STAFF ACTIVITIES

**Dr.Devaraj K., Director**

* Invited to be the chief guest in the inaugural function of “Legal Career Path 2015” organized by SDM Law College for the benefit of Law students all over Karnataka on 17th April 2015.
* Invited to be the chief guest in the inaugural function of P.U. College of Suraj International School at Mudipu, BantwalTaluk on 16th April, 2015.
* Attended Principals /Directors meeting at New Senate Hall, Mangalore University in connection with activities of the academic year 2015-16; it was presided over by vice chancellor of Mangalore University on 25th April, 2015.
* Participated in the preliminary meeting of National Senior Athletics championship 2015 held at Mangala Stadium as per the instruction of Deputy Commissioner on 10th April 2015.
* Presided over inaugural and valedictory function of “Summer Camp 2015” organized by Raga Taranga held at Government School, Mannagudda on 18th to 25th April, 2015.
* Associated with 80 children of Primary to High School to wood house constructed by Mr. Chandrakanth Management Consultant (All imported Wood materials used for construction of house) at Inna, KarkalTaluk on 25th April, 2015. The programme was organized by Ragataranga (Extension Programme of SDM PG Centre.
* Participated in the inaugural function of National Senior Athletics championship 2015 held at Mangala Stadium, Mangalore on 30th April, 2015.
* Visited DDPI office in connection with the permission of 6th, 7th& 8th Std. English Medium School at Belthangady, Ujire and Dharmasthala on 6th April, 2015.
* Participated preliminary meeting of felicitation of Poojya Dr. D. VeerendraHeggadeji at Moodabidri
* Organised preliminary meeting of felicitation to Poojya Dr. D. VeerendraHeggadeji and organized bus arrangement to Moodabidri along with other members and also initiated to support financially with the help of members of felicitation committee of Rs. 22,00,000/- (Twenty Two Lakhs only) to Dr. Mohan Alva.
* Attended felicitation program of Poojya Dr. D. VeerendraHeggadeji and Moodabidri along with other staff members of SDM Institutions of Mangalore on 12th April, 2015.
* HonouredUdayavani Chief Editor Mr. Manohar Prasad and T.V. Raman Pai Hall with a garland on behalf of the SDM Institutions on the occasion of Felicitation programme by Mangalore University Alumni Association of Mass Communication Department on 24th April, 2015.
* Attended funeral function of Sri RaghunathShet (SL Shet& Co.) and Mr. VitobhaNagavekar and laid the RIETH on behalf of SDM Institutions (Mr. Veeru from Dharmasthala instructed).
* Attended Annual Budget meeting and presented the report of the year in the presence of President, Vice President, Secretaries and other heads of Institutions held at Sannidhi, Dharmasthala.
* Invited as a Resource Person to deliver a talk on the topic “Inspirational Learning Environment” in connection with orientation program to PG teachers of Hyderabad region organized by JawarharNavodayavidyalaya, Mudipu.
* Invited to be the chief guest to the valedictory function of ShankarajayathiUtsav 2015 held at KalikambaVinayaka Temple on 4th May, 2015.
* Attended principals Association “Meeting held at Dhavala College, Moodabidiri and participated in NAAC III cycle reaccreditation process on 19th May, 2015.
* Attended Private College Management Association meeting held at Poornaprajna Institute of Management, Udupi as per the direction of secretary SDME Society ® Ujire and the report of the meeting sent to the secretary on 21st May, 2015.
* Attended ManelSrinivasNayak Guest lecture series inaugural programme by Dy. Governor RBI held at Besant Institute of Management Bondel on 16th May, 2015.
* Invited to be the Chief Guest to the Annual General Meeting of FOBMAT (Forum of Business Management Association of Teachers) held at Sri Gokrananatheshwara College, Mangalore on 3rd June 2015.
* Conducted half a day training programme to MESCOM engineers on leadership qualities on 8th June, 2015.
* Attended Karnataka Private Post Graduate College Management Association meeting held at Sheshadripuram College Bangalore to discuss about MBA admission confusion and find a solution for the same on 12th June, 2015. Report of which was already sent to the management.
* Escorted 15 to 20 students to corporation bank HO. Wherein Reserve Bank of India personnel including the Director trained the students with regard to Foreign Exchange Management Act. It was a full day programme followed by quiz competition in which both UG & PG (MBA) students secured prizes on 17th June, 2015.
* Felicitated on behalf of the institution Mr. Nalin Kumar Kateelmember of parliament in a public function held at TV Raman Pai Hall organized by a special committee formed for felicitating on utilizing all MP Funds for the benefit of citizens of his constituency on 18th June, 2015.
* Invited to be the Chief Guest and inaugurator of special training to students who are aspiring to become Bank Officers. The programme was organized by Bank Recruitment and Training Solutions (P) Ltd. (BRET). Mr. Ananth Krishna chairman Karnataka Bank Ltd. & other senior officers of Canara and other banks were the chief guests on 21st June, 2015.
* As per the invitation, participated in a daylong seminar on Law on terminations organized by Elite Management Association and AJ Institute of Hospital Administration held at A.J. Hospital. Mr. VasanthaHittanagi, Former Additional Commissioner of Labour Government of Karnataka was the Resource Person on 22nd June, 2015.
* Attended customer standing committee meeting of corporation bank held at Millennium Hall, Corporation Bank, HO, Pandeshwara on 29th June2015.
* Invited to be the Chief Guest to inaugurate student’s council of Mahesh College of Management Mangalore on 15-07-2015.
* Invited to be the Chief Guest to inaugurate student’s council of Shri Sharada I Grade College, Mangalore on 22-07-2015.
* Invited to be the Chief Guest to inaugurate the Arangatrum program of KumariManjunshreeNagvekar (alumni of SDMCBM) held at TV Raman Pai Hall on 29th July, 2015.
* Invited to be the Chief Guest to inaugurate Mahabhagvath Gita Pravachana program of Pavgada Prakash Rao held at our premises organized by SharadaSeva Trust and other organizational members on 29th July, 2015. This programme was held between 6.00 to 8.00 PM from 26th July to 2nd August 2015.Shri D. Harshendra Kumar, Secretary also participated as chief guest on 30th July, 2015. The programme preceded by Bhajanas by various BhajanaMandali.
* Invited to be the Chief Guest to Iftar Party held at Mahesh College of Management on 27th July, 2015.
* Participated in the Iftar Party at ShaadiMahal on 6th July, 2015 as per the invitation by the muslim students.
* Invited to be the chief guest to inaugurate Mangalore Muncipal Staff Union activities on 4th July, 2015.
* Invited to be the Chief Guest to inaugurate English YakshaganaProgramme on 12th July, 2015.
* Attended Post Graduate College Principals meeting held at Syndicate hall, Mangalore University on 16th July, 2015.
* Participated in the press conference of Chinmaya mission at SharadaSannidhi as reception committee member of ChinmayaJanmashatabdhi program on 14th July, 2015.
* Escorted Swami Hamsanandaji of Chinmaya Mission along with president of Chinmaya Mission to officially invite PoojyaHeggadeji to ChinmayaJanmashatabdhiprogramme on 6th July, 2015.
* Re-elected unanimously as president of Ragataranga (Regd.) Mangalore for the year 2015-16 on 12th July, 2015.
* Participated in ChinmayaJanmashatabdhiMahotsavaprogramme on 17th July, 2015.
* Participated along with PoojyaHeggadeji in Rural Development Programme in SDM Law College Auditorium on 17th July, 2015.
* Attended IQAC Meeting of St. Aloysius College (Autonomous) as per the invitation of SAC to be the member of IQAC of SAC on 13th August, 2015.
* Attended Mangala Stadium Committee meeting as per the invitation of Deputy Commissioner on 13th August, 2015.
* Invited to be the chief guest for the scholarship distribution of Karnataka DevadigaSangha Mangalore on 16th August, 2015.
* Participated in the Press Club meeting of Karnataka YuvaVedike in connection with youth festival to be held at Mysore sponsored by University of Mysore on 17th August, 2015.
* Attended a programme by Kavitha Trust held at gallery house at Hampankatta. Wherein internationally known poet Ms. ArundattiSubramanyam addressed the gathering and I am honored by the trust by inviting to the stage and giving a book written by her on 22nd August, 2015.
* Attended T.V. Mohandas Pais lecture on economic perspective of the present Govt. of India held at Sanganikethan, Mangalore as per the invitation of citizens Forum on 23rd August, 2015.
* Distributed scholarship to Children of Raga Taranga members who secured distinction marks in SSLC & PUC examination on 23rd August, 2015.
* Invited to be the chief guest and inaugurator for the workshop on Web Resources for Teaching and Learning and Dr. S. Ranganathans Day / Librarian Day Celebrations at St. Agnes College (Autonomous) on 26th August, 2015.
* Co-ordinated a committee nominated to represent Mangalore University Pvt. College Management Association to request Hon’ble Vice Chancellor not to increase the affiliation Fees, Service Charges and other fees. Vice Chancellor appreciated the efforts of private colleges in bringing up the institutions and assured that the request of the management is taken favourably.
* Addressed all the law faculty members as per the request of SDM Law College, Principal Dr. Tharanath in “Faculty – Recharge Programme” as a resource person on the topic “How to be an effective faculty” (about 2 hours) on 3rd September, 2015.
* Invited to be the chief guest in valedictory programme of UGC sponsored National Seminar on the topic E –Waste Management organized by Canara First Grade College and Forum of Business Management Association of Teachers (FOBMAT) on 4th September, 2015.
* Invited to be the Chief Guest to inaugurate Yajna by Swami SujayChaitanya on “Meditation” organized by Chinmaya Mission held at SDM Law College Auditorium on 6th September, 2015.
* Welcomed Mr. ArvindKejriwal Chief Minister, New Delhi at Bajpe Airport along with Mr. Vasudeva M.R. and other members from SDM Naturopathy institutions and followed to Shri KshetraDharmasthala and back to Bajpe Airport next day after the convocation on 8th September, 2015.
* Lions Club members invited to be the Chief Guest in connection with Teachers Day and Engineers Day celebrations and honoured on the occasion as best teacher on 9th September, 2015.
* Participated in Annual General Body meeting of Mangalore University Private College Management Association meeting held at Besant College auditorium on 21st September, 2015.
* Conducted orientation programme to all Fresh MBA Students; in which details about Shri KshetraDharmasthala, SDME Society, SDM Institutions, history of SDMCBM & SDMPG Centre, MBA Programme, expectations from MBA students, facilities provided by the Institute, Course Structure Collaborative programmes, IFRS Course, Dual Specialization, MBA Plus Plusprogramme, Campus selection preparation, faculty details, Specialization, Industry Institute Interaction, Summer Training etc. briefed to the students, followed by Fresher’s Day celebrations by senior students on 23rd September, 2015.
* Fire accident happened in the I floor chamber of BBM Principal, presently occupied by Smt. Aruna P. Kamath in between 9:30 pm to 10:00pm on 25th September, 2015. Fire Brigade was invited to bring the situation under control. Police were also informed. All precautions, procedures and process followed to get the compensation from United Insurance Co. It was a hectic and tiresome work. On 21st September, 2015 Smt. Aruna Kamath reported battery UPS and other computer accessories worth around Rs. 80,000/- was stolen. Police complaint was lodged, investigation was going on.
* Invited to be the guest to give away the prizes to the winners of Moot Court competition of SDM Law College on 28th September, 2015.
* Associated along with a group of people in organizing to take disciplinary action by the appropriate authority against few people who are unnecessarily creating tensions in the minds of people by spreading false, negative and indecent statements against Shri KshetraDharmasthala which cannot be tolerated. All college students Union were also present on 30th September, 2015. A special bus was also arranged from Mangalore for the purpose.
* Attended Mangaluru Stadium committee meeting held at D.C. Office, as per the invitation of Deputy Commissioner on 8th October, 2015.
* Attended District Prison Committee Meeting as per the invitation of Deputy Commissioner on 9th October, 2015.
* Invited to be the Chief Guest of Municipal Employees Union of Mangalore City Corporation on 10th October, 2015.
* Visited Southern Railway Zonal office at Palghat to get students concession pass and other benefits for MBA Students on 14th& 15th October, 2015.
* Invited to be the chief guest and inaugurator of Event Management Company formed by former students of the college on 23rd October, 2015.
* Invited to be the chief guest to honour one of the Yakshagana artist DonBosco hall organized by KalkuraPratishtana and other organization on 23rd October, 2015.
* Visited Shri KshetraDharmasthala on the occasion of 48thPatabhisheka celebration of Poojya Dr. D. VeerendraHeggadeji as institution head to honourHeggadeji on 24th October, 2015.
* Escorted former Vice Chancellor and Director higher education council Prof. k.M. Kaveriappa to Ujire and participated in the meeting of heads of the institutions on 26th October, 2015.
* Escorted Prof. K.M. Kaveriappa to KshetraDharmasthala to discuss formation of SDM University with Poojya Dr. D. VeerendraHeggadeji and Sri D. Harshendra Kumar on 27th October, 2015.
* Presented a paper along with faculty on “Strategic Workplace issues in MNC’s” in a National Seminar organized by Besant College (in absentia).
* Participated in the meeting of Pvt. Post Graduate College Management Association (MBA Program) held at Sheshadripuram College, Bangalore on 9th November, 2015.
* Conducted half a day training program on Leadership to MESCOM Engineers on 18th November, 2015.
* Conducted half a day (3hrs. 10.30am to 1.30pm) orientation towards Ph.D program to Research scholars of SDM Law College on 20th November 2015.
* Invited to be the chief guest on the occasion of 90th Glorious years of Karnataka RajyaDevadigaSangha ® Mangalore on 22nd November 2015.
* Presided over a formal inaugural function of 3 day Balapratibha program held at BharatiyaVidyaBhavana on 27th November, 2015.
* Participated as a delegate in one day workshop on “Rising Medical Litigation – Possible Solution” organized by SDM Law College in association with NLSIU Bangalore on 5th December, 2015
* Participated as a chief guest in a public function organized by MathaAmruthamya Matt on the arrival of Swami Poornamritananda on 22nd December, 2015.
* Presided over a public function of `BalaPratibha’ organized by Ragataranga on 26th December, 2015.
* Participated in aX’mas dinner meeting held at Bishops house, Kodialbail as per the invitation of Hobn’ble Bishop of Mangalore on 28th December, 2015.
* Presided over function `Sammelen-2015’ organized by Mangalajyotiintergrated school child fund international USA held at MangalaJyotiIntergrated School on 30th December, 2015.
* As per the direction of Sri Veeru Shri KshetraDharmasthala visited offices of 26 VVIPs, Government Authorities, Revenue authorities and others to educate them in favour of all our institutions on 28th, 30th& 31stdecember 2015.
* Participated in one day workshop on “Choice Based Continuous Assessment” at Mangalore University as per the invitation of Hon’able Vice Chancellor, Mangalore University. Prof. K. Byrappa Vice Chancellor, Mangalore University presided over the function on 11-01-2016.
* Participated in one day program on “Building Institution with emphasis on MBA and MCA Colleges” held at Lalith Ashok Hotel, Kumara Krupa high grounds, Bangalore. The program was organized by Karnataka Pvt. Post Graduate College Association. Prof. ThimmeGowda Vice Chancellor of Bangalore University on behalf of education minister Sri T.B. Jayachandra, Sri M.S. SubhashVijayanagarKrishnadevaraya University Davangere, Prof. B.B. KaliwalDavanagere University, Prof. Narasingha Rao, Central Oklahoma University USA, Dr. C.N. Krishna Reddy, SriWoodey Krishna Bangalore were the resource persons. More than 200 Directors of MBA, MCA Institutions participated in this program on 29th January, 2016.
* Invited to be the chief guest by Srinivas Institute of Management to inaugurate NSS activities held at MangalaJyothiintergrated school on 05-01-2016.
* Invited to be the chief guest in releasing function of Vivek Band organized by “SamarthaBharatha” initiated by Capt. Ganesh Karnik which was held at SDM Conference hall. Mr. T.S. Nagabarana a national award winning film Director, Mr. Vishal Hegde Executive Director, NITTE University were the other dignitaries –

