Srinivas institute of Management studies and 4th August 2018.
22. Attended and presented a paper on “A conceptual study to promote tourism in Mangalore via public-private partnership model” in the two-day international conference on contemporary innovations in industry and commerce on 22nd and 23 February 2019 Organized by Department of PG and research in commerce in Mangalore University, Mangalore. Total 150 participants.

5. CONFERENCE/WORKSHOP ATTENDED – MR. DAWN PRAKASH

1. Attended 6 days FDP on Research Methods for Business Management & Social Sciences from July 23rd to 28th 2012 at Sahyadri College of engineering and Management, Mangalore.
2. Attended and participated in a one day Management conclave conference on “Bridging the skill gap – practical solutions for educating the 21st century workforce” in ITC, Windsor Manor, Bangalore on 2nd November, 2012.
3. Attended & participated in a one day summit on “the impact of changing economy on fresh talent pool” on 23rd November, 2012 in Bangalore.
4. Attended a 3 day International Conference of Asia Pacific Federation of Human Resource Management & National Institute of Personnel Management in Kala Academy, Goa from 26th to 28th September, 2013.
5. Attended 6 days FDP on Research Methods for Business Management & Social Sciences from July 23rd to 28th 2012 at Sahayadri College of engineering and Management, Mangalore.
6. Attended a talk on “Motivation & Leadership” by Mr. Chetan Bhagat in T.M.A Pai International conference Centre, Mangalore on 24th August, 2013.
7. Attended a one day spiritual talk on Leadership in Ramakrishna Math on 16th September, 2013.

8. Attended a seminar on Values named “Shraddha” held at Ramakrishna Math, Mangalore on 11th September 2014.
9. Attended a workshop on “accreditation” at Mangalore university college, Hampankatta, Mangalore on 29th January, 2015.
10. Attended a Workshop organized by MESCOM with HT & EHT customers in Ocean Pearl on 26th November, 2015 regarding any improvements & Suggestions about MESCOM.
11. Attended a One day workshop on “Personality Development” Organized by Amrita Vidyalayam, Mangalore on 20th August, 2016.
12. Attended a talk on “Income Tax IDS 2016” organized by Mangalore Management Association (MMA) and Mangalore Productivity Council in SDM PG Centre on 23rd August, 2016.
13. Organized and participated in a meditation & yoga workshop called “Sahaja yoga” for positive thinking in Manyatha I.T. tech park, Bengaluru for various corporate professionals for firms like IBM, Cognizant, etc on 16th August 2017.
14. Participated in “Shraddha 2017”, a full day seminar for PG Students and faculties on the theme – “Awakening Inner Strength” held at Swami Vivekananda auditorium, Ramakrishna Mangaluru on Friday, 8th September 2017.
15. Attended a talk by Success guru A.K.Mishra at a seminar on “Art of Success” along with students of SDM MBA at Townhall, Mangaluru on 18th September, 2017. This program was focused on Preparation for Civil services examinations like IAS, IPS, IFRS etc.
16. Attended a talk on “Integrating Human Rights & Socisal Justice to Business Practices” by Prof. Dr. Joseph Wronka, Fulbright Service Specialist in Canara College Conducted by MMA on 16th February 2018.
17. Attended a program on ERP Software for Colleges conducted by ATC Online LLP in Goldfinch Hotel, Mangaluru on 20th February 2018.
18. Attended & Organized a talk on “Manage your finances” by Mr. Norbert Shenoy, Managing Partner – Arunanjali Securities and Former Senior Officer of RBI, conducted by MMA on 20th April 2018 at SDM Campus.
19. Attended a one day FDP on Stress free teaching” organized by IQAC in the college conference hall held on 25th May 2018 by Mr. Prashant Pai resource person and trainer AOL.
20. Attended a workshop on “MLC teachers elections and voting awareness” organized by the electoral body on 31st may 2018 in Milagres hall Mangalore.

