



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

(MBA PROGRAM)

MANGALURU - 575003, D. K. Karnataka, India

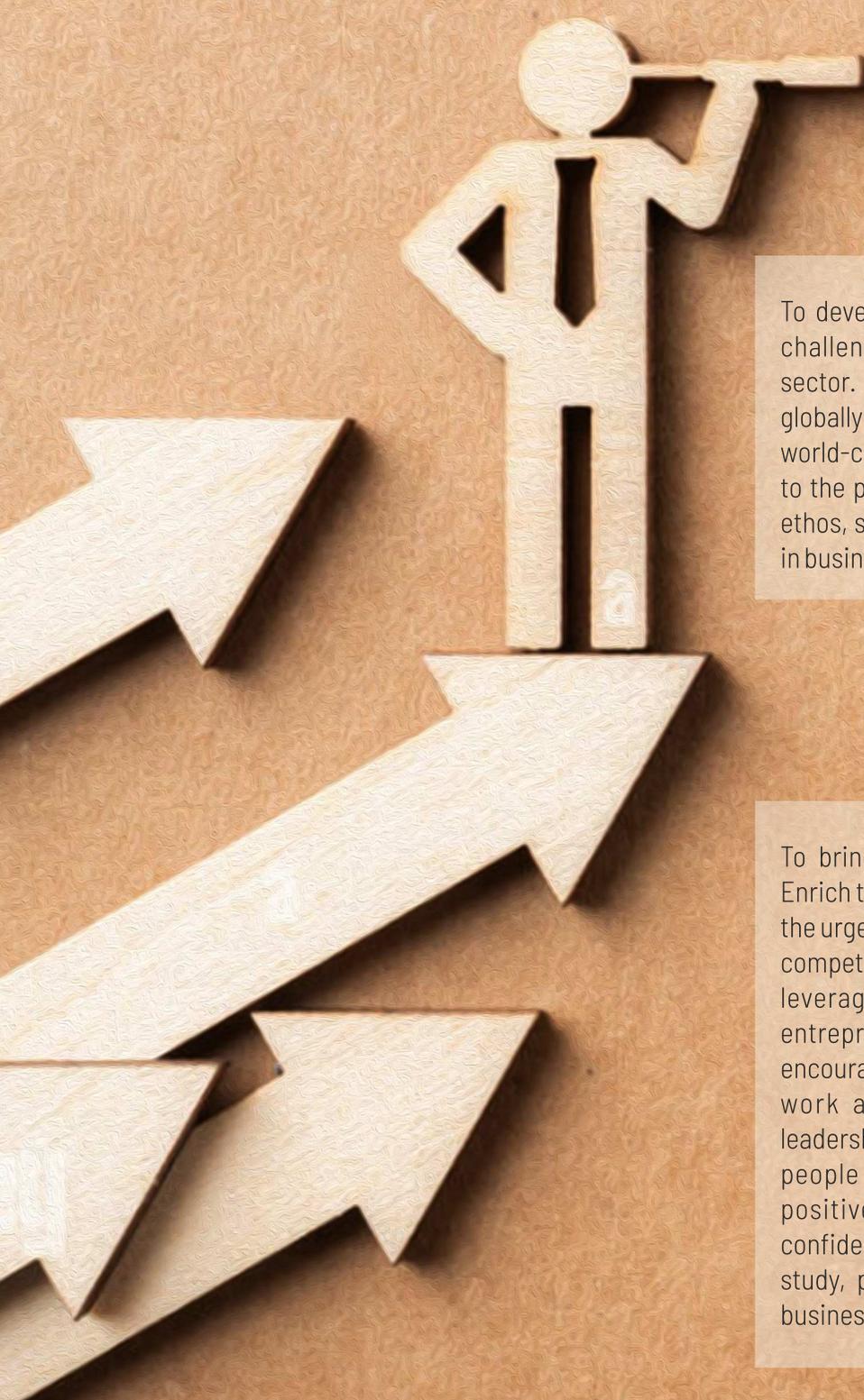
(AFFILIATED TO MANGALORE UNIVERSITY, RECOGNISED BY AICTE)

## MBA ANNUAL MAGAZINE



# STANDARD TIMES

2022 - 2023



## VISION

To 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, spirituality to sustain, survive and succeed in business and industry.

## MISSION

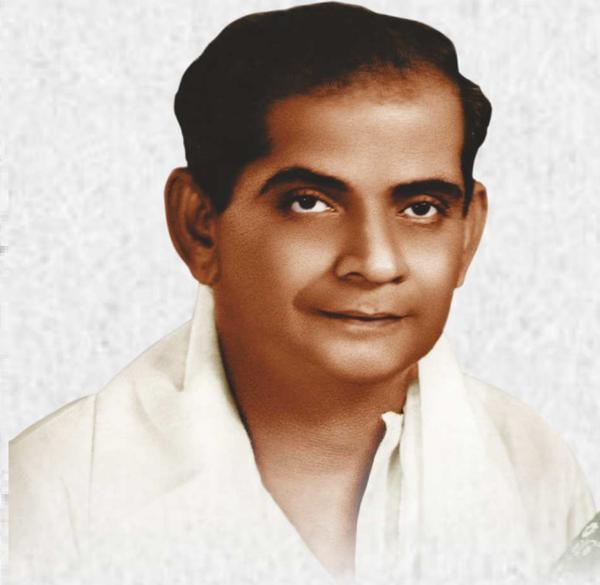
To bring professionalism in all spheres of life. Enrich the quality of life by creating and sustaining the urge to continuous learning for life. Encourage competitive spirit for organizational excellence by leveraging intellectual human capital. Instil entrepreneurial quality of life of individual by 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.



Shri Manjunatha Swamy

Presiding Deity

Shree Kshetra Dharmasthala



**Late Shri D. Ratnavarma Heggade**

Founder  
SDM Educational Trust @, Ujire



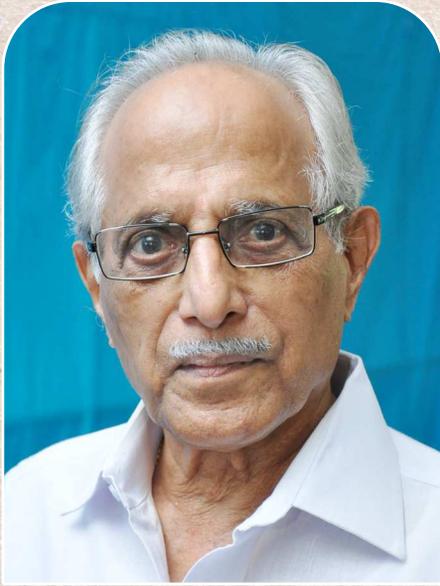
**Dr. D. Veerendra Heggade**

President,  
SDM Educational Trust @, Ujire

# Pillars of Strength

SDM Educational Society<sup>®</sup>, Ujire.

