



# **SDM College of Business Management** **Post Graduate Centre for Management Studies and Research**

**MANGALURU - 575 003, D.K.**

Phone: 0824-2396009

Website : <http://www.sdmcbm.ac.in> Email : [sdmcbm@gmail.com](mailto:sdmcbm@gmail.com)

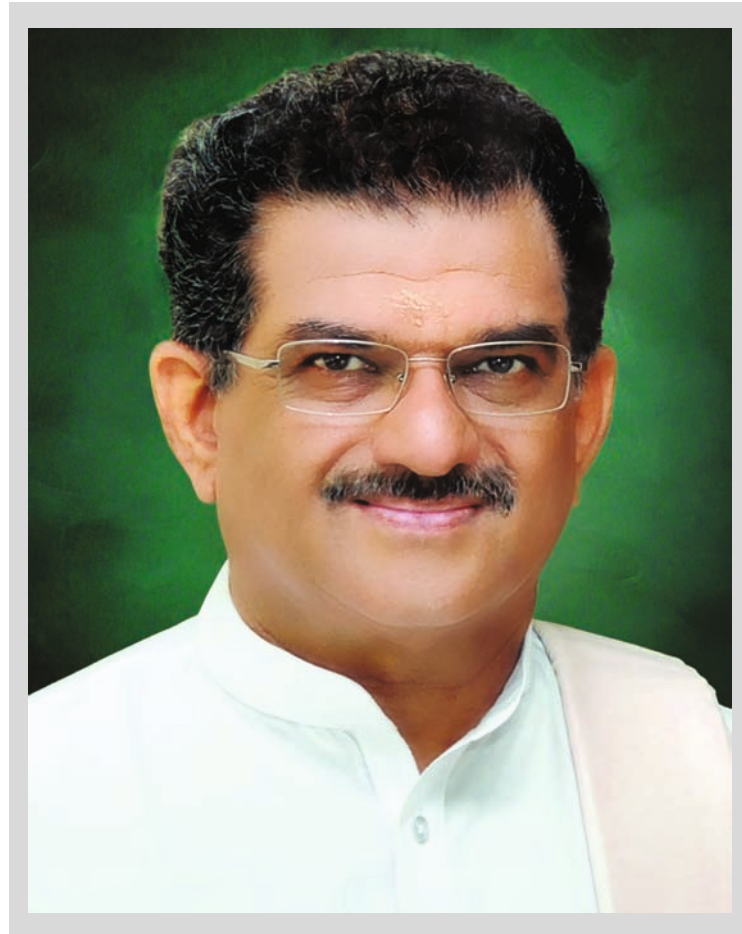


## **Calender 2017-18**

Sponsored By

**SRI DHARMASTHALA MANJUNATHESWARA EDUCATION SOCIETY ®, UJIRE(D.K)**

# Fountain of Inspiration & Guidance



**Padmavibhushana Dr. D. Veerendra Heggade**

President  
S.D.M.E. Society (R), Ujire



**SDM COLLEGE OF BUSINESS MANAGEMENT  
POST GRADUATE CENTRE FOR MANAGEMENT STUDIES  
AND RESEARCH**

**MANGALURU - 575 003, D. K.**

**PHONE : 0824 - 2496009**

**Website : <http://www.sdmcbm.ac.in>**

**Email : [sdmcbm@gmail.com](mailto:sdmcbm@gmail.com)**

**CALENDAR 2017 -'18**

**Sponsored by :**

**Shri Dharmasthala Manjunatheshwara Educational Society (R)**

**Ujire.(D.K.)**

**PERSONAL MEMORANDA**

**Name of the Student** : .....

**Class and Section** : .....

**Age and Date of Birth** : .....

**Hobbies & Interest** : .....

**Blood Group** : .....

**Any Award, Prize won  
in the Collegiate level** : .....

.....

**Father's Name  
and Occupation** : .....

.....

**Mother's Name  
and Occupation** : .....

.....