21. Attended and organized a talk on “wastage management” by Mr. Madhu Manohar environmentalist engineer of Mangalore city corporation and also honoured our honorable mayor of Mangalore city corporation Mr. K. Bhaskar for receiving the award of best city in solid waste management 2018 as the secretary of MMA organized by MMA in Association with SDM PG Centre on 18th July 2018.
22. Attended an FDP organized by IQAC & SDM PG center Mangaluru - “Yoga for Life” by Mrs. Shrayva Jain alumni and certified yoga trainer Bengaluru on 2nd and 3rd August 2018.
23. Participated in a talk on “access to all knowledge” conducted by the founder of public resource organization Mr. Carl Malamud – an international figure on 17th October 2018 in canara high school Mangalore.
24. Organized and attended a talk on Management of Health through Yoga by Dr. Ajithesha N.H. organized by MMA on 28th November 2018.
25. Attended FDP on 21st December 2018 organized by NNAMIT in association with EDI Ahmedabad and DST, Government of India on the topic entrepreneurship in Nitte.
26. Organized and conducted a talk on “Use of Humor in Management” by Shri Udaya Kumar Assistant Professor SDM Law College as a secretary of MMA organized by MMA in association with SDM PG Centre on 30th January 2019.
27. Invited as a guest by Youth4Jobs for a program on “inspiring youth with disabilities now in jobs and companies who hired” on 12th February 2019 at The Ocean Pearl Mangalore. Total 85 participants.
28. Organized and conducted a guest lecture on “an insight to management of transport industry by Capt. John Prasad Menezes - Marine consultant expert witness and maritime arbitration conducted by MMA in association with SDM PG Centre on 20th February 2019. Total 55 participants.
29. Organized and conducted a Guest Lecture on urban planning and disaster mitigation and management by Mr. Ashok Mendonsa - principal at Mendonca associates and architectural and landscape consultancy firm and also principle of Bearys Enviro architectural design school (Beads) Mangalore conducted by MMA in association with SDM PG Centre on 10th April 2019. Total present 40.
30. Organized and conducted a Guest Lecture as a secretary of Mangalore Management Association by Mr. Rajendra Kalbhavi, Project Director, D.K., Nirmithi Kendra on the topic “Rain Water Management” on 31st July 2019 at SDM P. G. Centre, Mangalore. Total Present 64.
31. Management Association by Mr. Ranjan Bellarpady, Chief Coordinator of Mangaluru Ramakrishna Mission Swachh Mannus, Swatch Soch & youth program on 30th

August 2019 who delivered a talk on “Contributory Personality for Managerial Life” in SDM PG Centre Mangalore. Total present 65.

32. Attended and participated in a one-day National Level Workshop on “Mentoring Mentor” held on 6th September 2019 at MAPS College Mangalore, organized by Mangla Alumni Association, Mangalore University and MAPS College Mangalore. Total present 105.

6. Other Achievements – Mr. Dawn Prakash

1. Cleared NET Examination conducted by UGC in the month of December 2012.
2. Received a certificate from Google as a Certified Digital Marketing Marketer on January 5th 2018.
3. Received a certificate of completion for an online course on “how to build an online store on June 1st 2018”.
4. Received a certificate of completion for an online course on “blogging tools that will make you a better blogger” on June 1st 2018.
5. Received a certification of completion for an online course on “negotiation & understanding personality types” on June 13th 2018.
6. Received an online certification for a course on “productivity, marketing and time management” in August 2018.
7. Received online certification for a course on “Instagram marketing” in August 2018.
8. Received a Certification from Microsoft as the First Mangalorean to get Microsoft Certified Educator in 2019.
9. Received a certificate of achievement awarded by The Grimsby Institute of Further & Higher Education for a course on “Innovation and Productivity” – United Kingdom and also escorted 12 students along with the Director Dr. Devaraj K. from June 28th to July 6th 2017.
10. Compeered a programme organized by Mangalore Management Association (MMA) in association with SDM college of Business Management for the “Best Manager Award” on 14th December – 2012.
11. Received a Certificate of accomplishment from Duke University, USA on the subject “Advertising & Society” on March 30th 2015.
12. Invited as a judge at Mangalore University (dept of Management), St. Aloysius college (dept. of Management), Sahyadri collge of Management, MITE college (MBA Dept), Roshni Nilaya College in the year 2013.
13. Invited as a judge for “Mock Press” in Roshni Nilaya on 6th September 2014.