## Vice Presidents



Prof. S. Prabhakar



Sri D. Surendra Kumar

## Secretaries



Sri D. Harshendra Kumar



Dr. Satheeshchandra S.



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

(MBA Program & Phd. in Management)  
Mangaluru - 575 003, D.K., Karnataka, India

SDM Post Graduate Centre for Management Studies and Research Mangaluru is the brainchild of Padmavibhushan Dr.D.Veerendra Heggade, Dharmadhikari of Shri Kshetra Dharmasthala which is one of south India's most renowned religious landmarks with a history over 800 years. Dharmasthala is considered as a miracle of paradoxes for not just the co-existence of different faiths in harmony but also for the four traditional Danas namely, Anna dana-gift of food, Aushada dana-gift of medicine, Abhaya dana- freedom from fear/justice and Vidya dana-gift of education. It is with the primary objective of making education affordable and accessible that the SDME Society was established to head 56 educational institutions ranging from primary education to post graduation in fields of management, dental science, law, medical sciences, naturopathy, ayurveda, physiotherapy and engineering. Having been in the service of offering quality management education for over three decades SDM College of Business Management started MBA in 2007 affiliated to Mangalore University and recognized by AICTE. In 2013, the institute reconstituted itself as a separate entity with a total strength of 240 students and 25 employees and marked many milestones through its consistently innovative initiatives and foreign university tie-ups In 2023 the institute was granted Research Centre status by Mangalore University to offer Phd. Program in Management affiliated to Mangalore University.

Located in the heart of Mangaluru City, the institute boasts of state of the art infrastructure and envisions creating globally acceptable business leaders. Faculty with rich academic & research experience have facilitated students of institution to fare brilliantly in academics and extra-curricular activities including fields of research, entrepreneurship, politics, media and business. The consistent record of students in securing Mangalore University ranks and gold medal has made the institution stand tall among other institutes in this coastal city.

The institute has made strides in creating numerous industry institute tie ups, MoU's with external agencies, hosted extension programmes for social welfare to imbibe in students an conscious element of social responsibility. Progressive placements coupled with astounding accolades earned by the students have enabled the institute to march steadfastly in attaining its Vision. The seamless adaption to online mode of learning through use of flipped classroom stands as a testimony to the quick ability of students to embrace to the changing situation. Riding high on the path shown by our President Padmavibhushan Dr. D. Veerendra Heggade the institute is all set to lead students to high trajectory of knowledge and success.





## From the **DIRECTOR'S DESK**

“You cannot lead unless you are future oriented” -C.K. Prahlad.

Believing in these words we at SDM has always strived to educate students with a holistic approach so as to make them change agents of the future. With untiring efforts of our accomplished faculty, our talented students and exceptional Alumni we have progress on the path of growth and innovation.

Our Annual Magazine StanDard tiMes has been of great significance in terms of the multifarious showcases it makes of our staff and student achievements. This year our students have not only harnessed and showcased their abilities in learning but also, set new benchmarks through their research contributions. It is a matter of pride that for the second consecutive year student at our institute have successfully completed three Research Projects sponsored by Karnataka State Council for Science and Technology and one of these project was selected for seminar presentations. Besides this, several Student Paper Presentations and Research paper publications have fostered their analytical and presentation skills. The creative talent of this batch was showcased in terms of organizing a Mega Intercollegiate UG & PG fest Shreshta 2023 with competitions in sports, cultural and management events attracting student participation from over 24 colleges across the Nation.

The conscious efforts of our faculty has made it possible for our institution to receive funding from National Agencies like NAAC and National Commission for Women, New Delhi, to organize seminars for the benefit of other institutions and women from different walk of life. Our association with professional bodies like ICAI-Mangalore Chapter, EVOLVE – an women entrepreneurs forum, ISTD- Indian Society for Training and Development and Mangalore Management Association helped us in reaching out to the society through several joint programme making way for students to evolve their organizing skills and build better networks. Pleasing Placement opportunities for students ended the academic year on a positive note.

As you read our year's Annual Magazine you will be able to savor glimpses of our efforts in shaping students for the future.

 **Dr. Seema S. Shenoy**  
Director

# Editorial Board



**Dr. Seema S. Shenoy**  
MBA, Ph.D, NET  
DIRECTOR



**Mr. Prashanth Kumar A.**  
MBA, Mcom, PGDBM  
EDITOR



**Mr. Abhishek Alwa**  
II MBA 'A'



**Sahana K**  
II MBA 'A'



**Vidhi Sanghvi**  
II MBA 'A'

# Motivators - Teaching Staff



Dr. Seema S. Shenoy  
MBA, Ph.D, NET



Ms. Sumathi  
MBA, MPhil (Ph.D.)



Dr. Prameela S. Shetty  
MBA, M.Com, Ph.D., KSET



Dr. Savitha Pereira  
MSW, MBA, MPhil, Ph.D.



Dr. Jomon Lonappan  
MBA, Ph.D.



Dr. Harshitha K.  
M.A. MBA, PGDBM, Ph.D.



Ms. Deepa Nayak P.  
LLM, MBA, NET



Mr. Dawn Prakash  
B.C.A. MBA, NET



Ms. Ramya Shetty  
LLB, MBA, (Ph.D.)



Mr. Prashanth Kumar  
MBA, M.Com, PGDIM



Dr. Shaini Naveen  
MBA, NET, Ph.D

# Support System - Non Teaching Staff



Ms. Jayalaxmi  
Office-Superintendent



Ms. Pushpavathi  
Office-Assistant



Ms. Ashalatha M.  
Library Assistant



Mrs. Pavitra  
Lab Tech Office Assistant



Ms. Sujyothi Kumari  
Office - Assistant



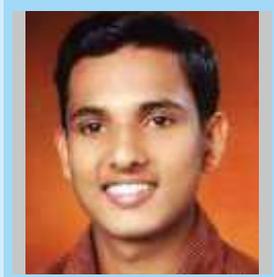
Mr. Roopesh Kumar  
Accountant



Ms. Padmini Hebbar  
Library-Assistant



Mr. Haneesh  
Attender



Mr. Rohith  
Attender



Mr. Shravan Kumar  
Attender



Mr. Ananda  
Attender



Mr. Prashanth  
Watch-man



Ms. Radha  
House Keeping



Mr. Mahesh Shetty  
Lift - operator

# Governing Council

■ Dr. D. Veerendra Heggade President SDM Educational Society, Dharmasthala	Chairman
■ Sri. D. Surendra Kumar Vice President SDM Educational Society, Ujire	Vice Chairman
■ Sri. D. Rajendra Kumar Managing Director, Auto Matrix, Mangalore	Member
■ Dr. Satheeshchandra S. Secretary SDM Educational Society, Ujire	Member
■ M. Ganesh Kamath President, Kanara Chamber of Commerce and Industry Mangalore	Industry Representative
■ Dr. N.R. Parasuraman Director, SDMIMD, Mysore	Member
■ Dr. Arun Isloor Professor –Department of Chemistry, NITK, Surathkal	Member
■ Dr. Puttanna Chairman, Department of Business Administration Mangalore University	University Representative
■ Mr. Rajkiran Rai G. Managing Director, National Bank for Financing Infrastructure and Development (NaBFID), Mumbai	Industry Representative
■ Mr Tauseef Ahmed Animal Rescuer and Realtor, Mangalore	Alumni Member
■ Mr. B. S. Baliga Director (Planning and Development) Lamina Suspension Products (P)Limited.	Industry Representative
■ Dr. Seema S Shenoy Director, SDM PG Centre for Management Studies and Research, Mangalore	Member-Secretary