(6-01-2016).

* Participated in the Rotary official visit of District Governor Rotarian BharatheshAdhiraj held at Mothimahal on 07-01-2016.
* Presided over Basaveshwara day celebrations held at Datta Palace apartments on 17-01-2016.
* As per the instruction of Deputy Commissioner participated jail visit program which was presided by Deputy Commissioner and District Judge on 25-01-2016.
* As per the invitation of authorities of Aloysius Institutions, participated in the Christmas dinner meeting held at St. Aloysius College on 05-01-2016. Dr. Shantharam Shetty was the chief guest.
* On behalf of Institutions participated in the “PauraSanman” program to PoojyaPejawaraVishweshwaraThirthaSwamiji at town hall on 02-01-2016.
* Participated in a public program of felicitation to Shri C.N. Shankar Rao Former Pt. time lecturer SDM, BBM College held at Canara High School on 02-01-2016.
* Invited to be the inaugurator of career guidance program organised by Vijaya Karnataka and Times of India along with SDM Institutions.
Smt. Sri. Vidya, IAS CEO of ZillaPanchayat and other officers have given sufficient information to the students with regard to various job opportunities including law and business students and preparation required by the students for the same on 30-01-2016.
* Invited to be the chief guest in All India level essay competition on “Value Ethics and Truthfulness” organized by Ramachandra Mission in association with United Nations Information Center for India and Bhutan held at SDM Conference hall on 30-01-2016.
* As per the direction of Mr. Veeru& Krishna Singh, visited DC office, fire service office, S.P. office – police department, PWD department to get the permission to land helicopter at Shri KshetraDharmasthala. The chairman of TTD, the members of Governing Body and other MLA’s were in the helicopter on 18-01-2016.
* Participated as chief guest on republic day celebration.
* Conducted Leadership Training Program to MESCOM engineers on 04-02-2016.
* Co-ordinated MAT examination conducted by AIMA held at Canara College on 7th February, 2016.
* Presided over a Public Musical Concert `Zenkara 2016’ organized by Raga Taranga, in which artists were felicitated on 7th February, 2016.
* Participated as one of the judges in Super Hundred Presentations of the companies organized by K.S. Hegde Institute of Management NITTE on 10th February, 2016.
* Inaugurated World Wide Live Tele Communications for Management lecturers organized by DFoE India, Bangalore 11-02-2016.
* Presided over one of the technical sessions organized by Milagres College, Mangalore `Samanmaya 2016’ - A confluence of thoughts on 22-02-2016.
* Invited to be the chief guest in Tulu Writers/Scholars CD releasing function held at Karnataka Tulu Sahitya Academy on 27-02-2016.
* Co-ordinated Management Aptitude Test (MAT) as per the request of AIMA held at Canara College on 7th March, 2016.
* Participated in a public debate on Union Budget 2016 held at University Evening College (MBA &Mcom Department) on 9th March, 2016.
* Presided over the inaugural function of Law Fest in absence of District Judge Smt. Uma M.G. Principal District Session judge at SDM Law College on 10th March, 2016.
* Participated in the meeting of Head of Institution of P.G. Courses of Mangalore University on the topic of Choice Based Credit System as per the instruction of Vice Chancellor of Mangalore University on 11th March, 2016.
* Participated in 111th Anniversary of Corporation Bank held at Town-Hall Mangalore as per the invitation of CMD on 12th March, 2016.
* Delivered a talk in English at AIR in the topic Higher Education and Employability (recorded on 2nd March, 2016 and broadcasted on 13th March, 2016.
* Participated in the felicitation programme of Mr. Na-Damodhara Shetty; Dr. B.A VimkaRai and others were the guests on 15th March, 2016.
* Attended customer standing committee meeting of Corporation Bank held at Head Office Corporation Bank Mangalore on 22nd March, 2016.
* Invited to be the Chief Guest and inaugurator of NAAC sponsored National Seminar on the topic “Curricular Design Development for the student Gentic- learning organized by Srinivas Institute of Management, Pandeshwar on 25th March, 2016.
* Attended Head of Institute Meeting of SDME Society held at Ujire D.K. on 26th March, 2016.
* Proceeded to Delhi & North India Industrial Tour along with 80 MBA students on 28th March, 2016 with the prior consent of concerned authority (The Secretary).
* Escorted 81 students to Delhi, Haryana, Manali, Simla, Mumbai and back to Mangalore. Visited Nestle Biscuit Manufacturing Factory and Yakult Pvt, a unit at Delhi along with Mr. Dawn Prakash faculty, coordinator and the students are given assignment to prepare report of the four individually on 28th March, 2016 to 7th April, 2016.
* Invited to be the Chief Guest in the releasing function of book “ Raag Rang” written by Smt. Vasanthi R. Nayak at Sudhindra Auditorium, Canara Girls High School, Dongerkery on 10th April, 2016.
* Invited to be the Chief Guest on the Annual Programme of Shri Kshetra Sharau Ganapathi Temple, Mangalore on 16th April, 2016.
* Attended one day ICT Training programme at University College Mangalore on 16th April, 2016.
* Presided over a public function held at Mannagudda Government School in connection with Summer Camp for students upto high school organized by Raga Taranga on 17th April, 2016.
* Presided over a inaugural function of Renovated Radhakrishna Mandir at Urva Market on 24th April, 2016.
* Invited to be the Chief Guest on the occasion of Kannada Moily Sanga annual day function held at Radhakrisna mandir Urva Market, Mangalore.
* Participated in a judicial mediation training programme held at Conference Hall organized by Judicial Mediation Centre Bangalore as per the invitation of judicial officers of District Court on 24th April, 2016.
* Participated in the PG Studies HOI meeting held at old senate hall of Mangalore University as per the instruction of Vice Chancellor in connection with the introduction of Choice Based Credit System at P.G. level on 26th April, 2016.
* Participated in a talk on “Nationalism, Essence of a Nation” by Sri Dattatraya Hosabale, National Joint Secretary of RSS held at Sanganikethan, Pratapnagar organized by “Citizens Council” Mangalore Chapter on 28th April, 2016.
* Participated in a “Regional Advocates Conference 2016” held at Townhall, Mangalore on 30th April, 2016.

**Dr. SeemaShenoy**

* Attended a one day seminar “Shraddha” at Ramakrishna Mutt on 9th September, 2015.
* Attended a National summit on “Enhancing Quality in higher education” organized by CII, Bangalore on 22nd& 23rd September, 2015.
* Appointed at BOE member of AIMIT, Beri and attended BOE meeting at St. Aloysious campus, Beri on 20th November, 2015.
* Conducted SIP Viva-Voce Examination for 3rd semester MBA students as external examiner at AIMIT, Beri on 26th November, 2015.
* Participated in workshop on “Services Marketing and Persuasive Communication to B2B Customers” on 21st December, 2015, at School of Management, NITK, Surathkal.Attended one day ICT- Training programme at University College, Mangalore on 16th April, 2016.
* Attended BOE meeting at St. Aloysius (MBA department) at Beeri, Mangalore as BOE member on 26th April, 2016 & 15th April, 2016.

**Mrs. Sumathi**

* Participated in 3 days Faculty Development Programme on “Fruitful Research for Prolific Researchers” organized at St. Aloysius Institute of Management and Information Technology during 19th to 21st August, 2015.
* Attended one day seminar “Shraddha” at Ramakrishna Mission Ashram on 9th September, 2015.
* Judged the Zonal level intercollegiate Rangoli Competition at SDM Law College on 20th November, 2015.
* Published an article titled “A study on Buying Behavior of Consumers towards Instant Food Products in Mangalore” in the challenges of Food Processing Sector in Karnataka proceedings of University Grants Commission, ISBN: 987-81-927923-2-3.
* Appointed as the External Member of the Board of Examiners in M.com of St.Agnes College (Autonomous) Mangalore.
* Undergoing training in IFRS programme.