14. Invited as a judge for “Stress Interview” in Srinivas Institute of Technology, Mangalore on 21st October, 2014 for the fest named Shriyans.
15. Invited as a judge for stress interview in Shridevi P.G. centre for management, Kenjar on 24th February, 2015.
16. Coordinated Swacch Bharath Swacch Mangaluru program organized by Ramakrishna Math & SDM P.G. Centre lead by its director Dr. Devaraj.K on 7th & 8th March 2015.
17. Invited as a judge for Fashion show and stress interview in St. Josephs College of Management studies on 17th April 2015.
18. Accompanied 82 students(1st Years) to Goa as a part of industrial tour from 27th March to April 1st 2015.
19. Accompanied 43 students (2nd Years) to Bangalore & Goa as a part of Industrial Tour from 8th April to 14th April 2015.
20. Attended a one day program on Personality Development in Shri Ramakrishna Mission on 9th September 2015.
21. Invited as a judge for Stress interview in Besant Womens Degree college on 11th September, 2015.
22. Invited as a judge for Stress interview in Roshni Nilaya School of social work on 12th September, 2015.
23. SDM MBA Club was inaugurated on 19th October 2015 for which I was the overall staff in-charge.
24. Invites as a resource person and judge in Malik Dinar Institute of Management for Marketing & Stress Interview Rounds, on 24th November 2015, Kerala.
25. Invited as an External Viva Examiner for MBA Final Year Students at AIMIT, Beeri on 7th Dec, 2015.
26. Invited as a judge for CAN FEST 2016 for Two Rounds; H.R & Marketing on 2nd February 2016.
27. Escorted 81 students for an industrial tour to Ambala-Shimla-Manali-Delhi-Mumbai for 10 days from 28th March to 7th April 2016 along with Dr. Devaraj K.
28. Invited a Judge for Stress Interview for the Management fest of Mangalore University held in Mangalgangothri on 30th April 2016.
29. Invited as a resource person & Judge for conducting and evaluating group discussions to different batches of MCA Dept – St. Aloysius College (AIMIT) on 8th August, 2016.
30. Invited as a judge for “Business Plan” round in Genesis fest of SDM Business Management on 23rd August, 2016.

31. Invited as a judge for “Stress Interview” round in Genesis fest of SDM Business Management on 23rd August, 2016.
32. Invited as a judge for Stress Interview in Besant Women’s college, Mangalore for the fest named “UTOPIA” on 23rd September, 2016.
33. Organized and Participated in the orientation program of SDM Apollo E-MBA on 13th Oct, 2016 in SDM HCM, Mangalore.
34. Invited as a judge and guest for Divyas, Student of the Year 2016 in Mangalore on 15th Oct, 2016.
35. Invited as a guest and Judge for Stress Interview for 2 Rounds. The best management team & Best Manager Round in Srinivas Institute of Management fest named “Shriyans 2016” on 27th Oct 2016.
36. Invited as a judge for CAN Fest 2017 for Marketing, P.R & Stress Interview – Best Manager Round on 10th January 2017.
37. Invited as a judge for the Agno Fest held on 9th Feb 2017 in St.Agnes College for the P.G. dept., Mangalore-2.
38. Invited as a guest and judge for the MCA dept. fest called “Epitome 2017” at St.Aloysius College, Beeri on 17th February, 2017.
39. Invited as a guest & judge for stress interview for the Management Fest of Shridevi College on 23rd February 2017 in Kenjar, Mangalore.
40. Co-cordinator for the SDM MBA Decennial Year Celebration along with SDM MBA Alumni Club on 4th March 2017.
41. Invited as a guest & judge for two events – Mock Press & Mock Ads in Mite College Moodbidri for their fest named “Sentia 2017” on 23rd March, 2017.
42. Invited as a guest & Judge for Stress interview hosted by St. Josephs Management Dept. (MBA) named Zephyr on 12th April 2017 in Vamanjoor.
43. Escorted 113 students to Kolkotta-Darjeeling-Gangtok from 22nd April to 4th May 2017 as a part of their Annual Industrial Tour along with Dr. Devaraj K. & Dr. Harshitha & visited Mother Dairy in Kolkata & Anmol Biscuit Factory in Kolkata.
44. Escorted 12 students along with the Director to Grimsby University – United Kingdom and received a certificate for “Innovation and Productivity” – June/July 2017.
45. Nominated as one of the invigilators for the state level K-MAT examination in SDM PG Centre on 30th July 2017.
46. Co-Founder & Creator of “Rise Up Game Challenge” which is an app created to counter the deadly & dangerous games like blue whale challenge which has misguided many youth into endangering their lives. Rise Up Game is a project developed for the