.....

**Address, Phone No.  
(During the term)** : .....

.....

.....

**E-mail ID** : .....

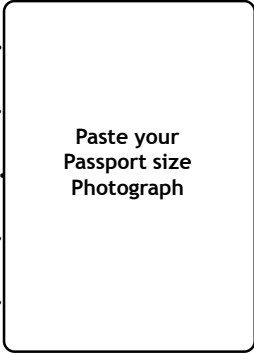
**Address,  
Parents Phone No.  
(During the Vacation)** : .....

.....

**Any other information** : .....

.....

.....





## UNDERTAKING BY STUDENTS AND PARENTS

I, Mr. /Miss. ....(I / II Year)  
student of SDM COLLEGE OF BUSINESS MANAGEMENT POST GRADUATE  
CENTRE FOR MANAGEMENT STUDIES AND RESEARCH, Mangalore bearing  
the Register No. .... for the academic year  
....., hereby promise that I will abide by the following rules.

1. I will be regular and punctual to all the classes.
2. I will wear uniform and formal dress as per the dress code prescribed by the college.
3. As per the rules of the college I will not bring four wheelers inside the college campus.
4. I will pay on time tuition fees, examination fees and any other fees specified by the management and university.
5. I will not indulge in any activities inside and outside the college premises which would cause harm to the college, individuals and other parties.
6. I will be disciplined and will show respectful behaviour in the classroom, college campus and outside.

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### ACKNOWLEDGEMENT

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I hereby undertake that I will strictly follow the above terms & conditions. I also undertake that if I fail to comply with these terms; I will be liable to suitable action as per Institutes Rules and Law. SMS regarding attendance, holiday, etc., can be sent to my following mobile no.

**Signature of the Student**

**Signature of Parent/Guardian**  
Name & Address with Phone Number

### MBA Teaching Faculty 2017-18

<i>Sl.No.</i>	<i>Name</i>	<i>Designation</i>
1	Dr. Devaraj. K	Director
2	Dr. Seema S Shenoy	Sr.Lecturer
3	Sumathi	Sr.Lecturer
4	Dr. Prameela S Shetty	Sr.Lecturer
5	Dr. Savitha Perira	Sr.Lecturer
6	Dr. Jomon Lonappan	Lecturer
7	Dr. Harshitha K	Lecturer
8	Deepa Nayak P	Lecturer
9	Prakash H.S	Lecturer
10	Dawn Prakash	Lecturer
11	Ramya Shetty	Lecturer
12	Shaini Naveen	Lecturer

### MBA Administrative Staff 2017-18

<i>Sl.No.</i>	<i>Name</i>	<i>Designation</i>
1	Ashalatha M	Library Asst.
2	Vimala	Tech. Asst.
3	Jayalaxmi	Office Asst.
4	Pushpavathi	Office Asst.
5	Sujyothi Kumari	Office Asst.
6	Padmini Hebbar	Clerk/Lib. Asst.
7	Roopesh Kumar	Accounts Asst.
8	Haneesh Moily	Attender
9	Rohith	Attender
10	Shravan Kumar	Attender
11	Ananda	Attender
12	Padmanabha	Lift.Op
13	Prashanth	Watchman
14	Manohar	Driver
15	Radha N	Sweeper

## **SDM COLLEGE OF BUSINESS MANAGEMENT POST GRADUATE CENTRE FOR MANAGEMENT STUDIES AND RESEARCH, MANGALORE.**

Shri Dharmasthala Manjunatheshwara Educational Society®, Ujire

Shri Dharmasthala Manjunatheshwara Educational Society, ® Ujire is providing education in health and social service for the last 40 years in the state of Karnataka, located in Ujire, Dakshina Kannada district of the Karnataka State, SDM Educational Society is a centre known for its educational excellence that has an outstanding track record of nearly four decades of dedicated service in the sector of education, health and social service.