**Dr. Prameela Shetty**

* Nominated as Advisory Board member of Global Research Review – Journal of Innovative Research in Commerce and Management with ISSN No: 2250-2521.
* Attended one day seminar “Shraddha” at Ramakrishna Mission Ashram on 9th September, 2015.
* Judged Zonal level Intercollegiate Elocution and Debate competition at SDM Law College on 20th November, 2015.
* Appointed as member of management committee of NITK English Medium School.
* Published a paper titled “A Study on Leadership Quality among PG students in Mangalore” In Indian Journal of Applied Research- A peer reviewed, refereed and Indexed International Journal with ISSN-2249-555x and impact factor:3.919 and IC value:74.50 p.p.1-3
* Undergoing training in IFRS programme.
* Attended one day ICT- Training programme at University College, Mangalore on 16th April, 2016.

**Dr. Savitha Pereira**

* Assigned the task of Evaluation of Ph.D. thesis as an external examiner by Bharathiar University, Coimbatore (career Guidance & Counseling Dept.) and completed the task in the month of April, 2015.
* Guest lecture on “Christ Labour Laws”to MSW HR students of SDM College, Ujire on 2nd May, 2015.
* Conducted an orientation programme for PU lecturers of Mahatma Ghandhi Centenary Composite PU College, Bondel on 27th May, 2015.
* Conducted teachers orientation programme for higher primary school teachers of MGCC Higher Primary School, Bondel on 28thMay, 2015.
* Addressed (Resource Person) the Parent Teacher Association of MGCC PU college, Bondel on “Raising the children in today’s world” on 19th June, 2015.
* Chief Guest - Resource Person for the Parent Teacher Association of MGCC Higher Primary School, Bondel on “Nurturing our children” on 19th June, 2015.
* Article titled `An Empirical Study on “Measuring on consumer satisfaction towards service offered by Laxmi Cloth Store, Mangalore” published in the edited book form of Conference proceedings of Seshadripuram Academy of Business Studies with the ISBN No. 978-93-83214-61-7, page no. 187-196.
* Attended one day seminar “Shraddha” at Ramakrishna Mission Ashram on 9th September, 2015.
* Attended a UGC sponsored/ National Level Seminar on Issues and Challenges in Global Workplace in association with MUCTA organized by Besant Women’s College, Mangalore and presented a paper on “Strategic Workplace issues in MNC’s”.
* Co-ordinated the National Conference 2016 “A Great Place to Work” on 19-02-2016 held at College Campus.
* Chaired the Paper Presentation session during National Conference “Samanvay” 2016 organised by Milagres Degree College on 22nd February, 2016.
* Judged the stress interview round in best manager event at Srinivas college fest (Mukka) on 3rd March, 2016.

**Dr. JomonLonappan**

* Published a text book entitled “Management Information System – Part II” on 1st September, 2015, Udaya Publishers.

**Dr.Harshitha K.**

* Attended one day seminar “Shraddha” at Ramakrishna Mission Ashram on 9th September, 2015.
* Judged the Zonal level Intercollegiate Rangoli Competition at SDM Law College on 20th November, 2015.

**Ms.DeepaNayak.P**

* Participated in one day State Level workshop on ‘Web Resources for Teaching and Learning’ at St. Agnes College Mangalore on 26th August 2015.
* Attended one day seminar “Shraddha” at Ramakrishna Mission Ashram on 9th September, 2015.
* Conducted a training session on Negotiation Skills on 16th November 2015, for members of Moot Court Society at SDM Law College Mangalore.
* Participated as an expert member for the selection panel of the Moot Court Competition held at SDM Law College on 17th November 2015.

**Mr. Prakash H.S.**

* Article titled “An empirical study on “Measuring on consumer satisfaction towards service offered by “Laxmi Cloth Store, Mangalore” published in the edited book form of conference proceedings of Sheshadripuram Academy of Business Studies with the ISBN Number 978-93-83214-61-7 Page No. 187-196.
* Article titled “Holistic Frame work for Knowledge Management” is published in KEGEES Journal of Social Science by Dr M.E Kuriakose, KuriakoseGregorios College, Pampady, Kottayam, Kerala with ISSN No.0975-3621 Vol 7, No.2 1st July, 2015.
* Participated one day awareness programmes lecture on “Access to E-Resources for Academic and Research Excellence on 6th August, 2015. Organized by Mangalore University Library, Mangalore University, Konaje.
* Attended one day seminar “Shraddha” at Ramakrishna Mission Ashram on 9th September, 2015.
* Attended a day workshop on “Approval Process- 2016-17, organized by AICTE – New Delhi at Jnanajyothi Auditorium Central College Bangalore on 12th September, 2015.
* Presented and published the research article titled “Quality of Service rendered by selected Consumer Durables in Rural Market”. An empirical study with reference to Mangaluru district, Karnataka. International Conference organized by Nirma University on 7th to 9th January, 2016. Same published in the book form bearing ISBN number 978-93-8577-06-6. Page – 272-288.

**Mr. Dawn Prakash**

* Received certificate of accomplishment from Duke University, USA on the subject “Advertising & Society”.
* Accompanied 82 students to Goa as part of Industrial Tour from 27th March, 2015 to April 1st, 2015.
* Accompanied 43 students to Bangalore and Goa as a part of Industrial Tour from 8th April 2015 to 14th April, 2015.
* Invited as a Judge for Fashion Show and Stress Interview in St. Josephs MBA College on 17th April, 2015.
* Invited as a Resource Person to conduct a series of workshops on “Soft Skills for nurses and doctors” in Omega Hospital, Mangalore from 3rd August, 2015.
* Invited as a chief guest and Resource Person in St. Aloysius College of Management (AIMIT) for a workshop on “Leadership” on 11th August, 2015.
* Invited to a workshop on Digitization at Digital Future of Education Pvt. Ltd. From 12th August, 2015 to 14th August, 2015 at Bangalore.
* Invited as a Resource Person to conduct a workshop on “Interview Techniques & Tips along with Resume preparation in RoshiniNilaya School of Social Work on 20th August, 2015.
* Attended one day seminar “Shraddha” at Ramakrishna Mission Ashram on 9th September, 2015.
* Invited as a judge for Stress Interview in Besant women’s Degree College on 11th September, 2015.
* Invited as a judge for Stress Interview in RoshniNilaya School of Social Work on 12th September, 2015.
* Invited as a Chief Guest for a Seminar on “Students Support and Progressions – Students Needs and Views” in Besant Woman’s college on 30th September, 2015.
* Nominated as overall staff in-charge of SDM MBA Club on 19th October, 2015.
* Conducted training session on Interview tips and techniques and resume preparation to II MBA students on 30th October, 2015.
* Invited as a speaker a exclusive talk on “Road Race and Rage, Youth and Humanity” in All India Radio (Akashvani) on 14th November, 2015.
* Invited as a resource person to conduct an exclusive training programme for the Sales Force of Canara Workshop for a day on 21st November, 2015 at their Corporate Office.
* Invited as a Resource Person and Judge in Malik Dinar Institute of Management Marketing and Stress Interview rounds on 24th November, 2015 in Kerala.
* Attended a workshop organized by MESCOM with HT and EWT Customers in Ocean Pearl on 26th November, 2015 regarding Any Improvements and Suggestions about MESCOM.
* Invited as an External Viva Examiner for MBA Final year Students at AIMIT, Beeri on 7th December, 2015.
* Invited as a judge for CAN FEST 2016 for two rounds HR & Marketing on 2nd February, 2016.
* Invited as a resource person to conduct “Interview tips and techniques in Besant Women’s College, Mangalore on 6th February, 2016.
* 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 19th February, 2016 in SDM PG Centre, Mangalore.

**Ms. Ramya Shetty**

* Attended one day seminar “Shraddha” at Ramakrishna Mission Ashram on 9th September, 2015.
* Invited as a guest and speaker at NITK, Surathkal on the event of “Constitution Day” on 26th November, 2015.
* Judged Zonal level intercollegiate Debate and elocution competition at SDM Law College on 20th November, 2015.
* Invited as a Judge for Stress Interview for the Management fest of Mangalore University held in Mangalagangothri on 30th April, 2016.

**Ms. Shaini Naveen**

* Attended one day conference arranged by RBI on Foreign Exchange on June 17, 2015.
* Participated in a one week workshop on “Time Series Econometrics” held from July 15th to 22nd 2015 organized by Manasagangotri, Mysore.
* Attended one day seminar “Shraddha” at Ramakrishna Mission Ashram on 9th September, 2015.
* Undergoing training in IFRS programme.
* Attended seven days National workshop on "Data Analysis Using Excel and SPSS" from 26th December,2015 to 1st January 2016 organised by Dept. of Business Administration and MBA(Tourism) at Mangalore University.
* Participated and presented a paper entitled “International Financial Reporting Standards – Prospects and Challenges” in the National Conference on “Emerging Issues in Management and Tourism” organized by Mangalore University on 2nd and 3rd January, 2016.
* Submitted minor research to UGC on 1st Febraury, 2016 on "Role of Educational loans by Commercial Banks over Higher Education".

**III Guest Lecture**

* Guest Lecture by Mr. I. Chandrakanatha Rao, Senior Management Professional and Business Head innovative Aluminium Solutions Pvt. Ltd., Mangalore on the topic Corporate Business Strategies was organized on 20th April 2015.
* Guest Lecture by Mr. P. ShivaramBhat, Ex. Deputy General Manager Corporation Bank on the topic New Trends in Leadership was organized on 22nd April 2015.
* Mr. Tiwari (the Chopras shaping lives and careers) spoke on overseas education and opportunities on 2nd May, 2015.
* Talk by Mr. RajendraPejavar, Sr. Credit/ Fin Management Professional, LLC on the topic Real Life Experience.
* Talk by Mr. Rajesh Nayak, Sr. Vice President, Bank of Oman Muscat, on the topic Islamic Banking.
* An evening talk was arranged on the topic of Comparative Management Theories on India and Japan.
* Mr. Clifton an advocate and social worker from Bangalore delivered a talk on Land acquisition bill.
* Talk by Prof. SairamBhat, Associate Prof. in Law, Co-ordinator of CEERA,NLSIU,Bangalore on competition Law on 3rd September, 2015.
* Talk by Mr. B. Ashok Hegde& K.L. Shankar Narayan Rao,(BReT) on Banking Recruitment Total Solutions on 22nd September, 2015.
* Talk by Mr. B. Ramakrishna Rao, Regional Manager on the topic “Preventive Vigilance as a tool of Good Governance” on 28th October, 2015.
* Talk by Mr. Mahesh Kumar S. HPCL (PSU) India Ltd. on the topic “Vigilance Awareness Week” on 28th October, 2015.
* Talk by BrahmachariDhyanamritaChaitanyajiAmritapuri, Kerala on the topic “Essence of Gita” 30th October, 2015.
* Talk by Mr. Raghunandan, SVS College Bantwal, on the topic `BSE-IPF’ Capital Market Awareness; Financial Planning on 2nd November, 2015.
* Mr. Suman Chatterjee, Regional Manager (Manipal Global Education) gave an insight and orientation on “Pro Learn Citification Course” an ADD-on Courses to MBA’s students on 2nd November, 2015.
* Mr. PrasannaShenoy Oriented students on various activities conducted under the Rotaract Club and encouraged students to start up a new wing of Rotaract at the Institute on 23rd November, 2015.
* Mr. Thomas Gonsalves, Free Lancer gave a talk on professional ethics and shared his own life experiences on 30th November, 2015.
* Talk by Mr. B. Ramakrishna Rao, Regional Manager on the topic “Preventive Vigilance as a tool of Good Governance” on 28th October, 2015.
* Talk by Mr. Mahesh Kumar S. HPCL (PSU) India Ltd. on the topic “Vigilance Awareness Week” on 28th October, 2015.
* Talk by BrahmachariDhyanamritaChaitanyajiAmritapuri, Kerala on the topic “Essence of Gita” 30th October, 2015.
* A guest lecture was organized on the topic “Other side of Investment Management” by Prof. Narayan, Director of Besant Institution of Management. He was the Resource Person for this programme.
* Rotaract Club inauguration by Mr. YathishBaikampady and Dr. BharatheshAdhiraj on 14th December, 2015.
* Talk by Mr. Ganesh Nayak and Mr. Gopal Krishna Nayak on the topic “Expectations from the Corporate World” on 19th December, 2015.
* Dr. ShashikalaGurupur Director Symbosis International Law Institute spoke on the topic Business Ethics & Human Rights on 31-12-2015.
* Talk by Dr. S. Shailesh Krishna, Civil Service Aspirant Mission IAS on the topic “Orientation on appearing for Civil Service Exams” on 25th January, 2016.
* Motivational Talk and Meditation by Ms. Ranjini Prasad, Mr. RadhaKirshnaKumble, Ms. LathaKumble on 1st& 2nd February, 2016.
* Guest Lecture by Mr. B. Ashok Hegde, Bret Solutions on the topic “Orientation on Choosing Banking as a Career” on 3rd February, 2016.
* A meditation session followed by lecture on meditation by Ms. Ranjini Prasad, Mr. RadhaKirshnaKumble, Ms. LathaKumble on 8th February, 2016.
* Guest lecture was conducted by Ms. Raunak, Sales Executive, CMIE (Centre for Monitoring Indian Economy, Mumbai) –Demo of Prowess on 8th February, 2016.
* Guest lecture by Mr. RadhakrishnaKumble and Ms. Ranjini Prasad on “Personality Development” on 15th February, 2016.
* Talk by Dr. Prasad Krishna, Prof. & Head Dept. of Mechanical Engineering -NITK on `Stress Management” on 22nd February, 2016.
* Talk by Dr. Udaya Lakshmi, KMC Mangalore on the topic `Heartfullness Meditation’ on 29th February, 2016.
* Talk by Mr. Naveen Kumar GB, Mr. Chandrashekar Shetty, Karvy Stock Broking on the topic “Stocks and Shares About Investments” on 18th April, 2016.
* Talk by Mr. Sanketh Shetty, , alumini of SDMMBA, Meredian Bank, Canada (Toronto) Lead Analyst on the topic “Business Analysis Expectations from Corporate World” on 25th April, 2016.
* Talk by CA Sunil R. Shenoy, Director Edu Tom on the topic “Insight on Certificate course on CMA (Certificate of Management Accounting on 27th April, 2016.