Dr. Seema S. Shenoy

MBA, Ph.D, NET  
DIRECTOR



STAFF ACHIEVEMENTS

- Appointed as Executive Committee member of Karnataka Private Post Graduate College Association(KPPGCA), Bangalore.
- Guided 46th Series KSCST Student Project titled "To evaluate effectiveness of SKDRDP Jnana Vikasa Youtube Chanel in reaching out to rural women".
- Recognized as Research Guide by Mangalore University, Dakshina Kannada.
- Nominated as Governing Council member of Mangalore Management Association for 2023-2025.
- Presented a research paper titled " Opportunity and challenges in online teaching for MBA students in India at International Conference held during Covid Pandemic" held on 8th and 9th December 2022 at Vedatya Institute Hariyana.
- Attended conclave on Women at work themed "Technovanza" orgnaisedby K-tech, Karnataka Digital Economy mission, beyond Bangalore at TMA Pai International Convention centre in December 17th and 18th, 2022.
- Invited as Chief Guest for Women's Day celebrations at Canara Bank regional office on March 8th 2023.
- Attended Doctoral Committee meeting of Ms. Shetty at Manipal University on 19th March, 2023.
- Appointed at a Management Representative for interview of Duty Doctor at SDM Ayurvedic Hospital on 17th March, 2023.
- Attended Two Day Management Retreat of SDM HOI's at SDM-IMD Mysore on 18th & 19th May, 2023.
- Panel member for preliminary section of Accounts Executive and Accountant Manager for SDM Corporate Office, Bangalore on July 15th 2023.
- Honored by Canara Bank regional office in special customer meet on 25th July 2023.
- Invited as Chief Guest for opening "The last Cholas- heritage of silks and sarees" at Yeyaddi, Mangaluru on 15th September 2023.
- Invited as moderator for Panel Discussion in Women Empowerment Seminar "Shakthi" Organised by Ramakrishna Mission, Mangaluru on 13th September 2023.
- Attended Indian Management conclave at JP Jain Institute of Management Mumbai 14th & 15th October 2023.

Ms. Sumathi

Assistant Professor



STAFF ACHIEVEMENTS

### PUBLICATIONS

- Published an article entitled "Analysis of Factors influencing Investment Decision in Crypto currencies with special Reference to Mangalore city of Karnataka - An Investors Perspective" in International Journal of Advanced Research, , ISSN: 2320-5407 vol 10(12), 449 - 455, December 2022.
- Published an article entitled "Performance of Mutual Fund Schemes in India - A Comparative Study" in International Journal of Research Publication and Reviews, ISSN-2582-7421 Vol 4, no 8, pp 122-129 August 2023.
- Published an article entitled "A Study on Performance of Gold ETFs listed on NSE" in Mukth Shabd Journal ISSN NO: 2347-3150, Volume XII, Issue VIII, AUGUST 2023
- Published an article entitled "A Comparative Analysis of Sensex Movement & Selected Nifty Index with Special Reference to Investment Prospect " in International Journal of Research in Academic World, International Journal of Research in Academic World, E- ISSN: 2583-1615 Impact Factor (SJIF): 6.092 , 2(7):177-184, July 2023.

### PAPER PRESENTATIONS

- Participated and presented a research paper titled "Performance of Mutual Fund Schemes in India - A Comparative Study" in the International Conference DRISHTI-2023 A New Era in Management & Technology organised by Vivekananda College of Engineering and Technology, Puttur on 26th July 2023.
- Presented a research paper titled "A Comparative Analysis of Sensex Movement & Selected Nifty Index with Special Reference to Investment Prospect" in the International Conference DRISHTI-2023 A New Era in Management & Technology organised by Vivekananda College of Engineering and Technology, Puttur on 26th July 2023.
- Participated in 2 days international conference at Srinivas Institute of Technology and presented a paper titled 'Performance of Gold Exchange Traded Funds Listed on NSE' on 12th and 13th October 2023.

### OTHER ACHIEVEMENTS

- Participated in the international FDP on 'Business Analytics and Business Intelligence' organized by Deccan Education Society's, Chintamanrao Institute of Management Development and Research, Sangli, Research Foundation of India & RFI - CARE, held during 21 - 28 August 2023.
- Participated in one day webinar on "Industry 4.0: Applications of Deep Learning and Artificial Intelligence in Computer Vision Perspectives" organised by school of Computer Science and Engineering & Information Section, Presidency University, Bengaluru on 13th October 2023.

**Dr. Prameela Shetty**

Assistant Professor



STAFF ACHIEVEMENTS

### **MINOR RESEARCH PROJECT**

- Guided a student project sponsored by KSCST-46th series of Student Projects, Bangalore. The project was selected for the Seminar presentation at Alvas College, Moodbidri on 11th August 2023.

### **PUBLICATIONS**

- Published paper titled "Empowerment of fisherwomen" in Journal of Modern Management and Entrepreneurship (JMME) vol.13, No.02, Issue April – June 2023, peer-reviewed refereed journal ISSN: 2231-167X, Impact factor 6.889, UGC valid Journal (The Gazette of India, Extraordinary part III, sec 4, dated, July 18, 2018).
- Published paper titled "A study on wet waste composting techniques and its utility" in European Chemical Bulletin 2023, E-ISSN: 2063-5346, Q4-Scopus Indexed journal published by Deuton – X Ltd.

### **PAPER PRESENTATIONS**

- Presented a paper titled "Empowerment of Fisherwomen through Fisheries Cooperative Societies" at the National Conference organized by AJ Institute of Management. Mangalore on 30th and 31st January 2023.
- Presented paper titled "An Empirical Study of Women Cooperatives in Empowering Fisherwomen" in the National Level e-conference on Prospects of Women Empowerment in the Present Era organized by RA Arts Shri MK Commerce and Shri SR Rathi Science Mahavidhyalaya on 26th April 2023
- Presented paper titled "Empowerment of Fisherwomen" at the International e-conference on Innovative Sustainable Practices: a global multidisciplinary approach organized by School of Business, The Assam Kaziranga University, Assam on 1st and 2nd June 2023.
- Presented paper titled "Women in Business Process Outsourcing Units – Challenges in the Transformation Era" at the International e-conference on Innovative Sustainable Practices: a global multidisciplinary approach organized by School of Business, The Assam Kaziranga University, Assam on 1st and 2nd June 2023.