Shri D. Veerendra Heggade, as the President of the Society, has been the guiding spirit and driving force behind the institutions. The personal interest that he displays, despite his varied duties, sees him not only provide the broad guidelines but also look into the smallest matter that could affect the quality of education.

The institutions of Shri Dhramasthala Manjunatheshwara Educational Society have been built with a faith that is passionate and has a mission that transcends all barriers of race and religion, caste and creed. SDM believes in the dissemination of knowledge with a macroscopic dimension to harness the best of talents and translate it to the academic scenario. The society is instrumental in elevating the standards of subjects. The perfect blend of education and spirituality will attune a student with the qualities of ethics, discipline, integrity and humanitarian spirit. The educational system followed by SDM is glaring example for the amalgamation of modernism and ancient tradition. The principles of life are imbibed by the student and they become responsible human beings armed with knowledge and attributes of human element. The SDM group of institutions is trying to harness the infinite talent of wisdom and knowledge in their students.

### **Mangalore University Affiliation**

The course is affiliated to Mangalore University. Mangalore University which is one of the upcoming universities in South India, is well known for innovative programmes all over the country.

### **SDM College of Business Management Post Graduate for Management Studies and Research**

SDM College of Business Management Post Graduate for Management Studies and Research is established in the year 2007. It is housed in a magnificent building situated in Kodialbail, Mangaluru, with state of the art infrastructure. The institute is well known for management education with innovative teaching pedagogy; group discussion, student's seminar, presentation, role plays, case analysis and assignment as a part to the curriculum in the institute.

The institute is not just imparting academic inputs but is also providing important life skill/ soft skill training. "Shresta" National level management fest at post graduate level is conducted by the institute every year in order to train students in compunction, presentation and organizing skills. The distinctive mark of the contemporary world is its innovative technology and ever-growing expectations of customers. This has made it imperative for executives and managers to take up the assignment only after they have equipped themselves with latest know-how that would enable them to withstand the demands on their intellect. Versatile managerial training is indispensable to one who is determined to undertake and execute various projects with efficiency. SDM Post Graduate Centre for Management Studies and Research is committed to give quality and standard management education. It is recognized by AICTE (New Delhi), approved by Govt. of Karnataka and affiliated to Mangalore University.

### **Vision**

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

### **Mission**

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

### **Core Values**

1. Crafting socially and morally responsible business leaders.
2. Nurturing patriotic and spiritual belief
3. Instilling positive thinking and ethical behaviour
4. Fostering an eco system to stimulate innovation, creativity and entrepreneurial instincts.
5. Chistling students to be globally empowered and technically competent.



# SDM PG Centre for Management Studies and Research, Mangaluru

## Students Discipline Management Plan

### Criteria Description

<b>Compulsory Attendance</b>	<ul style="list-style-type: none"><li>● 90% of attendance in each subject is compulsory to have eligibility to appear for semester examination</li><li>● Attendance is taken within the first 5 minutes of the commencement of every class.</li><li>● Immediate Intimation is sent to the parent on any student being absent.</li></ul>
<b>Uniform</b>	<ul style="list-style-type: none"><li>● Uniform (provided by the college only) to be worn on every Monday.</li><li>● If Monday happens to be a holiday, uniform to be worn on the subsequent working day.</li><li>● Those who fail to wear the uniform will be penalized.</li></ul>
<b>Dress Code</b>	
<b>Boys</b>	<ul style="list-style-type: none"><li>● Tuesday to Friday; Formals (Trousers and Shirts)</li><li>● Saturday; Smart casuals</li></ul>
<b>Girls</b>	<ul style="list-style-type: none"><li>● Tuesday to Friday; Formals (Salwars/Kurtis with sleeves)</li><li>● Saturday; Smart casuals</li></ul>
<b>Shoes</b>	<ul style="list-style-type: none"><li>● Formal shoes (Black or Brown) from Monday to Friday</li></ul>
<b>Hair style</b>	<ul style="list-style-type: none"><li>● Well groomed hair style</li><li>● Neatly trimmed beard</li></ul>
<b>Lift usage</b>	<ul style="list-style-type: none"><li>● Strictly follow the lift operator instructions</li><li>● No loading more than the allowed capacity</li><li>● Make it a habit to give way in the lift to the Members of the Management, Guests and Faculty members of all sister concerns.</li></ul>
<b>Classroom conduct</b>	<ul style="list-style-type: none"><li>● Cleanliness in the classrooms should be strictly maintained.</li><li>● Celebration of birthdays inside the classrooms is prohibited.</li><li>● No usage of LCD or sound systems during non class hours.</li><li>● Use the classroom infrastructure in judiciously.</li></ul>
<b>Parking facility</b>	<ul style="list-style-type: none"><li>● No four-wheeler parking facility is available</li><li>● Parking rules lay down by the college authorities to be strictly followed.</li><li>● Don't argue with security personnel</li></ul>
<b>Harassment/Ragging</b>	<ul style="list-style-type: none"><li>● Harassment in any form will not be tolerated</li><li>● Students indulging in any such activities shall face severe consequences</li></ul>