- benefit of society and not for profit in mind. It was officially released on 30th September 2017 in android playstore.
47. Invited as a guest & Judge for the Srinivas Institute of Technology, Management fest on 27th October 2017 for the Best Manager Final Round in Valachil, Mangaluru.
 48. Coordinated and organized “SDM MBA CLUB 2017” inauguration program as the faculty in-charge on 7th November 2017.
 49. Was invited as guest & judge for the Mad Ads show of St. Aloysius P.U. College named Pre-Unique on 10th November 2017 in St. Aloysius College.
 50. Successfully organized and coordinated “Outstanding Manager of the Year 2017” award as the secretary of Mangalore Management Association (MMA) on 23rd November 2017 at The Ocean Pearl, Mangaluru.
 51. Invited as a resource person & chief judge for the Fashion Show with School Uniforms organized by the Mafatlal group in Ocean Pearl on 16th Dec, 2017.
 52. Invited as a guest & Judge for Neoteric-Marketing Round of Synergy on 24th January 2018 at SDM.
 53. Invited as a guest & Judge for Best Manager Final Round of Synergy on 25th January 2018 at SDM.
 54. Unanimously elected as the first President of Srinivas Institute of Technology (Srinivas University) alumni group for the year 2018-19 in a function held in Hotel Srinivas on 10th February 2018.
 55. Invited as a guest & Judge for Stress Interview Round of Srinivas Institute of Technology for their techno fest in Valachil Campus on 21st February 2018.
 56. Invited as a guest & judge for the management fest of Govt. College – commerce Dept, Hampankatta for the Business Launch round on 23rd February 2018.
 57. Invited as a guest & judge for the management fest of Sridevi College, Kenjar for the Stress interview on 23rd February 2018.
 58. Invited as a guest and judge for the stress interview of MSNM Besant PG Fest on 9th March 2018 in Bondel, Mangalore.
 59. Visited Mangaljyoti Integrated School along with the director and students to conduct games and activities along with sweet distributions as part of director’s birthday and traditional day celebrations on 19th March 2018.
 60. Invited as a guest & judge for 3 events of MITE College namely Mad Ads, Mime & Mock Press in MITE Moodbidri on 29th March 2018.
 61. Invited as a guest & judge for the management fest of St. Josephs College, Vamanjoor named “ELIXIR” for the Final Best Manager round on 13th April 2018.

62. Escorted MBA students along with facultites to Dakshina Kannada milk Association DKMU as part of factory visit on 18th August 2018.
63. Appointed as one of the exam invigilators for Dakshina Kannada milk Association DKMU recruitment exam held in SDM PG center on 19th August 2018.
64. Escorted and participated in Swachh Bengaluru program along with faculty and students in a joint collaborative program with the Ramakrishna mission on 26th August 2018.
65. As a faculty coordinator organized SDM MBA Alumni meet on 11th August 2018 in SDM PG centre, Mangalore.
66. Conducted a joint program of Management games along with SDM faculties for staff of SDM Business Management teachers Day on 5th September 2018.
67. Invited as a judge for the stress interview round for the SDM law college students on 5th September 2018 in SDM Law College Mangaluru.
68. Invited as a judge for the stress interview round for the SDM law college students on 5th September 2018 in SDM Law College Mangaluru.
69. Attended the annual general Body meeting of Mangalore Management Association as a secretary of MMA on 10th September 2018 in SDM College Mangalore.
70. Participated in the extension activity program on the day of Gandhi Jayanti narrating the significance of Gandhi Jayanti and also awareness on swacch bharat at the central railway station Mangaluru in Association with railway officials and police officials of Central railway & anti-pollution drive team on 2nd October 2018.
71. Invited as a judge for the stress interview round of SDM law college management fest on 5th October 2018 in SDM Law College campus.
72. Organized and conducted “the outstanding manager of the year 2018” program as the secretary of Mangalore Management Association in The Ocean pearl hotel. Justice N. Santosh Hegde was awarded the same with chief guest being Justice Vishwanath Shetty present Lokayukta judge on 14th October 2018.
73. Invited as a guest and judge for the stress interview of Srinivas institute of Management and technology for the best manager round on 26th October 2018 in Srinivas College campus.
74. Organized and attended the governing body of MMA as secretary on 14th November 2018 in SDM College, Mangalore.
75. Organized and conducted an workshop on Swachhata App as a coordinator representing SDM PG center in collaboration with Mangalore Management Association and Anti Pollution Drive making students aware of what Swachhata App