**IV Others**

**Programme with MMA**

* In association with MMA an Guest Lecture was organized. Prof. Krishna Bhat, Professor of Yoga, Mangalore University spoke on the topic – Stress Management on 16th April, 2015.
* Dr. Rekha Shetty author of “Everyday Happiness Mantra” spoke on Work Life Balance and Family Management on 18th May, 2015.
* An evening talk was arranged on the topic of Comparative Management Theories on India and Japan.
* Mr. Clifton an advocate and social worker from Bangalore delivered a talk on Land acquisition bill.
* A guest lecture was organized on the topic “Other side of Investment Management” by Prof. Narayan, Director of Besant Institution of Management. He was the Resource Person for this programme.
* A joint programme of Guest lecture with MMA was organized. Smt. ShubaRekha of St. Agnes College delivered talk on statistics in Development of Management Theory.
* A guest lecture by Sri Ramachandra V. Bhat station Director, Udupi Power Corporation Ltd. (UPCL) on the topic “Energy Generation & Distribution” on 7th October, 2015.
* A guest lecture by Krishna Prasad, Srinivas Institute of Management on the topic “Vedic Mathematics” on 26th October, 2015.
* A guest lecture by Sri Ramachandra V. Bhat station Director, Udupi Power Corporation Ltd. (UPCL) on the topic “Energy Generation & Distribution” on 7th October, 2015.
* A guest lecture by Krishna Prasad, Srinivas Institute of Management on the topic “Vedic Mathematics” on 26th October, 2015.
* A guest lecture by Dr. ShashikalaGurupur on the topic managing professional Excellence on 30th December, 2015.
* A guest lecture by Dr. K.V. Rao on the topic Tourism Management was conducted.
* Outstanding manager 2015 award giving ceremony of MMA was organized in conference hall. The award was conferred to Dr. Shantaram Shetty, Pro Chancellor of NITTE University. Sri JayaramBhat MD & CEO of Karnataka Bank was the chief guest.
* Guest lecture by Prof. AnanthakrishnaBhat on the topic “Indian Constitution and Managerial Principles on 27th January, 2016.
* Guest lecture on humour in Management by Dr. Selvaraj P. ,A.G.M. BIRD on 26th April, 2016.

**IV Activities of the Academic Year**

* Mangalore University declared I& II year MBA results on May 2015. Our II MBA students bagged 2nd, 3rd& 5th rank and Gold Medal in Marketing.

We also secured 100% result in II MBA & 98% in I MBA.

* Viva voce Test to all MBA students were conducted by the Director along with other faculty members for 4 days.
* MBA University Examinations were conducted as per the schedule.
* First year students were instructed to select industries to undergo summer placement. Necessary guidance were given to all students by the Director.
* Getting ready for admission to 2015-17 Batch MBA.
* MBA Entrance Examination were conducted and the selected list is already sent to the president for approval. Accordingly admission process initiated.
* As the I year classes are commencing in the II week of August, request to order laptops to the students is sent to the secretary and a copy of which also emailed to the Mr. Shreyas Kumar.
* All the students are undergoing summer internship in different companies and faculties are supporting and guiding their students.
* Lot of preparations were made by all the faculty and staff for KMAT examination at SDM College of Business Management.
* KMAT (Karnataka Management Aptitude Test) was conducted in our college on behalf of Karnataka Private Post Graduate Colleges Association Bangalore. More than 500 MBA aspirants appeared for the examinations on 2nd August, 2015.
* Ms. Laveena Pinto representing Association of Chartered Certified Accountants (ACCA -London) gave introductory speech to all MBA Students on 4th August, 2015.
* IFRS classes commenced; All Financial Specialization students enrolled voluntarily and paid Rs. 5000/- each for the training by International Skill Development Corporation.
* BRET Solutions conducted orientation programme on the Training facilities for the students in order to prepare for Banking and Insurance Company employment tests.
* SharadaPooja was celebrated in the institute library on 20th October, 2015. All the teaching and the non teaching staff gathered together and were led by the Director - who prayed for the growth and prosperity of the institution, its staff and students.
* AyudhaPooja was observed on 22nd October, 2015.
* Aura Training and Learning had conducted a three days corporate training program for the first year MBA students on 5th, 6th& 7th October, 2015. The Resource person Ms. SheetalMascarenhas and others conducted various sessions to enhance the skills of students and showcase them to the corporate world.
* 64 students and 3 staff members are undergoing IFRS training by ISDC Bangalore: Faculty is visiting the college and completed classes of 40 hour duration.
* Staff members are oriented towards National Conference in the topic “A great place to Work” of which Smt. Savitha Pereira was the co-ordinator.
* An interactive session with entrepreneur consultant and a professional ISB product Hyderabad was organized. Mr. GopalakrishnaNayak (Entrepreneur), VenkateshPai (Consultant) and Mr. Ganesh Nayak ISB –Accenture were the resource persons.
* Republic Day celebrations were held by all the three Institutions i.e SDM Law College, SDM BBM & SDM MBA College.
* Ramachandra Mission, United Nations Information Centre for India & Bhutan in association with SDM Post Graduate Centre conducted an All India level Prize Distribution programme. The Association conducted All India level Essay competition on the topic “Truthfulness, Values & Ethics”.
* Vijaya Karnataka & Times Group along with SDM Institutions organized Career Guidance Programme for the benefit of Mangalore University students.
* Dandiya Night is one of the programmeorganised every year under SDM MBA Club by the students. This year the program was inaugurated by lighting the lamp by the Director along with faculties on 20th October in College Auditorium. Students conducted various competitions and performed the traditional dandiya dance. The programme started at 6.P.M and continued till 9 P.M. The event was well organised and witnessed a lot of team spirit and unity amongst all students irrespective of religion.
* Gandhi Jayanthi was celebrated on 2nd October 2015. Mr.BhojarajaHegde, a Nonagenarian and Gandhian follower was the chief guest of the day. The flag was hoisted by the chief guest along with other dignitaries with utmost pride and respect. It was followed by Patriotic singing by our students. The guest spoke about the sacrifices of the freedom fighters and how all should value it. He was felicitated by our Director Dr.Devaraj K and the Principal of SDM Law College Dr. Tharanath with great honour.

 Interclass singing competition was held on 31st September and March past and variety entertainment competition was held on 2nd October in connection with Gandhi Jayanthi. The theme for competition was "Gandhian Philosophy".

Results:

Patriotic Song

 I Place-II MBA `B’ Section

II Place-II MBA `A’ Section

March Past I Place-II MBA `A’ Section

II Place-I MBA `A’ Section

Variety

Best M.C. I Place- Prathiksha Bhat (II MBA `A’ Section)

Best Skit II MBA `A’ Section

Best Dance II MBA `B’ Section

Overall Winners in Variety I Place - II MBA `A’ Section

II Place- I MBA `B’ Section

Interclass Rangoli(Powdered and Non Powdered), Mehendi, Photography and Wealth to Waste competitions were also conducted on occasion of Gandhi Jayanthi Celebrations.

* Students visited MangalaJyothi Integrated School on March 18th, 2015 to celebrate Director's Birthday which is a usual practice every year. The students conducted various games to the differently abled children and mingled with them to give them moral support. They also distributed sweets and stationary items. The Director donated some amount for the welfare the children.
* Successfully organised Shresta 2016 - A National Level Fest on the theme `CORPORATE RESURGENCE’ for the post graduate students of various institutes at National Level on 4th& 5th of March, 2016.
* Inter class competitions were held for the students of MBA which provides a platform for showcasing hidden talents and also exhibit their creativity in various traditional activities like Photography, Mehendi, Rangoli and Wealth from waste on 16th March, 2016
* As a mark of respect to Indian culture students participated in the traditional day celebrations with their traditional outfits. Students also took a concerned initiative in organising various events for the differently and challenged children of MangalaJyothi Integrated school Vamanjoor on 18th March, 2016. Various games were conducted, sweets and other stationaries were distributed to the students of integrated school in connection to the same.
* With the main objective of imbibing corporate culture and to strengthen practical exposure among students, Industrial tour was organized for both First and Second year students during 28th March to 7th of April, 2016.
* Self Defense workshop in association with Axis Bank Trainer Gayathri, Allied Martial Arts Trainer Institute, Mangalore. Mr. K.M. Shantaraju, IPS DCP was the Chief Guest.

**V. Introduction of IFRS course**

MOU was signed between ISDC (International Skill Development Corporation) and SDM PG Centre for Management Studies and Research, Mangalore to conduct 40 hours class on IFRS (International Financial Reporting System) to II MBA students. This is the first of its kind in the state of Karnataka.

**VI. Online Journal**

First online journal ‘Journal of Management Studies and Academic Research’ with ISSN NO: 2455 4960 was released on 19th February, 2015 by Swami Hamsanandaji of Chinmaya Mission who was invited to give spiritual discourse to students on the day of National conference.

**VII. Industry Academia interaction programme**

Rotary club of Mangalore sponsored Rotract club in our college. The objective was to bridge the gap between industry and academia. The programme was inaugurated by district governor of rotary club and presided by Mr.Rtr Yatish Baikampady President, Rotary club of Mangaluru on 14th December, 2015 at conference hall .All the I year MBA students volunteered to become the members of the club in order to contribute for industry academic interaction.

**VIII**. **Summer Internship- 2015**

As a best practice and to give a practical experience to the students, the college has introduced a co-curricular activity during summer vacations for the second semester students to chose any industry/firm and to study about the organisation. Certain guidelines are introduced to them as to what aspect of firm/industry to study mainly.

This practice builds the confidence of students, and gives them a practical exposure to the business environment as they are studying Masters in Business Administration.For about 45 days students spend their vacation in their chosen concerns studying about it history and present conditions. They would also be learning about various managerial practices and functioning of different department.

After the completion of the given assignment, they have to submit a printed report and present the same to the staff and co-students.The total programme is evaluated under various criterias and marks are allotted out of 25, which are included in their internal assessment.