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**Library conduct**

- The Library is open on all working days from 8/30 a.m. to 7.00 p.m.
- Students are allowed to borrow 5 Books at a time.
- Maintain the discipline and decorum of the library
- Enter with ID card only

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**Discipline**

- Enter the classroom at least 5 minutes prior to the commencement of the class
- Do not cause any nuisance within or outside the college premises.
- No forming a group on the pretext of any caste, religion, background or language
- Mind your behaviour as you are be under surveillance.

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**Time Management**

- Be seated at least 5 minutes in advance on commencement of any activity of the college.
- Ensure your presence in the examination hall 10 minutes prior to the commencement of the examination.

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**Cleanliness**

- As apart of clean India, keep your surroundings clean
- Use washroom in the cleanliest manner
- Use water judiciously
- Use waste bin to drop all kind of waste

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*\*College will have all rights to change or modify or alter the above said points*

JUNE - 2017			JULY - 2017		
Date	Days	Particulars	Date	Days	Particulars
1	THU		1	SAT	
2	FRI		2	<b>SUN</b>	<i>H</i>
3	SAT		3	MON	
4	<b>SUN</b>	<i>H</i>	4	TUE	
5	MON		5	WED	
6	TUE		6	THU	
7	WED		7	FRI	
8	THU		8	SAT	
9	FRI		9	<b>SUN</b>	<i>H</i>
10	SAT		10	MON	
11	<b>SUN</b>	<i>H</i>	11	TUE	
12	MON		12	WED	
13	TUE		13	THU	
14	WED		14	FRI	
15	THU		15	SAT	
16	FRI		16	<b>SUN</b>	<i>H</i>
17	SAT		17	MON	<i>III Semester Reopen</i>
18	<b>SUN</b>	<i>H</i>	18	TUE	<i>Admission entrance exam</i>
19	MON		19	WED	
20	TUE		20	THU	
21	WED		21	FRI	
22	THU	<i>Industrial Tour Week</i>	22	SAT	
23	FRI		23	<b>SUN</b>	<i>H</i>
24	SAT		24	MON	
25	<b>SUN</b>	<i>H</i>	25	TUE	
26	<b>MON</b>	<i>H - Ramzan</i>	26	WED	
27	TUE		27	<b>THU</b>	<i>Nagara Panchami</i>
28	WED		28	FRI	
29	THU	<i>Grimsby visit</i>	29	SAT	<i>Guest Lecture</i>
30	FRI		30	<b>SUN</b>	<i>H - K-Mat examination</i>
			31	MON	