### **OTHER ACHIEVEMENT**

- Secretary of Mangalore Management Association for the period of 2023-24.

Dr. Savitha Pereira  
Assistant Professor



STAFF ACHIEVEMENTS

### PUBLICATION

- Published an article on "Impact of DD Chandana Channel's "Vidhyagama Samveda" on Rural School Children" in SSRN (Social Science Research Network ISSN 1556-5068 Online)13/3/2023.

### PAPER PRESENTATIONS

- Participated in the national conference organized by Motimahal College of Hotel Management on 27th may 2023 and presented a paper titled "a study on responsible tourism- the need for the future"
- Presented and published an article "An interdisciplinary approach in sociology and economics, with reference to SHGs and Microfinance" in the proceeding of National conference title 'collaborating across disciplines through interdisciplinary research' organized by SAC in association with UGC-STRIDE April 2023((ISBN-978-81-963171-0-2).
- Presented a paper tites "Sustainability of SHG's through the support of Microfinance" in the international conference on connecting, social, financial and human sciences for sustainable Development" organized by Kalinga Institute of Industrial Technology held from 4th – 6th May 2023.

### OTHER ACHIEVEMENTS

- Coordinated Beach cleaning Program by SDM PG Rotaract Club in association with Rotary Club of Mangalore at Panambur Beach on 29/4/2023
- Accompanied 42 students to inauguration of World Alzheimer's month observation at Kadri Park, Mangalore on 1/9/2023
- Co-ordinated the Roto quiz organized by Rotary Club of Mangalore in association with SDM PG Rotaract Club on 23/9/2023 held at SDM College Campus, Mangalore.
- Guided and assisted students to perform a skit based on 'elderly safety' at town hall on 25/9/2023 during the concluding ceremony of World Alzheimer's month

## Dr. Jomon Lonappan

Assistant Professor



STAFF ACHIEVEMENTS

### PUBLICATIONS

- Published a Paper entitled “E-Professionalism as a Professional Identity in the digital era of Medical Education” in International Journal of Health Sciences & Pharmacy(IJHSP),  
ISSN: 2581-6411, Vol.7, No.2, September 2023. Indexed in Open AIRE, DOI: <https://doi.org/10.5281/zenodo.8329407>
- Published a Paper entitled “Journey Towards Entrepreneurship Education-A Qualitative & Quantitative Perspective”, August 2023, Indexed-Open AIRE & Peer Reviewed Journal, International Journal of Case Studies in Business, IT and Education”, ISSN: 2581-6942, Vol. 7, No. 3, Page: 205-225
- Paper entitled “Emerging Trends in Entrepreneurial Training in Higher Education” got published in the Book Chapter of the Proceedings of 2nd International Conference on Advance Interdisciplinary Research (ICAIR-2023) with ISBN: 978-93-91248-63-5.
- Paper entitled “Cross-sectional Study on building a framework for Professionalism among Health Care Professionals” got published in the Book Chapter of the Proceedings of 2nd International Conference on Advance Interdisciplinary Research (ICAIR-2023) with ISBN: 978-93-91248-63-5.
- Guided students for KSCST-46th Series Student Project Program (SPP): 2022-23. Student Project Proposal Reference Number 46S-MBA-043, got accepted for Presentation.

### POST DOCTORAL FELLOWSHIP

- Completed Post Doctoral Fellow in Management from Srinivas University under the Mentorship of Dr. P. S. Aithal, Professor & Vice-Chancellor (In-Charge); Srinivas University and has published Scholarly Papers.

### AWARD

- Awarded Best Paper for “Inclusion of Clinical leadership program in the medical curriculum” in the International Conference on “Sustainability in Industry 4.0” held at MSNIM in association with in association with LIMKOKWING UNIVERSITY of Creative Technology, Malaysia.

Dr. Harshitha K.  
Assistant Professor



STAFF ACHIEVEMENTS

### PUBLICATION

Published article titled "Impact of Social Media On Youth: A Study In Mangalore City" in International Journal of Innovations & Research Analysis (IJIRA), ISSN: 2583-0295, Volume-02, No.04(1) October -December, 2022.

### PAPER PRESENTATIONS

- Presented paper titled "Impact of Social Media On Youth : A Study in Mangalore City" in National Multidisciplinary Conference on Innovations, Research & Challenges in Global Business, Finance, Economics, Social Sciences and Applied Sciences organised by Inspira Research Association – IRA, Jaipur, School of Business, The Assam Kaziranga University, Assam and S.S.G. Pareek PG Girls College, Jaipur, on 11th and 12th November, 2022.
- Presented paper titled "A Conceptual Approach towards Growing Role of Women in Family Business" in Two-day National Conference on Relevance of Raja Ram Mohan Roy in Women Empowerment and Transformation in New India organised by Ananya Institute for Development Research and Social Action (Lucknow, Uttar Pradesh) and A J Institute of Management on 30th and 31st January, 2023.

### OTHER ACHIEVEMENTS

- Participated in Shakthi-Women Empowerment Seminar at Swami Vivekananda Auditorium Ramakrishna Math, Mangaluru, on 13th September, 2023.
- Coordinated 46th Series Student Project Programme (2022-2023) of Karnataka State Council for Science and Technology, Bengaluru.

Ms. Deepa Nayak P.

Assistant Professor



STAFF ACHIEVEMENTS

#### RESEARCH PAPER PRESENTATIONS\*

- Participated & presented two papers at Two Days National Conference on "Relevance of Raja Ram Mohan Roy on Women Empowerment & Transformation in New India" organised jointly by Ananya Institute for Development Research & Social Action & A. J. Institute of Management on 30th & 31st January, 2023.

\*Paper 1:\* Gender Inequality & Healthcare - Need for a radical shift.

\*Paper 2:\* Women Entrepreneurship in India: Issues and Challenges.

- Two Students Research Paper Presentations at Srinivas Institute of Technology at the Two Days International Conference on Trends in Management and Technology conducted on 12th and 13th October, 2023.