**IX. Programme with Sarvodaya International Trust**

SDM P.G Centre for Management Studies & Research and SDM College of Business Management in association with Sarvodaya International Trust- Karnataka, had organized Inter class Debate and Essay writing competition for BBM and MBA Students on “Business and Ethics” held at SDM campus on 08-09-2015, Mangalore as per the direction of Vice President Sri. D. Surendra Kumar. A total number of 35 students had taken part in essay writing and 20 students had actively participated in Debate competition.

**X.Spiritual Guidance**

Poojya Swami Hamsanandaji from Chinmaya Mission, Hubli was invited for spiritual guidance programme orgamised on the eve of the National Conference, Febraury 19th, 2016. With deep knowledge, immense compassion and insightful thinking, he gave an inspirational talk to our students.

**XI. Placement**

1. Training session on Interview Tips and Techniques and Resume Preparation to II MBA students were conducted on 30th October, 2015 by Dawn Prakash.
2. Training session on Interview Tips and Techniques and Resume Preparation to II MBA students were conducted on 30th October, 2015 by Dawn Prakash.
3. Students attended Pool Campus placement held at Sahyadri College for the company MTL Corporate Marketing.
4. Students participated in the pool campus placement conducted by Sahyadri Engineering College for Axis Bank on 18th November, 2015.
5. Students attended UdyogMela held at Canara College on 20th November 2015.
6. Students had to register online for the campus placement to be conducted by Career net on 22nd February, 2016.
7. Two students had to take the online assessment test given by Tata Tele Services on 27th January, 2016. Interview will be held in the month of February 2016.
8. Campus placement was conducted at our institute for the MBA students by Tata Tele Services. 5 students are selected and offer letters have been given.
9. HDFC Bank conducted campus placement and 40 students were shortlisted. Next round of interview is scheduled for the next month.
10. Pearl Polymer Manufacturing Company conducted campus drive at our college for MBA students.
11. Infosys conducted campus pool placement at NITTE in which two students got placed.
12. 5 students were selected during the month of March by HDFC Bank.
13. Vantage Agora an American Multinational Company conducted campus placement and selected 13 MBA students. Offer letters are awaited.
14. Next Education India Pvt. Ltd. conducted campus placement and selected 3 students.

**XII. EVENTS OF THE YEAR**

**National Conference on the theme “A Great Place to Work”**

The National Confernce on the theme ‘ A Great place to Work’ was organised in the college on 19th February 2016.The confernce was inaugurated byMr.H.Kumar, Managing director-MRPL. In his address he expressed that a place becomes best workplace when employees and employers contribute to the organization; they are 2 sides of a coin. He also stressed on transparent; open and innovative work culture quoting an example he said that even students chose/select the best colleges.

The key note address was delivered by Mr. Manuel D’Souza. Chief HumanResources officer, Intelenet Global Services, **Mumbai.** He expressed that understanding a great place to work is a vast ocean. It is explained in simple word –“EXPERIENCE”.He quoted examples of Air Emirates &Intelinet Global services where he is currently serving. We were proud to hear about Mr. Susir Kumar the founder of the company (Global Intelinet Services) is our own Alumni.

Dr N.R Parasuraman director of SDM institute for Management Development, **Mysore**; was the chief guest who congratulated the Director, staff and students for choosing an absolute, contemporary theme for the conference.

DrChaitra Shetty Head HrBiogen extracts Pvt Ltd, **Bengaluru**, a proud alumna of SDM PG 1st batch, gave us insights about 3 things to ponder or remember in workplace - oneself, colleagues and the higher authority and to maintain a balance between all of them. She also stressed saying that ‘not to carry work home and home to work’.

The first technical session was on ‘Building Productive Work culture’. The resource person for this technical session was Dr. L.S Ganesh, Professor, and IIT Chennai. He stressed on saying that India needs technology and not trade.Focus more on quality and not on quality. We can succeed only when we know our competitors.He also said that sacrifice can build productive work culture in India.The session was beautifully moderated and summarized by C.A. PrasannaShenoy, FCA Chennai.

The second technical session was on ‘Inspiring and Empowering the People’. The resource person for this session was Dr. M.C. Das, Management consultant Vijayawada.

He spoke about one’s own work and its importance. Further he stressed on 9 mantras of Inspiring and empowering people. The moderator for this session was DrAshalatha, Professor Justice K.S Hegde Institute of Management, Nitte.

The third and the final technical session was about the Transformation and Development of people; Ms. Anne Menezes, A Motivational Trainer, Mumbai was the resource person.She conducted few activities as it was post lunch session. Her talk focused on transformational leader, integrity, discipline and punctuality.The stress of the talk was on, ‘change is constant and change is inevitable’.DrNamratha S, Professor FrMullers Medical College Mangaluru. , was the Moderator for this session.

The paper presentation by the corporate delegates, faculty, research scholars and students, from various organizations and institutions was held in concurrently in four different rooms. Paper presentation Sessions were chaired by Dr. Vishal Samartha - Director in-Charge MBA Department, Sahyadri Engineering College, Dr. Balika - Prof SDM Law College, Dr. Rashmi Kodikal - prof. MBA Department, PA Engineering College, Prof. Jananeshwar Pai Professor Justice K.S Hegde Institute of Management, Nitte.

The valedictory progamme commenced at 4.30pm Prof. Dr. Cyntia Menezes was the chief guest , delivered the valedictory address. Mr. Suhan Alva,HR Consultant was the Alumni Guest.

The formal Conference activities were followed by the Spiritual Discourse from Swami Hamsanandaji - Chinmaya Mission Hubli. After which Students of PG centre performed the cultural activities which was followed by dinner at 8.30 pm. Director of the college, Dr. Devaraj K presided over the function, Dr. Savitha Pereira was the Faculty co-ordinator, Ms. Payaswini and Mr. Ashwin Rao were the student co-ordinators.

**National Level Management Fest Shrestha-2015**

“Shreshta” means the ultimate which is the best of its kind; has been initiated and organized since 2010. Owing to the era of complexive and challenging scenario with utmost competitiveness, it gives an opportunity for the future managers to dart their knowledge with the combination of intelligence, creativity and innovation ultimately putting forth their imagination to the destination of a masterpiece. Thus the ultimate among the best can be secured. This program was held on 4TH and 5th March 2016.

The theme being “Corporate Resurgence”, it emphasizes on how the corporate world arises itself after a period of little activity, popularity or occurrence and to revive itself there should be detailed evaluation by the Best Manger, the Marketing Team, the human resource team, the public relation team, the finance team, the event management team and the Quizzers team. This forms the basis for the events.

The program was inaugurated by Sri kishore Alva ( Executive Director UPCL, Udupi) & Sri Avinash Shetty (Alumnus and Cine Artist). The Valedictory Address was given by Dr.P.S. Aithal (Director, Srinivas Institute of Mnagement, Mangaluru) and the Chief guest for the valedictory session was Mr. Hardhik P Chauhan (Faculty, Milagres College Alumnus SDMMBA).

The faculty co-ordinator for the program is Dr. Jomon Lonappan and the student co-ordinators are Ms. Parvathi, Mr. Sanjay and Mr. Roopesh.

**Industrial tour report to Manali/Shimla/Delhi (28th March to 7th April, 2016)**

Industrial visit/tour to Shimla/Manali/Delhi was organized with the help of a 3rd party called Purple squirrel which is a product of IIM who do education adventures called eduventures which has also won top 10 innovative companies of India award in the year 2016. The trip was from 28th March to 7th April. 81 students accompanied by Dr. Devaraj K., Director SDM PG Centre and Mr. Dawn Prakash, Faculty & Industrial tour in-charge escorted the students. Two prominent companies were arranged for an industrial tour namely Yakult Pvt. Ltd. , Delhi & Parle Industries, Haryana. It was a wonderful visit where students got to learn a lot of things about the organization and there were healthy interactive sessions between our students and their employees. In addition to this the students visited many popular sight-seeing places like Snow Point & Solang Valley in Manali, Kulu Manali, Mall road in Shimla, Sarojni Market in Delhi for shopping, India Gate, etc. Students had a great time as most of them are visiting these places for the first time. In addition to the learning which took place, it also gave our students some confidence and also made them witness different cultures of our country along with the diverse nature in addition to having some fun and leisure which is needed breaking the monotony of class room learning. Such trips are recommended for all our students. Overall it was a wonderful experience for all the concerned.

**Industrial tour report to Pune-Goa (29th March to 5th April, 2016)**

The trip was from 29th March to 5th April. 46 students accompanied by Dr. Savitha Pereira, Faculty escorted the students. Two prominent companies were arranged for an industrial tour namely Cotton-King at Baramathi, and Walia Auto Anciallaries Pvt Ltd., in Pune. It was an enriching experience to all the students who visited these two different organizations. As Cotton King is a garment factory and Walia Auto Anciallaries is an Automobile industry. The students were taken to all the manufacturing divisions and had an interactive session with the Management. In addition to this the students visited many popular sight-seeing places like Imagica amusement park, and Dhoodh Saagar at Goa. Students had lot of fun and amusement in the artificial (man made) and natural (gift of nature- the waterfall) tourist places. In addition to the learning, students got to learn different work culture, people, management styles, the different cities etc. This personal experience would surely build up their confident and help them understanding the class room learning better. It is a memorable event of their student life which would remain as a memory in their future. Study tours have lots of benefits as it helps their personal and professional growth. Such trips are recommended for all our students. Overall it was a wonderful experience for all the concerned.

This visit/tour to Pune-Goa was organized with the help of a 3rd party called Purple squirrel which is a product of IIM who do education adventures called eduventures which has also won top 10 innovative companies of India award in the year 2016.

**Sports Day**

The institute successfully conducted two days sports on 16-4-2016 and 19-04-2016. The events which are held and the results of the each event is given below,

|  |  |  |
| --- | --- | --- |
| **Boys** |  |  |
| **Sl. No.** | **Event** | **Results/Winners** |
| 1 | Cricket | 1st MBA B Sec |
| 2 | Kabaddi | 2nd MBA A Sec |
| 3 | Volleyball | 1st MBA B Sec |
| 4 | Tug of war | 2nd MBA A Sec |
| **Girls** |  |  |
| 1 | Throwball | 2nd MBA B Sec |
| 2 | Tug of war | 2nd MBA B Sec |

**BEST OUTGOING STUDENTS FOR THE ACADEMIC YEAR 2015 – 2016**

1. Shafali – Professional Excellence
2. Tripti Maheshwari – Academic Excellence
3. Roopesh – Leadership
4. Payaswini – All Round Performance
5. Ashwin Rao – Organising Skill
6. Sadanand Bhat – Good Conduct
7. Sanjay M – Organising Skill
8. Prathiksha Bhat – Co-curricular
9. Pallavi – Co-curricular
10. Surabhi – Cultural Activities
11. Parvathi – Extra Curricular
12. Shivani Pai – Extra Curricular