- and how it can be used to create awareness among public. It was organized on 7th December 2018 in SDM campus.
76. Organized and conducted an extension activity as a coordinator representing SDM PG center in collaboration with Mangalore Management Association and Anti Pollution Drive along with students from SDM PG Centre to conduct an awareness drive of Swatchatha App of the Government of India. Also conducted Swatchatta drive in various wards of Mangalore using Swatchata App. Students were made into different groups and they were delegated to various wards of Mangalore where they used the app to highlight and register complaints of unclean places. It was organized on the 7th December 2018.
 77. Organized and attended the governing body meeting of MMA on 12th December 2018 at SDM campus as Secretary of MMA.
 78. Invited as a guest and judge for the stress interview round of Synergy 2019 organized by SDM College of business management.
 79. Invited as a guest and search for the stress interview round for the students of the year program organized by DIVYAS in association with NSS and district legal services on 26th January 2019.
 80. Organized and conducted a special annual general body meeting of MMA as the secretary on 20th February 2019. Total 21 participants.
 81. Submitted a research paper titled “business students perception of corporate social responsibility: A case study in Mangalore city” for the one-day national conclave named “Sankalp 2019” in Canara College, Mangalore on 25th February 2019.
 82. Invited as a guest and judge for the stress interview round in Alva’s college Moodbidri on 27th February 2019.
 83. Invited as a guest to interact with the NAAC team which visited Srinivas Institute of technology, Valachil on March 2nd 2019 as the President of SIT Alumni Association. Total participants 50.
 84. Invited as a guest and judge for three events named Mad Ads, Mime & Mock Press in MITE, Moodbidri fest named Sentia on 28th March 2019. Total audience 200.
 85. Judged events in the national level fest Shreshta 2019 for three events namely SDM MBA Grand Carnival, Hit List and stress interview on 13th March 2019.
 86. Conducted an extension activity for the degree students of SDM UG and SDM Law on 13th March 2019 where our students conducted various activities for the students to participate and win prizes.
 87. Invited as judge for the human resource round of genesis on 28th August 2018 of SDM business management Mangalore.

88. Conducted an extension activity for the Lower Kindergarten kids of Little flower school Karkala which also includes orphans conducted by Students of SDMPG Centre on 3rd April 2019 with myself as a faculty in-charge.
89. Organized and conducted governing body meeting of MMA on 10th April 2019 as the secretary of MMA. Total Present 10.
90. An International Journal was published with ISSN No 2394-7780 named “International Journal of Advance & Innovative Research” recognized by UGC under which I was named and recognized as a Conclave Advisor published in April-June 2019, Volume 6, Issue 2 (XXV), IJAR Impact Factor 7.36, e-ISSN No: 2394-7780.
91. Organized and conducted a Governing Body meeting as the secretary of Mangalore Management Association on 23rd July 2019.
92. Invited as a Guest and Judge for the SDM UG Fest named Genesis on 27th August 2019 for the HR event in SDM College of Business Management. Total Present 80.
93. Invited as a Guest and Judge for the SDM UG Fest named Genesis on 27th August 2019 for the “Stress Interview” round of Best Manager in SDM College of Business Management. Total percent 220.
94. Organized and conducted the Governing Body meeting as the Secretary of Mangalore Management Association on 30th August 2019.
95. Organized and conducted a Guest Lecture as a Secretary of Mangalore Management Association by Mr. Ranjan Bellarpady, Chief Coordinator of Mangaluru Ramakrishna Mission Swachh Mannus, Swatch Soch & youth program on 30th August 2019 who delivered a talk on “Contributory Personality for Managerial Life” in SDM PG Centre Mangalore. Total present 65.

7. RESOURCE PERSON

1. Conducted session on “Interview Preparations & Techniques” along with Resume preparation & Communication skills in Roshni Nilaya College of Social work on 6th July 2012.
2. Conducted session on soft skills in Roshni Nilaya college of social work on 17th Aug, & 24th Aug 2012.
3. Conducted a soft skill training programme for Hebic Technical training institute on 17th December, 2012.
4. Invited as a resource person speaking on the topic “Present scenario in Management education” in the state level seminar on “Management education in cross roads” on 27th December 2014 in Vivekananda College, Puttur.