\*Paper 1:\* Ms. CK Nivya & Ms. Tanya Tangamma presented a research paper titled - 'Factors Influencing Customer Satisfaction Towards Online Shopping with special reference to Myntra'

\*Paper 2:\* Ms. Prathiksha Kunder & Mr. Chethan Shetty

Presented a research paper titled - 'Driving forces for customer preference and satisfaction of iPhones - A descriptive study'

#### \*CONFERENCE/FDP/SEMINAR ATTENDED\*

- Attended Global Entrepreneurship & Management Summit (Online) "Aarohan-2023" on the theme "Sustainable Ideas for Business in the New Normal" from 23rd March to 29th March, 2023 organised by Atlas Skill Tech University.
- Participated in One Day FDP organised by IBS, Bangalore on 01st September, 2023 at Hotel Deepa Comforts, Mangalore.
- Participated in 13th Indian Management Conclave 2023 held at SPJIMR Mumbai on Oct. 13-14, 2023.

#### INVITED AS RESOURCE PERSON/GUEST

- Invited as Chief Guest at Prince & Princess Competition organised by Youth of GSB at GPL Utsav on 10th Feb. 2023.
- Invited as Resource Person at One Day National Symposium 'Samprathi-2023' organised by St. Aloysius College (Autonomous) Mangalore, on the theme "CSR & POSH Compliance: Best Practices for Social Welfare" on 25th April, 2023.
- Invited as resource person in Knowledge Series Program organised by ICSI on 21st, July 2023. Gave a talk on "Protecting your IPR".

#### ACHIEVEMENTS

- Life Member of Indian Red Cross Society.
- Elected as Joint Secretary of MMA at the AGM held on 27th Sept.

Mr. Dawn Prakash

Assistant Professor



STAFF ACHIEVEMENTS

#### PAPER PUBLICATION

- Published a article titled "A Case Study On Traditional And Blended Learning Approach In Higher Education" in the journal "Journal of Management Studies & Academic Research - Issue 7, June 2023 " published by SDM College Of Business Management Post Graduate Centre For Management Studies & Research, Mangalore with ISSN No: 2455-4960
- Published a article titled "Sustainability in Global Management Education - A Case Study" in the conference proceedings of the International conference themed "Sustainable Innovative strategies for business development in the current scenario" organized by Srinivas Institute of Technology, Valachil on 2nd and 3rd March 2023 published by Bonfring with the ISBN 978-93-92537-51-6.
- Published a article titled "A Case Study on Role of Digitalization in Indian Business Scenario " in the conference proceedings of the International conference themed "Sustainable Innovative strategies for business development in the current scenario" organized by Srinivas Institute of Technology, Valachil on 2nd and 3rd March 2023 published by Bonfring with the ISBN 978-93-92537-51-6.

#### PAPER PRESENTATIONS

- Presented a paper titled "Blended Learning -A Chemist's Perspective" at the International E-Conference on "Exploring Digital Proficiency: A Platform for Enhancing Teaching & Research Skills" on 20th & 21st January 2023 organized by SDMP.G Center for Management Studies & Research, Mangaluru.
- Presented a paper titled "A Case Study on Traditional and Blended Learning Approach in Higher Education" at the International E-Conference on "Exploring Digital Proficiency: A Platform for Enhancing Teaching & Research Skills" on 20th & 21st January 2023 organized by SDM P.G Center for Management Studies & Research, Mangaluru.
- Participated and presented a paper on "sustainability in global management education - a case study" in the two day international conference themed "sustainable innovative Strategies for Business Development in the current scenario" during 2nd and 3rd March 2023 organised by Srinivas Institute of Technology, Mangalore.
- Participated and presented a paper on "A case study on the role of digitalisation in Indian Business" in the two day international conference themed "sustainable innovative Strategies for Business Development in the current scenario" during 2nd and 3rd March 2023 organised by Srinivas Institute of Technology, Mangalore.
- Presented a paper on "A Conceptual Paper on Exploring the transformation power of Artificial intelligence on competencies and the future of work" international conference organized by SDM PG centre on the theme resilience of reinvention building foundation for the future on June 16 2023
- Invited as a Resource Person on 16+ occasions in various organizations and institutes.
- Judged more than 14+ Management Events in various fests.

Mrs. Ramya Shetty

Assistant Professor



STAFF ACHIEVEMENTS

### PUBLICATIONS

- Published a paper titled "Transformation in Women's Status and review on challenges faced by women in Business Process Outsourcing Units" in the Journal of the Asiatic Society of Mumbai , UGC Care listed Journal - Group 1 with ISSN Number 0972-0766 during December 2022
- Published a paper titled "Empowerment of Fisher woman" in journal of Modern Management and Entrepreneurship (JMME) Vol.13; No. 02, Issue April June 2023, peer reviewed refereed journal, ISSN:2231-167x, Impact factor- 6.889, UGC Valid Journal (The Gazette of India, Extraordinary Part III, Sec.4, Dtd. July 18, 2018)
- Published a paper titled "A study on wet waste composting techniques and its utility" in European chemical Bulletin , 2023 E:ISSN:2063-5346, Q4 -Scopus Indexed journal published by Deuton X Ltd, 1.6 cite score, 0.247, SJR 2022

### PAPER PRESENTATIONS

- Presented a paper on the title "An empirical study on wet waste composting techniques in Mangaluru city" at the one day online International conference organized by Dr. Ambedkar College, Nagpur, Maharashtra on 27th November 2022.  
Presented a paper on the title "Transformation in women status and review on challenges faced by women in BPO" at the one day online International conference organized by Dr. Ambedkar College, Nagpur, Maharashtra on 27th November 2022.
- Presented a research paper "Women in Business Process Outsourcing Units -Challenges in Transformation Era" at the online International Conference on "Innovative sustainable practices: A Global Multidisciplinary Approach" organized jointly by The Assam Kaziranga University and Inspira Research Association on June 01 & 2nd 2023
- Presented a research paper "Empowerment of Fisher woman" at the online International Conference on "Innovative sustainable practices: A Global Multidisciplinary Approach" organized jointly by The Assam Kaziranga University and Inspira Research Association on June 01 & 2nd 2023
- Presented a paper on the title "A conceptual Study on BPO for Employees : Boon or Bane" at the 2 days international conference on "Trends in Management and Technology" conducted at Srinivas institute of Technology, Mangalore on 12th and 13th October 2023

### OTHER ACHIEVEMENTS

- Attended 10 days National Level workshop organized by Esgee Digiskills on "How to write and get your Research Paper published" from 16-05-2023 to 26-05-2023.