AUGUST - 2017			SEPTEMBER - 2017		
Date	Days	Particulars	Date	Days	Particulars
1	TUE		1	FRI	
2	WED		2	<b>SAT</b>	<i>H - Bakrid</i>
3	THU		3	<b>SUN</b>	<i>H</i>
4	FRI		4	MON	
5	SAT		5	TUE	<i>Teachers day/Training for non teaching staff</i>
6	<b>SUN</b>	<i>H</i>	6	<b>WED</b>	<i>H - Ragu Upakarma</i>
7	MON		7	THU	
8	TUE		8	FRI	<i>Shraddha-2017</i>
9	WED	<i>Workshop</i>	9	SAT	
10	THU		10	<b>SUN</b>	<i>H</i>
11	FRI		11	MON	<i>Workshop</i>
12	SAT		12	TUE	<i>Workshop</i>
13	<b>SUN</b>	<i>H</i>	13	WED	
14	<b>MON</b>	<i>H - Sri Krishna Janmashtami</i>	14	THU	
15	<b>TUE</b>	<i>H - Independence Day</i>	15	FRI	
16	WED		16	SAT	
17	THU		17	<b>SUN</b>	<i>H - Roto Quiz</i>
18	FRI		18	MON	
19	SAT		19	<b>TUE</b>	<i>H - Mahalaya Amavasya</i>
20	<b>SUN</b>	<i>H</i>	20	WED	
21	MON		21	THU	<i>Workshop</i>
22	TUE		22	FRI	<i>Internal exam</i>
23	WED		23	SAT	
24	THU		24	<b>SUN</b>	<i>H</i>
25	<b>FRI</b>	<i>H - Ganesh Chaturthi</i>	25	MON	<i>Guest Lecture</i>
26	SAT		26	TUE	
27	<b>SUN</b>	<i>H</i>	27	WED	
28	MON	<i>Workshop</i>	28	THU	
29	TUE	<i>Workshop</i>	29	<b>FRI</b>	<i>H - Mahanavami, Ayudha Pooja</i>
30	WED	<i>Workshop</i>	30	<b>SAT</b>	<i>H - Vijaya Dashami</i>
31	THU	<i>Guest Lecture, Rotaract club installation</i>			

OCTOBER - 2017			NOVEMBER - 2017		
Date	Days	Particulars	Date	Days	Particulars
1	<b>SUN</b>	<i>H - Moharam</i>	1	<b>WED</b>	<i>H - Kannada Rajyothsava</i>
2	<b>MON</b>	<i>H- Gandhi Jayanthi</i>	2	THU	
3	TUE		3	FRI	
4	WED		4	SAT	
5	<b>THU</b>	<i>H - Maharsi Valmiki Jayanthi</i>	5	<b>SUN</b>	<i>H</i>
6	FRI	<i>Guest Lecture</i>	6	<b>MON</b>	<i>H - Kanakadasa Jayanthi</i>
7	SAT	<i>I MBA Orientation</i>	7	TUE	<i>MBA CLUB Inauguration</i>
8	<b>SUN</b>	<i>H</i>	8	WED	
9	MON	<i>Guest Lecture</i>	9	THU	
10	TUE		10	FRI	
11	WED		11	SAT	
12	THU		12	<b>SUN</b>	<i>H</i>
13	FRI		13	MON	
14	SAT		14	TUE	
15	<b>SUN</b>	<i>H</i>	15	WED	<i>II Internal Exam</i>
16	MON	<i>Guest Lecture</i>	16	THU	
17	TUE		17	FRI	
18	<b>WED</b>	<i>H - Naraka Chathurdashi</i>	18	SAT	
19	THU		19	<b>SUN</b>	<i>H</i>
20	<b>FRI</b>	<i>H - Deepavali</i>	20	MON	
21	SAT		21	TUE	
22	<b>SUN</b>	<i>H</i>	22	WED	
23	MON		23	THU	
24	TUE		24	FRI	
25	WED		25	SAT	
26	THU		26	<b>SUN</b>	<i>H</i>
27	FRI	<i>Workshops</i>	27	MON	<i>Guest Lecture</i>
28	SAT		28	TUE	<i>Workshops</i>
29	<b>SUN</b>	<i>H</i>	29	WED	<i>Workshops</i>
30	MON		30	THU	
31	TUE				