5. Invited as a resource person to conduct a series of workshops on “Soft Skills for nurses & doctors” in Omega Hospital, Mangalore from 3rd August 2015.
6. Invited as a chief guest & Resource person in St. Aloysius college for Management (AIMIT) for a workshop on “Leadership” on 11th August 2015.
7. Invited as a resource person to a workshop on Digitization at Digital Future of Education Pvt.Ltd, from 12th August to 14th August 2015.
8. Invited as a resource person to conduct workshop on “Interview Techniques & Tips along with resume preparation” in Roshni Nilaya School of Social Work on 20th August, 2015.
9. Invited as a speaker for an exclusive talk on “Road Race & Rage, Youth & humanity” in All India Radio (Akashvani) on 14th November, 2015.
10. Invites as a resource person to conduct an exclusive training programme for the sales force of Canara Work Shop for a day on 21st November 2015 at their corporate office.
11. Invited as a resource person to conduct “Interview tips & techniques” in Besant Women’s college, Mangalore on 26th February 2016.
12. Invites as a resource person to deliver talk on “Product Differentiation and Marketing Mix” in SDM Law College on 11th May, 2016.
13. Invited as a resource person to conduct a workshop on Leadership & Motivation for the elected members of the Council of Besant College Mangalore on 13th August 2016.
14. Invited to host a Program as a Resource Person & Quiz Master for Divyas Program on Swami Vivekananda on 12th January 2017.
15. Invited as a chief guest & Resource Person for a program on Swami Vivekananda on 12th January 2017 in Mangalore.
16. Invited as a chief guest & Resource Person for the sports day of Karnataka Rajya Devadiga Sangha on 22nd January 2017 at KPT, Mangalore.
17. Invited as a resource person to conduct a workshop on soft skills for a program named “Hackathon” – A state level program conducted in Sahyadri College of Management & Technology, Mangalore on 18th February, 2017.
18. Invited as a Resource person for a National Integration Program organized by NSS for students from various states of India on the topic “Icebreaker & Teamskills” on 22nd Feb, 2017 in M.G.M College, Udupi.
19. Invited as a chief guest and Resource person to conduct soft skills workshop for the volunteers of Indian Redcross society in Pilikula, Mangalore on 5th March, 2017.
20. Invited as a host & guest to conduct a workshop and get together for doctors sponsored by Sujay Pharma, Mangaluru on 1st April 2017.

21. Conducted a workshop on career guidance for the PUC students from various colleges organized and hosted by Vikas group of Colleges, Mangaluru on 20th July 2017.
22. Conducted a workshop on “Interview tips & techniques” for SDM Apollo e-MBA students on 5th August 2017 in SDM college.
23. Conducted a workshop on “Leadership skills & teamwork” for the students elected council members of Besant Degree college on 12th August 2017.
24. Invited as a resource person to conduct a workshop on “Leadership Training” for SDM Law college students on 13th September, 2017 in SDM Law College, Mangaluru-3.
25. Invited as a guest for the Live Call-in TV show of Daijiworld about creating an awareness on the dangers of games like blue whale challenge and to find solutions for the same in daijiworld studio, Bondel, Mangaluru on 22nd September 2017.
26. Invited as a guest & Resource person to conduct a talk on “Career Guidance & Opportunities” for the final year students of SDM Business Management on 27th September, 2017 in SDM College, Mangalore.
27. Invited for a talk on “Danger of Blue Whale Games & the new concept of Rise Up Game to counter such threat’s for the Yuvavani program of All India Radio (AIR) on 10th October 2017 which will be telecasted on 14th October at 5.30pm.
28. Gave a talk on “Marketing Research & Questionnaire Preparation” for the e-mba students of SDM Apollo on 18th November 2017,
29. Invited as a resource person and as a quiz master for The Red Cross Society for three districts, namely Dakshina Kannada, Udupi & Kodagu on 28th November 2017 in Govt. College, Hampankatta, Mangalore.
30. Was the resource person for a workshop on “Rise Up Game – A Counter solution for dangerous games like blue whale challenges” which was conducted as a part of the “Self-Thinking Series” on 29th November 2017 in the college conference hall.
31. Gave a talk on “CRM Part I” for the e-MBA students of SDM Apollo on 2nd Dec 2017.
32. Gave a talk on “CRM Part II” for the e-MBA students of SDM Apollo on 16th Dec 2017.
33. Gave a talk on “CRM Part III” for the e-MBA students of SDM Apollo on 23rd Dec 2017.
34. Conducted a program on “Leadership & Team Work” for the employees of Host Zyro on 16th January 2018 at their office in Padil, Mangaluru.
35. Conducted a program on “People Skills & Career Guidance” for the interns of Host Zyro on 19th January 2018 at their office in Padil, Mangaluru.