Mr. Prashanth Kumar A  
Assistant Professor



STAFF ACHIEVEMENTS

## PUBLICATIONS

- Published an article entitled "Analysis of Factors influencing Investment Decision in Crypto currencies with special Reference to Mangalore city of Karnataka – An Investors Perspective" in International Journal of Advanced Research, , ISSN: 2320-5407 vol10(12), 449 – 455, December 2022.
- Published an article entitled "Performance of Mutual Fund Schemes in India – A Comparative Study" in International Journal of Research Publication and Reviews, ISSN-2582-7421 Vol 4, no 8, pp 122-129 August 2023.
- Published an article entitled "A Study on Performance of Gold ETFs listed on NSE" in Mukta Shabd Journal ISSN NO: 2347-3150, Volume XII, Issue VIII, AUGUST/2023
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## PAPER PRESENTATIONS

- Participated and presented a research paper titled "Performance of Mutual Fund Schemes in India – A Comparative Study" in the International Conference DRISHTI-2023 A New Era in Management & Technology organised by Vivekananda College of Engineering and Technology, Puttur on 26th July 2023.
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- Participated in 2 days international conference at Srinivas Institute of Technology and presented a paper titled 'Performance of Gold Exchange Traded Funds Listed on NSE' on 12th and 13th October 2023.
- Faculty Development Program
- Participated in the international FDP on 'Business Analytics and Business Intelligence' organized by Deccan Education Society's, Chintamanrao Institute of Management Development and Research, Sangli, Research Foundation of India & RFI - CARE, held during 21 - 28 August 2023.

## RESOURCE PERSON

- Invited as a Resource Person at Isiri Technologies Pvt. Ltd, for Staff Development Program on the topic "Evaluation of Mutual funds as an Investment opportunity in Volatile markets in India"

## OTHER ACHIEVEMENTS

- Completed online course on "Wealth Management" in NSE Academy
- Completed online course on "Introduction to Technical Analysis" in NSE Academy
- Completed online course on "Investment Analysis and Portfolio Management" in NSE Academy

Dr. Shaini Naveen

Assistant Professor



STAFF ACHIEVEMENTS

### PUBLICATIONS

- Published a paper in Journal of Asiatic Society of Mumbai , a UGC CARE Journal with a title ,“ Evaluation of Performance of ELSS Funds in India- ISSN :0972-0766, Vol 96, No.10, October 2022.
- Published an article titled “Effect of Mergers and Acquisitions on Financial Performance of Banks with special reference to Canara Bank” in International Journal of Advanced Research in Commerce, Management & Social Science, ISSN 2581-7930, Impact Factor 6.809, Vol 06, No.3 (July-Sept 2023) , a Peer reviewed referred journal of IRA.
- Published a article titled “A study on importance of gender equality towards achieving the goal of women empowerment” in the “Journal of Management Studies & Academic Research - Issue 7, June 2023” published by SDM College Of Business Management Post Graduate Centre For Management Studies & Research, Mangalore with ISSN No: 2455-4960

### PAPER PRESENTATIONS

- Presented a paper on Evaluation of Performance of equity linked savings schemes in Indian in an International Multidisciplinary conference on Research Methodology at Dr. Ambedkar College, Nagpur, Maharashtra on November 27th, 2022.
- Presented a paper titled “A study on Innovative Teaching in Higher Education” in an International E-conference held on “Exploring Digital Proficiency : A Platform for Enhancing Teaching and Research Skills” on 20th January, 2023.
- Presented a paper on “A study on Importance of Gender equality towards achieving the goal of Women Empowerment” in a National Conference on Relevance of Raja Ram Mohan Roy in Women Empowerment and Transformation in New India' on 30th and 31st Jan, 2023 at A J Institute of Management, Mangaluru.
- Presented a paper on Performance Evaluation of Mutual Funds: A study of Equity Diversified Categories in India” at two days International Conference on April 2nd & 3rd, 2023 at Srinivas Institute of Technology.
- Presented a paper “Effect of Mergers and Acquisitions on Financial Performance of Banks with special reference to Canara Bank” in International Conference on Advent Trends & Practices in Multi disciplinary Research & Innovation on July 28-29, 2023 organised by Sabarmati University, Ahmedabad, Gujarat.

### OTHER ACHIEVEMENTS

- Participated in Ten days National Level Professional Development Programme on the topic “Research Methodology & Data Analysis” held from August 9th to 19th, 2023
- Invited as a resource person to give a talk on Financial Awareness in one day workshop organized by Chetan Business School, Dharwad on November 5th 2022.
- Attended a workshop on “Nazariya – A Financial Perspective” organised by JM Mutual Funds at Ocean Pearl on 14th June, 2023.

## NATIONAL CONFERENCE ON 'RESILIENCE TO REINVENTION – BUILDING FOUNDATIONS FOR THE FUTURE'

The institute organised a One Day National Conference on the theme “Resilience to Reinvention – Building Foundations for the Future” on 16th June, 2023. Mr. Umesh Revankar, Executive Vice Chairman, Shriram Finance Limited, Bangalore was the inaugurator of the National Conference. Mr. Sudhanva Acharya, Managing Partner of GL Group of Companies was the Alumnus Guest



on this occasion. The Institute's Annual E-Journal was also released during the inauguration ceremony.

The First Technical Session was by Dr. Vinit Gaiwad, Head Medical Officer, Tata Power Company Ltd., Mumbai who spoke on the topic “COVID – Challenges for Sustainability”. Mr. M. Shekhar Pujari, General Manager, Aspinwall & Company moderated this session. Second Technical session was by Dr. Vinit Singh Chauhan, Associate Professor, IIM Lucknow. He deliberated on the topic “Strategic Developments in the Business Arena”. This session was moderated by Prof. T. Mallikarjunappa Professor, Justice K.S. Hegde Institute of Management, Nitte. The Post lunch session was a panel discussion moderated by Dr. Malini Hebbar, Principal Swastika National School. The panelists were Mr. Johnson Tellis, CEO & Co-Founder of InUnity LLP, Bangalore, Ms. Laxmi Shetty, Manager-Talent Acquisition, Robosoft Technologies Pvt. Ltd. and Mr. Vikram Poojary, Lead-University Hiring & Relations, Brane Enterprises Bangalore. The Chief Guest for the valedictory session was Dr. Narendra K. Shetty, Chief Wellness Officer, Kshemavana, SDM Institute of Naturopathy & Yogic

Sciences, Bangalore. Mr. Vijeth Pai, Managing Director, Pai Silks, Hassan was the Alumnus Guest. Director Dr.Seema S. Shenoy presided over the Sessions. Mrs. Deepa Nayak P. was the Conference Coordinator.

Delegates from industry and academia, research scholars and entrepreneurs from across the country participated in this conference. Cash prizes were given away for Best Research Paper Presentation. The same was bagged by Ms. Anushree Shetty & Ms.Lenisha Peris students of Manel Srinivas Institute of Management in the student category and in the faculty category by Dr. Prakash Kamath.



## INTERNATIONAL E-CONFERENCE

### “EXPLORING DIGITAL PROFICIENCY: A PLATFORM FOR ENHANCING TEACHING & RESEARCH SKILLS”

Two days International E-conference was organized, the theme of the conference was “Exploring Digital Proficiency: A Platform for Enhancing Teaching & Research Skills”. The Conference was inaugurated by Dr. P. S. Aithal, Vice Chancellor, Srinivas University, Mangalore. There were four technical sessions held online spread across two days. The director Dr. Seema S Shenoy was the president of the Conference. Conference coordinator was Dr. Jomon Lonappan. Mr. Deekshith V, Mr. Shashank Bhat, Ms. Sahana & Ms. Suha from IIMBA were the student coordinators of International E Conference.