DECEMBER - 2017			JANUARY - 2018		
Date	Days	Particulars	Date	Days	Particulars
1	<b>FRI</b>	<i>H - Eid Milad</i>	1	MON	
2	SAT		2	TUE	
3	<b>SUN</b>	<i>H</i>	3	WED	
4	MON		4	THU	
5	TUE	<i>Workshop</i>	5	FRI	
6	WED		6	SAT	
7	THU		7	<b>SUN</b>	<i>H</i>
8	FRI		8	MON	
9	SAT		9	TUE	
10	<b>SUN</b>	<i>H</i>	10	WED	
11	MON		11	THU	
12	TUE		12	FRI	
13	WED		13	SAT	
14	THU	<i>Workshop</i>	14	<b>SUN</b>	<i>H</i>
15	FRI		15	MON	
16	SAT		16	TUE	
17	<b>SUN</b>	<i>H</i>	17	WED	
18	MON	<i>Guest Lecture</i>	18	THU	
19	TUE		19	FRI	
20	WED		20	SAT	
21	THU	<i>Internal exam</i>	21	<b>SUN</b>	<i>H</i>
22	FRI		22	MON	
23	SAT	<i>Viva Voce</i>	23	TUE	
24	<b>SUN</b>	<i>H</i>	24	WED	
25	<b>MON</b>	<i>H - Christmas</i>	25	THU	
26	TUE		26	<b>FRI</b>	<i>H - Repulic Day</i>
27	WED		27	SAT	
28	THU		28	<b>SUN</b>	<i>H</i>
29	FRI		29	MON	
30	SAT		30	TUE	
31	<b>SUN</b>	<i>H</i>	31	WED	

FEBRUARY - 2018			MARCH - 2018		
Date	Days	Particulars	Date	Days	Particulars
1	THU		1	THU	<i>Guest Lecture</i>
2	FRI	<i>Sports day</i>	2	FRI	<i>Shreshtha-2018</i>
3	SAT		3	SAT	<i>Shreshtha-2018</i>
4	<b>SUN</b>	<i>H</i>	4	<b>SUN</b>	<i>H</i>
5	MON	<i>Factory visit-MCF&amp; Achal</i>	5	MON	
6	TUE		6	TUE	
7	WED		7	WED	
8	THU		8	THU	<i>Sports Day</i>
9	FRI		9	FRI	<i>Sports Day</i>
10	SAT		10	SAT	
11	<b>SUN</b>	<i>H</i>	11	<b>SUN</b>	<i>H</i>
12	MON		12	MON	<i>Guest Lecture</i>
13	TUE		13	TUE	
14	WED		14	WED	<i>Guest Lecture</i>
15	THU		15	THU	
16	FRI		16	FRI	
17	SAT		17	SAT	
18	<b>SUN</b>	<i>H</i>	18	<b>SUN</b>	<i>H</i>
19	MON	<i>Guest Lecture</i>	19	MON	
20	TUE		20	TUE	
21	WED		21	WED	
22	THU		22	THU	
23	FRI	<i>National Conference</i>	23	FRI	<i>I Internal exam</i>
24	SAT		24	SAT	
25	<b>SUN</b>	<i>H</i>	25	<b>SUN</b>	<i>H</i>
26	MON		26	MON	<i>Guest Lecture</i>
27	TUE		27	TUE	<i>Workshop</i>
28	WED		28	WED	
			29	THU	
			30	FRI	
			31	SAT	