36. Invited as a resource person to conduct a workshop on “Team Work Spirit & Energizing Activities” for the teaching staff of Pana College in Red Rocks Mukka on 26th February 2018.
37. Gave a talk on “Marketing Management” for the e-MBA students of SDM Apollo e-MBA on 10th March 2018 in SDM PG Centre, Mangaluru.
38. Invited as a guest & resource person for a workshop on Personality Development for the students of Besant Women’s college on 22nd March 2018.
39. Invited as a resource person to conduct a workshop on “Group Dynamics” for the NSS Program involving students from 5 states of India in Govt. College, Hampankatta, Mangalore on 24th March 2018.
40. Delivered lecture on healthcare information system and health for the SDM Apollo e-MBA students on 26th may 2018.
41. Delivered a lecture on healthcare information system and healthcare part II for the SDM Apollo MBA students on 2nd June 2018.
42. Invited as a chief guest and resource person on the topic “leadership and teamwork for the youth” conducted for the student council of Milagres Pre-university college on 14th June 2018 with the total student strength of 360.
43. Delivered a lecture on accreditation in healthcare for the SDM Apollo MBA students on 16 June 2018.
44. Delivered a talk on medical records and audit for the SDM Apollo MBA students on 30th June 2018.
45. Invited as a resource person to conduct a workshop on leadership, team work, stress management and public speaking for the civil engineering students and mechanical engineering students of Alvas engineering College on 11th July and 13th July 2018. Total student strength for civil engineering was 95 and mechanical engineering 65.
46. Invited as a resource person to conduct a workshop on leadership personality development for the SDM Apollo MBA students on 21st July 2018.
47. Invited as a resource person for an introduction on the topic higher education and governance with Dr. Sankaran director JKSHIM in the V4 media studio television broadcast on 24 July 2018.
48. Invited as a resource person for a topic “principles and practices of management in healthcare management” for the SDM Apollo MBA students on 28 July 2018.
49. Invited as a resource person to deliver a talk on importance of life skills in present scenario in All India radio on 4th August 2018.

50. Invited as a resource person to conduct a workshop on “leadership and teamwork” for the computer science department of Srinivas institute of technology, valachil on 13th August 2018. The strength was 90 students.
51. Invited as a resource person to conduct two workshops on “leadership and teamwork” for the mechanical engineering students and information science students of Srinivas institute of technology on 16th August 2018. The student strength for mechanical was 80 and highest IS was 70.
52. Invited as a resource person to conduct a talk on “management” for the SDM Apollo MBA students on 18th August 2018.
53. Invited as a guest and resource person to conduct a workshop on motivation and attitude for the computer science and information science students of Srinivas institute of technology on 20th August 2018 in their campus with total strength of 100.
54. Invited as a resource person as a speaker for a career guidance program called “Professionova” organised by the Member of Parliament Sri Nalin Kumar Kateel and Sri Vedvyas Kamath MLA in Association with Abhijyna education private limited on 26 August 2018 in Mangalore with total student strength of students of 600.
55. Invited as a chief guest and resource person to conduct a talk on “MMA Investo connect” organised by Mangalore Management Association along with SDM PG centre on 29th August 2018 in SDM conference hall Mangalore.
56. conducted a lecture on “management in healthcare” for SDM Apollo MBA students on 8th September 2018 in SDM MBA department.
57. Conducted a workshop on “leadership and teamwork” for the first MBA students as a part of the bridge course conducted on 1st October 2018.
58. Invited as a resource person to conduct a district level quiz for the Red Cross society on 24th October 2018 in government College Hampankatta Mangalore.
59. Invited as a resource person to conduct a workshop on “ice breaker for startups powered by business model preparation for the startup hack 2018” organised by NITTE education and new age incubation network unit of KD department of IT, BT - government of Karnataka on October 24th 2018 for students of Sahyadri College of engineering, MITE & NMAM Nitte.
60. Invited as a guest and resource person to participate and contribute to a workshop named “Round table conference on higher education” organised by NMAM Nitte were various stakeholders of academia and industry were present. Deliberations to improve higher education was done with over 28 distinguished invitees and resource persons were present. It was held on 27th October 2018