**PREVIOUS RANKS AND LAURELS**

|  |  |  |
| --- | --- | --- |
| **Name** | **University Rank** | **Year** |
| Ms. Deepti Shetty | Gold Medal in MBA – Marketing Management | June 2009 |
| Ms. Vivek T.S.  | 2nd Rank, College Gold Medal | June 2010 |
| Ms. SupriyaShetty Shilpa Chandrahas | 2nd Rank, College Gold Medal3rd Rank Gold Medal in MBA – Marketing Management | June 2011June 2011 |
| Ms. Kavitha A. Nayak | 4th Rank | June 2011 |
| Ms. Shilpashree A.Ms. Preethika P.C.Ms. Ushaprabha Kamath B. | Ist Rank, College Gold Medal2nd Rank4th RankGold Medal in MBA – Marketing Management | June 2012June 2012June 2012 |
| Ms. Prajna P. Kamath | 3rd Rank | June 2013 |
| Ms. Sarah Esha D’souzaMr. Hardik P. Chauhan | 1st Rank, College Gold Medal3rd RankGold medal in MBA – Marketing Management | June 2014June 2014 |
| Mr.Dhanush M HollaMs.Dhanashree ShenoyMs.Preethi Vittal | 2nd Rank, College Gold Medal3rd Rank, Gold medal in MBA – Marketing Management5th Rank | June 2015 June 2015  June 2015 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Serial no | Date  | College name  | Prizes  |  |
| 1  | Oct 8th 2015 | Srinivas College, Pandeshwar | 1st BM1st Marketing  |  |
| 2 | Oct 9th 2015 | St. Philomena College, Puttur | 1st Marketing 1st HR | Overall runners |
| 3 | Oct 16th&17th | Nitte | 1st Legas1st Finance | Overall winners |
| 4  | Oct 26th& 27th | VJIM, Kannur | 1st HR1st BMT2nd Dance 2nd Fashion show  | Overall winners |
| 5 | Oct 28th&29th | Srinivas college ,Valachil | 1st Marketing 2nd HR2nd in Finance 1st Ice Breaker | Overall winners  |
| 6 | Nov 4th&5th | Canara college, Mangalore | 1stFinance1st HR1st Marketing 1st BM  | Overall winners |
| 7 | Feb 2nd | Agnes college, Mangalore | 1st HR1st BM2nd Marketing1st Fashion Show1st Ice Breaker | Overall winners |
| 8 | Feb 3rd& 4th | Kannur university, Kannur | 2nd Marketing  |  |
| 9 | March 15th | Rukmini Shedthi Memorial National Govt. First grade College, Barkur. | 1st Marketing1st HR1st Finance  | Overall winners |
| 10 | March 19th | Mangalore University Evening College, Hampankatta | 1st BM1st HR1st Finance1st Quiz | Overall winners  |
| 11 | March 25th and 26th | MITE, Moodbidre | 1st Management Blend2nd ad HOC2nd CSR | Overall winners  |
| 12 | March 31st  | Gokarnanatheshwara College, Mangalore | 1st HR1st Quiz | Overall winners  |

**DURING THE ACADEMIC YEAR 2015-16 THE FOLLOWING OVERALL CHAMPIONSHIPS ARE SECURED BY THE STUDENTS OF OUR INSTITUTE.**

**STUDENT ARTICLES**

**GLANCE ON TRAVEL AND TOURISM MANAGEMENT**

*Saurabh : Hello Abhi, How was Manali trip.*

*Abhishek: It was Awesome, As Ihad been through mytrip.com. The facilities what they provided was great and affordable.*

This is where we can know about travel and tourism which plays a very important role now a day. Travel and Tourism is one of the rapidly growing and profit making industry, offers services such as retail travel, currency exchange, tour operators etc. Aspirant who are looking for carriers in tourism & travel sector will need to pursue a course in this field. There are several universities/institutes offer various undergraduate and postgraduate courses which offer BBA in Hospitality, Travel & Tourism. They help students to gain knowledge and understanding of Marketing, Sales, Tour Planning, Tour Operation, Holiday Consulting and foreign exchange management for tourists.

**What are the Courses available in the field of Tourism and Travel Management?**

In BBA one can make a career in unconventional yet demanding fields like Travel & Tourism. They can pursue BBA in Hospitality, Travel & Tourism. Job prospects for this program both in public and private sectors are bright. Travel and Tourism being one of the world's largest foreign exchange earner among industries, provides employment directly to millions of people worldwide and indirectly through many associated service industries, so if you are interested in this field then go ahead with this.

**How doesone start a career as a guide in the Tourism Industry of India?**

First of all, you should be doing a research on all the "worth-visiting" places nearby your area of operation. Visit those places, find their specialties, and find out what will attract the visitors to that place and market that location accordingly. Once we are done with finding 10-12 places, take pictures and videos of our self describing that location and its features. We will have to make the best videos; Do proper editing and upload them on YouTube, share them on your Facebook, Instagramand other social networking page. People will start sharing and liking the video and it would spread. Once we have enough number of viewers and videos, we can start approaching biggies for an offer. Or else, once we have that degree we have to either apply to government run tourism departments for a job or private institutions. Once we start booking tickets and guiding the people who come to us with their travel plan, they will be sent as a guide to help them along with everything starting from airport pickup to eating to sleeping to visit different places and then coming back. But if you want to specially be a guide to foreign tourists then we must have very good spoken English power and a very good clarity when we speak. Not the kind of English where 20% of what we say is audible and 80% isnot. And we need to educate our self with the places where we will be sent as a guide!

Thus, Travel and Tourism management has lot of opportunities in field of career building. Proper planning, exploring the hidden sites and keep updating the on goings lead to the success of this field.

**Travel | Explore |Delight |**

References:
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<https://www.quora.com/How-do-I-start-a-career-as-a-guide-in-the-tourism-industry-of-India>

**BY:
Pratheeka R M
Anoka Jain K B
(1st MBA ‘B’)**

**ETHICS IN BUSINESS**

Throughout history mankind has struggled with the meaning of right and wrong. What is right and what is wrong? Do we really need to follow these beliefs? If so, why? We aren't any closer today to a tangible answer, but most people do willingly follow a code of ethics, in other words, a belief of what is right and what is wrong.

Ethical behaviour is essential for success in life. Even in present world ethics is important in business. Ethical behaviour is essential for long term success both from micro and macro perspective in a business. Ethics are morale guideline which governs good behaviour so behaving ethically is doing what is normally right. Behaving ethically in business is widely regarded as good business practice.

In generally ethics means “The value of what should be done and what should not be done from oncepoint of view”. Every company has its own ethics, it conscience or a simplistic sense of ‘right’ and ‘wrong’.

Business ethics reflect the ‘philosophy of business’ of which one aim is to determine the fundamental purpose of company. Ethical issues include the right and duties between a company and its employee, supplier, customer and neighbours and its belief and responsibility to its shareholders.

**ETHICAL ISSUES:**

* The fundamental business ethical issues are trust between a company and its customers.
* The product safety standard should be maintained.
* The advertising contents should not confuse the customer.
* The type of business should not be harmful to the environment.
* Employees’ working place should be favourable to work in a good manner, etc.

Ethics has vast scope in a business. But now a day in a business they manipulate finance statements etc. “When ethics fails, law comes in to existence”.Ethics include corporate social responsibility and corporate governance .Withoutan ethics business can’t run because of competition is more in business field.

**BY:**

**SANCHAY K J**

**I MBA ‘B’Sec**

**ETHICS IN BUSINESS**

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 SANCHAY.K J

 I MBA ‘B’Sec

# FIVE FAST MOVER START-UPS IN INDIA

India has a population of well over a billion, and with so much early focus on tech careers, quickly prompting the nation to emphasize technical skills, even the poor infrastructure and significant bureaucracy haven't dinged the strong push for technical jobs and globally-recognized tech start-ups.

### **The Flipkart Start-ups**

Flipkart is based in Bangalore, and was founded nearly a decade ago. An ecommerce giant, it raised the most amount of [investor funding](http://www.siliconindia.com/news/startups/Government-Planning-Venture-Fund-for-StartUps-in-Northeast-nid-191488-cid-100.html)ever procuredby an Indian company, and looked to become a company worth as much as $100 billion within the next few years. Flipkart is one of the few Indian start-ups which have revolutionized the [Indian venture capital](http://fortune.com/2016/01/16/modi-india-startup-fund/) model, and was revolutionary by catering first to Indian culture by accepting cash-or-card on delivery.

### **The Hike Start-ups**

Hike first came together in Delhi during December back in 2012, and was a mobile messaging application. Now, it has more than 35 million users around the world, with a great majority of those based in Europe, the Middle East, and India itself. Primarily, it allows users to text and sends images without utilizing their phone's data plan, and easily uses the internet instead. And this startup might stay significant: they've recently acquired other startups with complementary assets and business models, which will eventually allow their users to do even more using internet rather than phone.

**The Exotel Start-up**

This [Indian start-up](http://techcrunch.com/2015/12/29/the-indian-startup-scene-in-2015/) is primarily serving cloud-based telephone services, including virtual numbers, applications, and services, which ideally reduce or eliminate the need for call centers. Primarily serving big organizational-level clients, it has received a significant amount of venture capital and a notable number of service awards in its industry. Emerging Company in 2014, it's been named the B2B startup to watch by more than a few business media outlets the world over.

### **The WebEngage Start-up**

WebEngage is one of the new companies which provide a suite so that clients can more easily engage with their clients: particularly in the ecommerce segment based in Mumbai, WebEngage makes it easy for their clients to offer promotions, surveys, and other perks in return for their engagement. With a presence in over 40 countries and a large and growing customer base, they'll be another one to watch, especially if they can harness big data to provide more targeted insights on client behaviours to their subscribers.

**The Druva Software Start-up**

Software is often a more difficult tech [start-up](http://www.siliconindia.com/news/startups/10-Steps-to-Starting-up-a-New-Startup-While-Keeping-your-Full-Time-Job-nid-191686-cid-100.html)in great part because, creating sound software requires a strong team of very talented coders and engineers. But the Druva Software group has delivered, and now serves over 3,000 major companies, from NASA to Xerox.

It's a suite of high-security data protection with a user-friendly platform which ideally minimalizes the expense generally used by major companies for high-endIT security specialists. And this strong start-up has received several rounds of venture funding, all totally over $67 million. Druva calls them the fastest-growing company in the industry, and their security solutions have consistently won notable awards in the field.

**BY:
Sushmitha Devadiga**

**1st MBA ‘B’**

**HOW SOME BIG TECH COMPANIES GOT THEIR NAMES?**

### **Apple:**

As one of the world’s largest companies, Apple obviously attracts a fair amount of attention nowadays, but it wasn’t always that way.

In Jobs’ own words: “Partially because I like Apples a lot and partially because Apple is ahead of Atari in the phonebook and I used to work at Atari”. In 2007, it dropped ‘Computer’ from the name to become just Apple.

**Google:**

The name started as a joke boasting about the amount of information the search-engine would be able to search. It was originally named 'Googol',a word for the number represented by 1 followed by 100 zeros. After founders - Stanford graduate students Sergey Brin andLarry Page presented their project to an angel investor; they received a cheque made out to 'Google'.

**Hotmail:**

Founder Jack Smith got the idea of accessing e-mail via the web from a computer anywhere in the world. When Sabeer Bhatia came up with the business plan for the mail service, he tried all kinds of names ending in 'mail' and finally settled for hotmail as it included the letters"html" - the programming language used to write web pages. It was initially referred to as HoTMaiL with selective uppercasing

**Hewlett Packard:**

Bill Hewlett and Dave Packard tossed a coin to decide whether the company they founded would be called Hewlett-Packard or Packard-Hewlett.

### **HTC:**

Most people will tell you that HTC stands for High-Tech Computer, which it once did, but there’s another reason behind the name. In 1997 when the company was founded by H.T. Cho (now chairman) and Cher Wang (now chairwoman) the two decided to use their own initials to form a name – and hence HTC was born.

### **LG:**

Like many of the other companies here, LG Electronics didn’t start life with the name it now has. Instead, in 1958, GoldStar was founded in the aftermath of the Korean War with a remit to build electronic devices.

Sister-company to GoldStar was Lak-Hui (pronounced “Lucky”), and hence ‘Lucky Goldstar’ was born. This obviously contracts to the LG name we know today, and which is used for the tagline ‘Life’s good’. In 1995, GoldStar officially adopted the LG brand and logo.

### **Mozilla:**

In 1994, when a team at Netscape sat around to think of names for a new browser to take on [NCSA](http://en.wikipedia.org/wiki/National_Center_for_Supercomputing_Applications)‘s Mosaic browser, what they were looking for was something that would crush the competition. What they looked to was Godzilla.Combining Mosaic with the movie monster brings you to the current day name of Mozilla. Dave Titus designed the original Mozilla mascot above in 1994.

### **Nokia**

Despite Nokia’s most recent fate in [bowing out of the smartphone market](http://thenextweb.com/microsoft/2014/04/25/microsoft-completes-acquisition-nokias-devices-services-business-price-slightly-higher-7-2b/), it’s pretty widely known that it didn’t start life in the electronics business.