APRIL - 2018			MAY - 2018		
Date	Days	Particulars	Date	Days	Particulars
1	<b>SUN</b>	<i>H</i>	1	TUE	
2	MON		2	WED	
3	TUE		3	THU	
4	WED		4	FRI	
5	THU		5	SAT	<i>Internal Exam</i>
6	FRI		6	<b>SUN</b>	<i>H</i>
7	SAT		7	MON	
8	<b>SUN</b>	<i>H</i>	8	TUE	<i>Viva Voce</i>
9	MON	<i>Guest Lecture</i>	9	WED	
10	TUE		10	THU	
11	WED		11	FRI	<i>Diploma exam</i>
12	THU		12	SAT	<i>Alumni meet</i>
13	FRI		13	<b>SUN</b>	<i>H</i>
14	SAT		14	MON	
15	<b>SUN</b>	<i>H</i>	15	TUE	
16	MON	<i>Guest Lecture</i>	16	WED	
17	TUE		17	THU	
18	WED		18	FRI	
19	THU		19	SAT	
20	FRI		20	<b>SUN</b>	<i>H</i>
21	SAT		21	MON	
22	<b>SUN</b>	<i>H</i>	22	TUE	
23	MON	<i>Guest Lecture</i>	23	WED	
24	TUE		24	THU	
25	WED	<i>Workshop</i>	25	FRI	
26	THU		26	SAT	
27	FRI		27	<b>SUN</b>	<i>H</i>
28	SAT		28	MON	
29	<b>SUN</b>	<i>H</i>	29	TUE	
30	MON		30	WED	
			31	THU	







**Note**

A series of horizontal lines forming a ruled area for writing, consisting of 20 evenly spaced lines.





**INSTITUTIONS MANAGED BY**  
**Shri Dharmasthala Manjunatheshwara Educational Society, (R)**  
**UJIRE, KARNATAKA.**

- SDM College. Ujire.
- SDM Residential PU College Ujire.
- SDM College, Ujire-P.G Courses
- SDM LAW College, Mangaluru.
- SDM BBM College, Mangaluru.
- SDM College of PGDBM Course, Kodialbail, Mangaluru.
- SDM College of Business Mgt.P.G Centre for Management Studies & Research(MBA) Mangaluru.
- SDM College of Ayurveda, Kuthpady,Udupi.
- SDM Ayurveda College, P.G centre,Udupi.
- SDM Ayurveda Pharmacy, Kuthpady, Udupi.
- SDM College of Ayurveda, Thanniruhalla, Hassan.
- SDM Ayurveda Hospital, Thanniruhalla, Hassan.
- SDM Ayurveda Hospital(OPD Unit), Chikmangalur.
- SDM College of Naturopathy & Yogic Sciences,Ujire.
- SDM Mahila Maha Vidyalaya & MMK, Mysore.
- SDM Medical Hospital,Dharwad.
- SDM Medical College, Dharwad.
- SDM College of Dental Science & Hospital, Sattur,Dhawad.
- SDM College of Engineering & Tech, Dhavalagiri,Dharwad.
- SDM School of Nursing, Dharwad.
- SDM College of Nursing Dharwad.
- College of Physiotherapy,Sattur,Dharwad.
- SDM Craniofacial Research Centre, Dharwad.
- Industrial Training Institute,Venoor.
- Training Institute, Samse.
- SDM Mangalajothi Integrated School, Vamanjoor, Mangaluru.
- SDM Institute of Technology,Ujire.
- SDM ITI for Women, Ujire.
- SDM High School, Dharmasthala.
- SDM High School, Ujire.
- SDM High School,Perinje.
- SDM Hr.Pry.School, Dharmasthala.
- SDM Hr.Pry School, Ujire.
- SDM Hr.pry School, Pudevettu.
- SDM Hr.pry.school,Mayyadi,Byndoor,Kundapur,Udupi.
- English Medium Hr.pry.School, Ujire.
- SDM English Medium High School, Ujire.
- Kanchana Venkatasubramanyam memorial high school, Kanchana.
- Sri Laxmi Narayana Hr.pry.school, Kanchana,Bajatthru.
- SDM College of Education,Ujire.
- SDM Institute of Education,ujire.

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