### INAUGURATION OF RESEARCH CELL AND WORKSHOP ON “PREPARATION FOR EFFECTIVE PROJECT WORK-A ROADMAP”

Institute Research Cell organized a workshop on “Preparation for Effective Project Work-A Roadmap” on 25th February 2022 for MBA Students. Dr. Preethi Keerthi Dsouza, Associate Professor, Department of Commerce, Mangalore University was the Resource Speaker. Research Cell Inauguration was also done along with the presence of Director; Dr. Seema. S. Shenoy. Dr. Jomon Lonappan was the Faculty Co-Ordinator. Pranav. M. & Edel Saldanha were the Student Co-Ordinator's.



### WORKSHOP ON DATA EDITING AND CODING IN QUANTITATIVE & QUALITATIVE RESEARCH

Institute organized a Workshop on “Data Editing and Coding in Quantitative and Qualitative Research” First year MBA Students. Dr. Avinash, Assistant Professor, Department of Commerce, Manjunatha Pai Memorial Government First Grade College of Professional and Business Management, Karkala was the Resource Speaker. He has mentioned the Significance and types of Coding used in Quantitative and Qualitative Research and also given insights



related to editing, coding, classifying, tabulating

PTO

charting, and diagramming Research data. He has mentioned Data Reduction which involves winnowing out the irrelevant from the relevant data establishing order from chaos and giving shape to a mass of data. Also given hands-on training to use Jamovi Software.

Dr. Seema. S. Shenoy; Director, Dr. Jomon Lonappan, Asst. Professor & Faculty Co-ordinator of Research Cell; Dr. Shaini Naveen, Asst. Professor and Faculty In-Charge for Workshop; Student Coordinators of First year MBA; K Namitha Kamath & Prarthana were present in the Workshop.



## BRIDGE COURSE

A week long bridge course was conducted for the IMBA student from 7th February 2023 to 10th February 2023, on various topics like Human Values, Management lessons learnt from Nature, Technology in Modern day Management, Time Management skills, Stress Management, Leadership and Team work, Positivity as a mantra to success, Life skills, Personal empowerment, Key to manage Personal Finance and Basics of Stock Trading. The sessions were conducted by director and all the faculty members. The students actively participated in all the sessions.



**THE INSTITUTE SECURED THREE KSCST STUDENT PROJECTS  
( 46th SERIES) FOR SECOND CONSECUTIVE YEAR.**



Project Title	Name of the Guide	Name of Students	Amount Sanctioned
Analysis of Environmental Concern by the Owners of Electrical Vehicles during the Purchase Decision in the Context of Air Pollution	Dr. PRAMEELA S SHETTY	Ms. VIJETHA Ms. SUCHARITHA K K Mr. YASHWITH ADAPPA Mr. MANVITH	Rs 5,000
To Evaluate the Effectiveness of SKDRDP Jnana Vikasa Youtube Channel in Reaching Out to Rural Women in Dakshina Kannada	Dr. JOMON LONAPPAN	Ms. DHANYASHREE Ms. MONISHA C R Ms. KEERTHANA H Mr. RAKESH RAJ A M	Rs 3,000
"A Study on Systematic Review of Gamification in Education Sector with Specific Reference to Mangaluru"	Dr. SEEMA S SHENOY	Mr. ANANATHAKRISHNA S Mr. ASHWIN RAJ Mr. VINAY KIRAGI Mr. SUHA PARAKATTA ABDULLA MOHAMMED	Rs 4,000

**STUDENT PROJECT PRESENTATION AT KSCST (46<sup>th</sup> Series) STATE LEVEL SEMINAR  
AND PROJECT EXHIBITION**

Karnataka State Council for Science and Technology (KSCST) organized the State Level Seminar and Project Exhibition on August 11th and 12th, 2023 at Alva's Institute of Engineering and Technology(AIET), Moodbidri. The student project guided by Dr. Prameela S.Shetty got selected for State level Seminar. Student team leader Ms. Vijetha along with other team members gave a presentation on "Analysis of Environmental Concern by the Owners of Electrical Vehicles during the Purchase Decision in the Context of Air Pollution". Students were accompanied by Dr. Prameela S. Shetty.



## SDM MBA STUDENTS CONSORTIUM INAUGURATION

The Student consortium was inaugurated on 15th February 2023 by CS Sonali Mallya, Chairperson of Mangalore Chapter of SIRC OF ICSI. Alumni Chief Guest was Mr. Saheel Rai, Proprietor, SAI Production. The President of the student consortium Mr. K C Namithraj and Vice President Ms. Prgathi Shetty along with the coordinators of the clubs and associations were sworn in by the Oath taking procedure. The consortium has 20 associations, clubs and forums through which various activities are planned throughout the year. The Oath was administered by the faculty coordinator Dr.Prameela S Shetty. Director Dr. Seema S. Shenoy delivered the Presidential remarks.



## INAUGURATION OF NATIONAL INTEGRATION FORUM

NATIONAL INTEGRATION FORUM



The institute formally inaugurated its National Integration Forum for the academic year 2022-2023 on February 21st, 2023. Padma Shri recipient Harekala Hajabba was the Chief guest and Inaugurator. He told about the importance of education and asked students to be IAS and KAS officers and the serve Dakshina Kannada district. On this occasion the chief guest Shri Harekala Hajabba was felicitated for his contribution in the education field. Mr. Sahaj J Rai, Businessmen, was the

Alumni Guest. Director Dr. Seema S. Shenoy gave the presidential remarks. Dr. Harshitha K., Asst. Professor and staff coordinator briefed about the National Integration forum and its plan of action. Student coordinators Ms. Prajna Rao welcomed the guests and gathering and Mr. Chethan Nayak Delivered the vote of thanks. Ms. Chandana compeered the programme.

## CELEBRATION OF INTERNATIONAL YOGA DAY

The institute celebrated International day for Yoga on the theme “Yoga for Vasudhaiva Kutumbakam” on 21st June, 2023. Yogaratna Sri Gopalakrishna Delampady, (Dist.Rajyostava awardee & Rt. Sr. Health Inspector), Delampady Yoga Prathistana, Mangaluru, was the resource person. All the students performed yogasanas as per the instructions given by the Sri Gopalakrishna Delampady. The resource person also said about the benefits of performing all these yogasanas. Dr. Seema S. Shenoy, Director, gave the

presidential remarks. All the faculty members also participated in the programme. Dr.Harshitha K. Assistant Professor, SDM PG Centre, coordinated the programme.