In fact, in 1865, its first operation was a wood pulp mill at the Tammerkoski Rapids in Finland. In 1868, seeking better water flow, the business opened another mill a few miles away from the town of Nokia on the banks of the Nokianvirta River, which is what inspired the name Nokia in 1871. Clearly, there was no rush for branding back in the late 19th Century.

In 1967, it took the formal name of Nokia Cooperation and was comprised of five different businesses: rubber, cable, forestry, electronics and power generation. Today, following its sale to Microsoft, there are three businesses left: Nokia Networks, HERE, and Nokia Technologies.

### **Yahoo!**

[Founded in 1994](https://web.archive.org/web/20080713214826/http%3A/yhoo.client.shareholder.com/press/timeline.cfm) as “Jerry and David’s Guide to the World Wide Web” by Jerry Yang and David Filo, Yahoo eventually took its name in January 1995, when the domain was purchased and the company was incorporated.

But rather than being based on the actual meaning of the word ‘yahoo’ ([a rude, noisy or violent person](http://www.oxforddictionaries.com/definition/english/yahoo)), Yahoo! is an acronym [Yet Another Hierarchical Officious Oracle](http://thenextweb.com/insider/2014/10/24/how-21-big-tech-comapnies-got-their-names/4/%C2%A0https%3A/archive.today/puqz).
**BY:
Sushmitha Devadiga**

**1st MBA ‘B’**

**DIGITAL INDIA**

The Digital India initiative seeks to lay emphasis on e-governance and aims to transform India into a digitally empowered society. The program is projected at Rs.1,13,000crore which will prepare the country for knowledge-based transformation. The Department of Electronics and Information Technology anticipates that this program will have a huge impact on the Ministry of Communication and IT. It is to ensure that government services are available to citizens electronically. It will focus on providing high speed internet services to its citizens and make services available in real time for both online and mobile platform. Digital India also aims to transform ease of doing business in the country.Modi's government is focusing on providing broadband services in all villages of the country, tele-medicine and mobile healthcare services and making the governance more participative.

**Vision of Digital India initiative:**

Here is what the government of India aims to achieve through Digital India initiative.

1. Infrastructure: The Digital India initiative has a vision to provide high speed internet services to its citizens in all gram panchayats. Bank accounts will be given priority at individual level. People will be provided with safe and secure cyber space in the country.

2. Governance and services: Government services will be available online where citizens will be ensured easy access to it. Transactions will be made easy through electronic medium.

3. Digital empowerment of citizens: This is one of the most important factors of the Digital India initiative to provide universal digital literacy and make digital sources easily accessible. The services are also provided in Indian languages for active participation.

**9 major projects under the initiative:**

1. Manufacturing of electronics: The government is focusing on zero imports of electronics. In order to achieve this, the government aims to put up smart energy meters, micro ATMs, mobile, consumer and medical electronics.

2. Provide public access to internet: The government aims to provide internet services to 2.5 lakh villages which comprises of one in every panchayat by March 2017 and 1.5 lakh post offices in the next two years. These post offices will become Multi-Service centres for the people.

3. Highways to have broadband services: The Government aims to lay national optical fiber network in all 2.5 lakh gram panchayats. Broadband for the rural will be laid by December 2016 and broadband for all urban will mandate communication infrastructure in new urban development and buildings. By March 2017, the Government aims to provide nationwide information infrastructure.

4. Easy access to mobile connectivity: The government is taking steps to ensure that by 2018 all villages are covered through mobile connectivity. The aim is to increase network penetration and cover gaps in all 44,000 villages.

5. e-Governance: The government aims to improve processes and delivery of services through e-Governance with UIDAI, payment gateway, EDI and mobile platforms. School certificates, voter ID cards will be provided online. This aims for a faster examination of data.

6. IT Training for Jobs: The government aims to train around 1 crore students from small towns and villages for IT sector by 2020. Setting up of BPO sectors in North Eastern states is also part of the agenda.

7. e-Kranti: This service aims to deliver electronic services to people which deals with health, education, farmers, justice, security and financial inclusion.

8. Global Information: Hosting data online and engaging social media platforms for governance is the aim of the Government. Information is also easily available for the citizens.

MyGov.in is a website launched by the government for a two-way communication between citizens and the Government. People can send in their suggestions and comment on various issues raised by the Government, like net neutrality.

9. Early harvest programs: The Government plans to set up Wi-fi facilities in all universities across the country. Email will be made the primary mode of communication. Aadhar Enabled Biometric Attendance System will be deployed in all central government offices where recording of attendance will be made online.

**"MADE IN CHINA” - A THREAT FOR INDIA?**

Our business has fully developed management processes. Many of our Corporates have gone global and successfully acquired several big brands and companies. The rise of globally competitive Indian Companies like **Reliance, Jet Airways, Infosys, Wipro, Ranbaxy, Tata Motors, TCS, Bharatiand ICICI** tells the story of Indian success. The Indian success is market led whereas China's is state induced. The list of our competitive advantage could go on and on. So let's think positively. At the very least, ' a can-do attitude ' is a place to start. With recession and competing with Chinese products, some are in the worst of times.

In China, they all ride on three old warhorses of competition - **Cost, Quality and Service** - and drive them to new levels, making every person in the organization see them for what they are, a matter of survival. Let’s zoom into these three factors.

**Costs**: Everyone needs to be searching everywhere, inside the company and out, for best practices. Find where and how every single process should be performed to increase productivity. Like it is heard that Japanese and Chinese Companies, they don't think about reducing the costs just by 5 to 10 percent. We have to find the ways to reduce it by 20 to 30 percent. In most cases, that's what it will take to be competitive in the China world.

**Quality:** It is always heard people quoting that Chinese product are of cheap quality but, it’s not that Chinese produce only cheap quality products, they produce products to match any price and what we happen to see is just one of those low priced cheap quality product. But let’s realize that, they can produce excellent quality products and most of the international brands which we bench mark as quality products are Made in China! They spend lot of money into R&D and we need to look into that aspect as well. On quality, we just can't have a trial and error approach. Getting it 95% perfect is not good enough. We need to use Six Sigma or any other methodology we like in order to deliver the best quality and get rid of defects.

**Service**: It is the easiest advantage to exploit. China is thousands of miles away from most developed markets. But still they manage to get new customers, give them good service and retain them. I think, our challenge is not just to improve service. It is to break the service paradigm in our industry or market so that customers aren't just satisfied; they're so shocked that they tell strangers on the street how good we are! I am sure we can do much better than China in giving the best service to Customers.

While we have to innovate to improve **Cost, Quality and Service**, let's go beyond that. Take a new, hard look at our market and search for untapped opportunities; find new niches. The market we're serving may seem saturated, but it is filled with plenty of demand for exciting new products, services or technologies.

India as an emerging superpower

The Republic of India is considered as one of the possible emergingsuperpowers of the world. This potential is attributed to several indicators, the primary ones being its demographic trends and a rapidly expanding economy and by GDP India became world's fastest growing economy in 2015 with 7.3% GDP rate.

**GEOGRAPHIC FACTORS**

LOCATION

India, the 7th largest nation by area, lies at the north-central region of Indian Ocean - a zone with unprecedented potential for growth in the scale of transoceanic commerce, with many Eurasian and increasingly Afro-Asian sea-trade routes. The subcontinent's land and water resources, though strained, are yet sustaining its massive population.

The central position of India, its magnificent resources, its teeming multitude of men, its great trading harbours’, its reserve of military strength, supplying an army always in a high state of efficiency.

**DEMOGRAPHIC FACTORS**

High population: India has the world's second largest population. A very large number of India's population, consisting of 50% of the whole, is below the age group of 24. This provides the nation with a large workforce for many decades, helping in its growth. The government is training a 400 million-workforce, which is larger than the population.

Young population:Due to its high birth rate India has a young population compared to most aging nations. It has approximately 65% of its population below the age of 35. In addition, declining fertility is beginning to reduce the youth dependency rate which may produce a demographic dividend.

Foreign language skills:India has the world largest English speaking/understanding population. It claims one of the largest workforce of engineers, doctorsand other key professionals, all are comfortable with English .It has the 2nd largest population of "fluent English" speakers. Indians are also learning Dutch, Italian, Japanese, Korean, Mandarin Chinese, Russian, and Spanish.

**POLITICAL FACTORS**

Candidacy for SecurityCouncil:India has been pressing for permanent membership of the United Nations Security Council(as part of the G4 nations but with a clause that it won't exercise its veto for the next 15 years).It has received backing from France, Russia and the United Kingdom.

Role in international political:Historically, India was one of the founding members of Non-Aligned Movement, and had good relationships with Soviet Union and other parts of western world. It played regional roles in South Asian affairs, e.g. its use of the Indian Peace Keeping Force in the Bangladesh Liberation War and in Sri Lanka. It took a leading initiative to improve relations between African and Asian countries. India is an active member of the Commonwealth and the WTO.

#### Foreign relation:India has developed relationships with the world powers like the European Union, Japan, Russia, and the United States. It also developed relationships with the African Union, the Arab World, Southeast Asia, Israel and South American nations . In order to make the environment favorable for economic growth, India is investing on its relations withChina.It has significantly boosted its image among Western nations and signed a civilian nuclear deal with the United States in March 2006. It is also working for better relationships with Pakistan.

Economic growth:India's current economic growth (as the world's fastest-growing major economy as of 2015) has improved its standing on the world's political stage, even though it is still a developing country.

**ECONOMIC FACTORS**

Booming economy:Its economy is growing faster than China's this year, and the most of any major economy in the world. It will surpass Russia's this year in size and nearly equal Brazil's in 2016, according to new data from the International Monetary Fund.

Primary sector:India Economic contribution: Agriculture and related sectors such as forestry, logging, and fishing contribute almost 15.7 percent of the national GDP growing at 9% per year, is the world's second largest producer of food next to China.

Secondary sector: India is still relatively a small player in manufacturing when compared to many world leaders. Some new trends suggest an improvement in future, since the manufacturing sector is growing at 11-12%.

Tertiary sector: India currently has an expanding [IT](https://en.wikipedia.org/wiki/Information_Technology) industry which is considered one of the best in the world. Some have begun to describe India as a *technology superpower*.It is considered the World's Office and is leading in the Services Industry.

**SCIENCE AND TECHNOLOGY**

INDIA is trying to develop more high skilled, English speaking people to fit in the future knowledge economy. India is becoming one of the world's leading producers of computer software. On 14 November 2008, the Moon Impact Probe separated from the Chandrayaan orbiter.Among its many achievements was the discovery of the widespread presence of water molecules in lunar soil. On 24 September 2014, India became the fourth nation to have a satellite orbiting Mars.

##### Tourism:India, with its diverse and fascinating history, arts, music, culture, spiritual & social models has witnessed the growth of a booming tourism industry

Medical services:"First World medical services at Third World prices" - Indian Metros have emerged as the leading destination of medical tourism. Last year, an estimated 150,000 foreigners visited India for medical procedures, and the number is increasing at the rate of about 15 percent a year.

**MILITARY FACTORS**

The Indian Armed Forces, India's main defence organisation, consists of two main branches: the coreMilitary of India and theIndian Paramilitary Forces

ARMY

It also played a leading role inthe liberation of Bangladesh in 1971. Today, the Indian Army is the world's second largest army after China'sPeople's Liberation Army

AIR FORCE

The Indian Air Force is the fourth largest air force in the world. India recently inducted its second indigenously manufacturedcombat aircraft India is also developing the fifth generation stealth aircraft

NAVY

The Indian Navy is the world's fifth largest navy.It is considered to have blue-water capabilities with sophisticated missile-capable warships, aircraft carrier, minesweepers,etc. It operates twoaircraft carriers and also plans to induct the INS Vikrant by 2018 followed by a larger INS Vishal.