61. Invited as a resource person to conduct a session on “Personality Development” for the career guidance program organised by Vikas group of institutions on 8th December 2018.
62. Conducted a workshop on NET examinations on 11th December 2018 at the conference hall of the college.
63. Invited as a resource person for the Faculty Development Program on 21st December 2018 organized by NMAMIT in association with EDII Ahmedabad & DST, Government of India for the topic “ice breaker for startups powered with business model preparation” in Nitte.
64. Invited as the chief guest and speaker for aviation inauguration in St. Agnes on 16th January 2019.
65. Invited as the chief guest and speaker for the student of the year program organized by DIVYAS in association with NSS and district legal services on 26th January 2019.
66. Invited as a resource person to conduct various sessions like leadership and teamwork, how to improve communication, stress management, time management to various batches of students in Little flower school, Karkala on 29th January 2019.
67. Invited as the chief guest and speakers for an orientation program on Aviation in Vikas group of colleges on 30th January 2019.
68. Invited as a resource person to conduct a workshop on leadership and teamwork for a workshop named Preparation for civil service exam, competition exams and placements in St. Agnes College Mangalore on 2nd February 2019. Total 40 participants.
69. Invited to conduct a talk on career upskilling opportunities for the degree students of Canara College Mangalore on 5th February 2019. Total 60 participants.
70. Invited as a resource person to conduct a workshop on upskilling for Besant degree students on 18th February 2019. Total 65 participants.
71. Invited as a resource person for the one-day national conclave named “Sankalp 2019” with the theme rejuvenating vision to transform Indian management in the global context delivering a talk on management education 4.0: developing global business leaders through industry institute interface on 25th February 2019. Total 200 participants.
72. Invited as a resource person to conduct a talk on e-commerce platform to promote agribusiness in Justice K.S. Hegde MBA department for a national level conclave on 6th March 2019. Participants 30.

73. Invited as a resource person to conduct a workshop on 3rd April 2019 in Little flower school, Karkala on the topic leadership and team skills for the high school section. Total present 68.
74. Invited as a resource person to conduct a training workshop on 4th April 2019 in Little flower school, Karkala on the topic positive attitude and power of mind for the primary school students. Total 74 Present.
75. Invited as the chief guest to address a gathering of parents during the valedictory program of happy summer camp held on 5th April 2019. Total present 380. Organized by little flower Karkala.
76. Invited as a resource person to conduct a workshop on people skills and Interpersonal skills for the state level Centre heads and councilors of Mangalore Institute of Fire and Safety Engineering (MIFSE) on 10th April 2019. Total present 35.
77. Invited as a resource person to conduct a workshop on sales techniques & Counselling strategies for the employees of Mangalore Institute of fire and safety engineering (MIFSE) on 11th April 2019 held in Moti Mahal, Mangalore. Total present 35.
78. Invited as a resource person to conduct a session on “Soft Skills” in Eneritech Academy on 6th July 2019. Total students present 45.
79. Invited as a resource person to conduct a workshop on “Personality Development” part of induction programme organised by Yenepoya Group for their degree students in Yendurance Zone, Derelekatte on 16th July. Total Present 800.
80. Invited as a resource person to conduct a session on “Essentials of Management Development” in Canara College for the degree students on 17th July 2019. Total present 65.
81. Invited as a resource person to conduct a programme on “Leadership and Soft Skills” for the students of SDM Law as a part of their orientation on 7th August 2019 in SDM Law College Mangalore. Total Present 200.
82. Invited as a resource person to conduct a workshop on “Leadership and Personally Development” for the forensic science students of Yenepoya Group in Yendurance Zone , Derelekatte on 20th August 2019. Total present 90.
83. Invited as the Chief Guest and Resource Person to inaugurate an MDP on “Essentials of Management” for the Canara college students on 31st August 2019 in Canara College MG Road, Mangalore. Total present 45.
84. Invited as a Guest and Resource Person to conduct a program on “Essentials of Digital Technology in Management” for the students of Canara College on 7th September 2019 in Canara College MG Road Mangalore. Total Present 50.