INTEGRATED GUIDED MISSILE DEVELOPMENT PROGRAMME

India started the IGMDP to be a self-reliant nation in missile development. The IGMDP program includes five missiles like the Prithvi and Agni of ballistic missiles, surface to air missiles Trishul and Akash and also the anti tank Nag missile. India is also developing long range cruise missiles similar to the Tomahawk class of missiles called Nirbhay. There are reports of India developing an intercontinental ballistic missile beyond the range of ten thousand kilometers

NUCLEAR WEAPON

India has possessed nuclear weapons since 1974, when it did the Pokharan I nuclear tests, and the means to deliver them over long distances. However, India is not a signatory to the Nuclear Non-Proliferation Treaty

ARMS IMPORTS

The previous report that studied the period 2009-2013 had said Russia supplied 75 per cent of the equipment to India, while US and Israel had 7 per cent and 6 per cent sales. This means Russia share of 70 per cent is a drop from earlier year, while the US and Israel have grown.

CURRENT MAJOR ROLE

The Indian Armed Forces plays a crucial role in anti-terrorist activities and maintaining law and order in the disputed Kashmirregion. India has also participated in several United Nations peace-keeping missions.

**CULTURAL FACTORS**

HISTORY : India is one of two ancient civilizations, dating back to at least 5000 years, which have stood the test of time and survived against all odds. Indians invented the numbering system  the concept of zero, basic algebra,etc.Many religions with origins outside the Indian continent - Islam, Christianity,Judaism,etchave found followers in India

CINEMA: India’s film industry produces more feature films than any other. In a year, it sold 3.6 billion tickets, more than any other film industry in the world. Thecinemaplay a major role in spreading Indian cultureworldwide.

**BY:**

**ABHISHEK**

**I MBA B**

**MUDRA BANK (MICRO UNITS DEVELOPMENT AND REFINANACE AGENCY LTD.): INNOVATIVE WAY OF FUNDING SMALL BUSINESS**

Our Prime Minister Sri NARENDRA MODI launched the promised Micro Units Development and Refinance Agency Ltd (MUDRA) Bank on 8 April,2015 with a corpus of Rs 20,000 crore and a credit guarantee corpus of Rs. 3000 crore. The launch was the fulfilment of an announcement made earlier by the Finance Minister Arun Jaitley in his FY 15-16 Budget speech.

**How can MUDRA Bank Make a Difference to the Economy?**

Most individuals, especially those living in rural and interior parts of India, have been excluded from the benefits of formal banking system. Therefore, they never had access to insurance, credit, loans and other financial instruments to help them establish and grow their micro businesses. So, most individuals depend on local money lenders for credit. The loan comes at high interest and often with unbearable conditions, which make these poor unsuspecting people fall in a debt-trap for generations. When businesses fail, the borrowers become vulnerable to the lender’s strong-arm tactics and other forms of humiliation.

As per NSSO survey of 2013, there are close to 5.77 crore small-scale business units, mostly sole proprietorships, which undertake trading,manufacturing, retail and other small-scale activities. Compare this with the organised sector and larger companies that employ 1.25 crore individuals. Clearly, the potential to harness and nurture these micro businesses in vast and the government recognises this. Today, this segment is unregulated and without financial support or cover from the organised financial banking system.

**THE PRINCIPAL OBJECTIVES OF THE MUDRA BANK ARE:**

1. Regulate the lender and the borrower of microfinance and bring stability to the microfinance system, through regulation and inclusive participation.
2. Extend finance and credit support to Microfinance Institutions (MFI) and agencies that lend money to small business, retailers, self-help groups and individuals.
3. Register all MFIs and introduce a system of performance rating and accreditation for the first time. This will help last-mile borrowers of finance to evaluate and approach the MFI that meets their requirement best and whose past record is most satisfactory. This will also introduce an element of competitiveness among the MFIs. The ultimate beneficiary will be the borrowers.
4. Provide structured guidelines for the borrowers to follow to avoid failure of business or take corrective steps in time. MUDRA will help in laying down guidelines or acceptable procedures to be followed by the lenders to recover money in cases of default.
5. Develop the standardised covenants that will form the backbone of the last-mile business in future.
6. Offer a Credit Guarantee scheme for providing guarantee to loans being offered to micro business.
7. Introduce appropriate technologies to assist in the process of efficient lending, borrowing and monitoring of distributed capital.
8. Build a suitable framework under the Pradhan Mantri MUDRA Yojana for developing an efficient last-mile credit delivery system to small and micro business.

MUDRA Bank has rightly classified the borrowers into three segments: the starters, the mid-stage finance seekers and the next level growth seekers.

To address the three segments, MUDRA Bank has launched three loan instruments:

1. Shishu: covers loans uptoRs. 50,000/-
2. Kishor: covers loans above Rs. 50,000/- and uptoRs. 5 lakh.
3. Tarun: covers loan above Rs. 5 lakh and uptoRs. 10 lakh.

Initially, sector-specific schemes will be confined to “Land Transport, Community, Social & Personal Services, and Food Product and Textile Product sectors’. Over a period of time, new schemes will be launched to encompass more sectors.

MUDRA operates as a refinancing institution through State/Regional level intermediaries. It refinances NBFCs/MFIs and also banks, primary lending institutions etc.

**SOME OF THE OFFERINGS PLANNED FOR THE FUTURE:**

1. MUDRA Card
2. Portfolio Credit Guarantee
3. Credit Enhancement

**MUDRA LOAN MELA**

The Government is organising MUDRA loan melas in different parts of the country. These melas are organized for few days where loans for small business funding could be applied. In the melas, loans are granted ranging from Rs. 50,000 to Rs. 10 lakh. To know more about the process of loan you can contact the Nodal officer of your area.log on to<http://www.mudra.org.in/Nodal-Officers-MUDRA.pdf>

**CAN MUDRA REALLY BE A GAME CHANGER FOR INDIA?**

Yes it can. See the existing demographics. Majority of Indians are poor and live in rural and interior parts of India. Most are excluded from getting facilities that would be termed very basic, even by Indian standards.

Most people do not have access to farmland and in the absence of jobs, are left to their own creativity to feed themselves and survive. They figure out ways to do odd jobs in exchange of money or barter their services, Most of these people belong to scheduled castes, scheduled tribes and other backward classes. It is to be noted that most of the micro enterprises, retail or trading activity, are initiated and controlled by women, with no exposure to education, formal training or access to any form of banking support.

Now visualise this. If India could harness this free spirit of enterprise and offer some guidance, support, training and financial assistance, the potential to get an immediate jump in GDP is there for there for the asking. Sri NarendraModi recognises this and was clear of the potential of this low-hanging fruit.If MUDRA can continue to retain focus on the underprivileged and extend it reach to the interiors, it can well emerge as a bigger success story than what Grameen Bank of Bangladesh ever was or will be.

There is an old saying that goes like this: “Give a man a fish you feed him for a day, teach him how to fish and he will never go hungry”. MUDRA Bank is a step by the government that can be a game changer in giving birth to a new set of entrepreneurs, some of whom may scale heights not imagined today. This is far better than giving subsidy, which may seem welcoming at first, but does little to help an individual strive for a better life. MUDRA is the way to go.

**BY:**

**MS. KOUSALYA PUROHITH,**

**1ST MBA ‘A’**

**INVEST KARNATAKA -2016**

Invest Karnataka aims to create a platform for the best minds to meet, exchange ideas and drive forward the State’s vision to prosperity for all – by employing technology, innovation, inclusivity and sustainability as a key factors for development. The State GDP stands at US$ 120 billion and is growing at a healthy 7%/PA. It has an industrial output of US$ 61.5 billion and a cumulative FDI of US /$ 18.30 billion since April 2000 – September 2015. The value of total exports of the state is US/ $ 52 billion which contributes to 13% of India’s exports to the world.

Over the year Invest Karnataka has come signify successful partnerships and comprehensive & sustained developments. The three day event will include focused sectorial, theme and partner country seminars and will attract domestic and global stakeholder. The visionary leaders and global corporations called upon to explore the opportunities in Karnataka. The focus pavilions planned are Aerospace and Defence, Automobiles, Machine Tools & Textiles, ICT, Electronics and Hardware, Agrotech and Food processing, Healthcare & Life sciences, Infra structure, Renewable Energy, skills, education and R&D, Tourism, Banking, Financial services and Insurance.

**KEY AGENDA - EASE TO BUSINESS:**

* Dedicated Single Window Agency for project approvals formed under Karnataka Facilitation Act, 2002.
* Project approvals provided online through Single Window portal.([www.ebizkarnataka.gov.in](http://www.ebizkarnataka.gov.in))
* “Guide to investors on setting up of Industrial Enterprise” providing holistic information on infrastructure, registrations, approvals, etc. on Single Window portal.
* Registrations/approvals of 10 departments provided online through Single Window portal.
* All Commercial tax related services provided online.
* Online information on availability of land in Industrial Areas.
* Timelines fixed for providing most of the industry related services under Karnataka Guarantee of Services to Citizens Act.
* Property registration fully computerized.
* Online Consent for Establishment from Pollution control Board.
* Labour and Factories and Boiler Dept. related registrations & renewals are being made online with provision for online payment and digitally signed downloadable & verifiable certificates.
* Consent for adaption of revised concept of categorization of Industrial sector into Red, Orange, Green and White categories based on composite scoring of pollution index( discharge of emissions and effluents and its impact on health) instead of size of the Industry and consumption of resources.
* Consent fee payable to Pollution Control Board being revised by excluding the investment on land and building from the total project cost.
* Provisions of various labour laws being revised to suit the present needs of the Industry, keeping the interest of labour in mind.

**MAJOR INVESTMENTS FROM INVEST KARNATAKA 2016 AND THE CLIMATE OF OPPORTUNITY**

The year is starting out with a big bang for Karnataka. On inaugural day, February 3, of the Invest Karnataka 2016, the State has already bagged some key investments and projects. [Karnataka has plans to rise close to Rs 1, 00,000 crore](http://yourstory.com/2016/02/invest-karnataka-tata-birla/) from the three-day global investors’ meet riding on its slogan of “where the future is made.”

‘Invent in Karnataka, Innovate in Karnataka, Invest in Karnataka’ was the mantra over three days MoUs for 121 projects valued at Rs 1.33 lakh crore signed, the largest investment came from the energy sector amounting to Rs 57,038 crore, saw over 100 ready-to-invest projects being presented, over 300 exhibitors participated at the event spread over one lakh sqft. About 50 per cent of the 5,000 delegates participating were from SMEs and start-ups and entrepreneurs, including women, seven countries, including a 75-member team from UK, participated.

**Here are some major investments:**

* **Aditya Birla Group to invest an additional Rs 2000 crore in telecom, apparel, and retail businesses.**
* **Anil Dhirubhai Ambani Group to set up Dhirubhai Ambani Centre for Technology and Innovation in aerospace in Bengaluru.**
* **Adani Group plans Rs 11,500 crore investment in the power sector.**
* **JSW has committed Rs 35,000 crore in three-four years in Karnataka.**
* **Robert Bosch plans an investment of Rs 1000 crore in 2016.**
* **Infosys announced its fourth development centre at Hubli.**
* **Wipro IT business to add 25,000 people in Karnataka.**
* **The Ministry of Roadways to add 4000 km of national highway in the State. It announced an investment of Rs 60,000 crore road development in Karnataka before December 2016.**
* **In 2017, an additional Rs 40,000 crore investment for national highways, and Rs 200 crore for port development.**
* **The state government has proposed a centre for National Institute of Pharmaceutical Education and Research (NIPER) in Karnataka.**
* **It is also planning a 1.3 million tonne urea producing plant in North Karnataka, and** a R&D **centre of Central Institute of Plastics Engineering and Technology in Bengaluru.**

The three-day Invest Karnataka 2016, which concluded left the state government on a high note with the response far more encouraging than it had perceived earlier. The Global Investors’ Meet (GIM) was successful in attracting leading players and investors to the state, which proved that the government has created an atmosphere conducive for industries in the past two years. The event also proves that Karnataka is a preferable destination for investors in tourism, infrastructure, aerospace, power, IT/BT, food processing. Investments will also be made in backward regions of the state. The government will appoint a senior bureaucrat to follow up on the plan to build roads for Bengaluru within three months, to ensure that investments are made, to avail benefits from the government.

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