## CELEBRATION OF GANDHI JAYANTHI

The institute celebrated Gandhi Jayanthi under National Integration forum on October 2nd, 2023. Col. A K Jayachandran (Retd), was the Chief Guest of the day. The flag was hoisted by the chief guest along with other dignitaries. The chief guest Col. A K Jayachandran was felicitated with great honour by Dr. Seema S. Shenoy, Director of SDM PG Centre, Mangaluru. On this Occasion the students sang patriotic song. The chief guest said about the importance of Gandhian Philosophy of truth and non violence. Further he said soldiers and farmers are pillars of our Nation. Dr. Harshitha K, staff co-ordinator of this programme initiated a Peace Pledge to all the students and staff. Ms. Sonali welcomed the guest and gathering and Mr. Manish delivered the vote of thanks.



## CELEBRATION OF ONAM

The institute's National Integration Forum celebrated Onam on 30th August, 2023. Students did Pookalam and performed the traditional event dance Thiruvathira. The student coordinator Ms. Sonali said about the importance of celebrating onam. Games were also conducted for the students. On this occasion there was chende performance. All the students and staff dressed in onam attire. Director Dr. Seema S. Shenoy and all faculty members were present on the occasion.



### National Integration Forum Competition Prize List

Sl. No	Event	Prize
1.	Celebration of Human Rights Day 'Reels Making Competition'	1st Place – Mr. Shalwin Alston Ornello and Team- IIMBA 'A' 2nd Place – Ms. Pragathi Shetty and Team – II MBA 'A'
2.	Celebration of Earth Day 'Photography Competition'	1st place – Manish Bangera – 1 MBA 'A' 2nd place – Sushmitha – 1 MBA 'B'
3.	Celebration of Ambedkar Jayanthi 'Poster Making Competition'	1st place – Anwith Kumar K V – 1 MBA 'B'
4.	Commemoration of Rabindranath Tagore Jayanthi 'Poetry Writing Competition'	1st place – Chandana K N – II MBA 'A'
5.	Collage Making Competition	1st Place – H Chethan Shetty and Team – 1 MBA 'B' 2nd Place – Supriha N and Team – 1 MBA 'B' C K Nivya and Team – 1 MBA 'B' 3rd Place – Shreyas and Team – 1 MBA 'A'
6.	Patriotic Singing	1st Place – II MBA B 2nd Place – II MBA A

## ACTIVITIES HOSTED BY NATIONAL INTEGRATION FORUM



*Teachers' Day*



*International Day of Democracy*



*Celebration of Sharada Pooja*



*World Consumer Rights Day*



*Drug Free Awareness Programme*



*World Environment Day*



*Energy Conservation Day*



*Deepavali Celebration*

## ACTIVITIES HOSTED BY NATIONAL INTEGRATION FORUM



Mangaluru, Karnataka, India  
SDM College of Business Management Post Graduate  
Centre for Management Studies and Research, Mangaluru  
Lat 12.879425°  
Long 74.84127°  
03/01/23 03:11 PM GMT +05:30

*National Consumer Day*



*National Youth Day*



Mangaluru, KA, India  
Mahatma Gandhi Road, Kodialbali, Mangaluru  
575003, KA, India  
Lat 12.879298° Long 74.840996°  
08/12/2023 12:50 PM GMT+05:30  
Note - Captured by GPS Map Camera

*International Youth Day*



*Gandhi Jayanthi- Patriotic Singing*



Mangaluru, Karnataka, India  
SDM College of Business Management Post Graduate  
Centre for Management Studies and Research, Mangaluru  
Lat 12.879425°  
Long 74.84127°  
28/11/22 10:24 AM GMT +05:30

*Constitution Day*



Mangaluru, KA, India  
Mahatma Gandhi Road, Kodialbali,  
Mangaluru, 575003, KA, India  
Lat 12.879301° Long 74.840986°  
12/20/2022 03:44 PM GMT+05:30  
Note - Captured by GPS Map Camera

*Christmas Celebration*



Mangaluru, Karnataka, India  
VRHR-QJG, Kodialbali, Mangaluru, Karnataka 575002, India  
Lat 12.879382°  
Long 74.841504°  
28/06/23 11:35 AM GMT +05:30

*Celebration of International Day against  
Drug Abuse and Illicit Trafficking*

## INAUGURATION OF GREEN CAMPUS FORUM

The institute's Green Campus Forum was inaugurated on 1st March, 2023. On this occasion students of IMBA and IIMBA exchanged saplings. The student coordinator of Green Campus Forum Ms. Viyanna Mekency said about the objectives of Green Campus Forum and also about the significance of protecting our environment. The director Dr. Seema S. Shenoy along with the faculty coordinator Dr. Harshitha K and student coordinator Ms. Viyanna Mekency planted the sapling and inaugurated the green campus forum. All the students and staff members were present on the occasion.



## ENTREPRENEURSHIP DEVELOPMENT CELL INAUGURATION

Institute has inaugurated the Entrepreneurship Development Cell on February 16th, 2023 at the conference hall of the institution. Mr. Ramnath Kini, Co-Founder & CEO, Birthday Popper and Corporate culture was the chief guest and the inaugurator of the ED cell. He gave brief insight towards the innovative practices in entrepreneurship. Mrs. Bhavisha S R, Proprietor, Unka Thinka Restaurant, Mangalore was the alumni guest for the inaugural program. She shared her experience as an entrepreneur. Director Dr. Seema S. Shenoy gave the Presidential remarks. Dr. Shaini Naveen, faculty incharge of Entrepreneurship Development Cell briefed about the activities of ED cell and coordinated the programme.



### ED WORKSHOP ON TIPS TO LAUNCH YOUR LIFE IN THE 20's"



The ED Cell along with Corporate Club of the institute conducted a workshop on the "TIPS TO LAUNCH YOUR LIFE IN THE 20's" on 31st, March, 2023. The Resource Person was Mr. Avelo Roy, MD, Kolkata Ventures, Kolkata. He gave the young budding students an idea on how to start your own enterprise and the challenges and opportunities in it. All the first year MBA students participated in the program wholeheartedly. The program was conducted by Mr. Dawn Prakash under the corporate club along with Dr. Shaini Naveen, ED Cell coordinator.

## ED WORKSHOP ON ENTREPRENEURSHIP JOURNEY - A BIRDSEYE VIEW"

The ED Cell along with Corporate Club of the institute conducted a workshop on the "Entrepreneurship Journey - A Birdseye View" on 6th March, 2023. The Resource Person was Mrs. Vandana Kamath, Entrepreneur & Soft Skills Trainer. She gave her experience as a young entrepreneur and the challenges she faced along with the perks she has got being one. All the first year MBA students participated in the program wholeheartedly. The program was



organised by Dr.. Shaini Naveen, ED Cell Coordinator and Mr. Dawn Prakash under the corporate club.

## CELEBRATION OF INTERNATIONAL WOMEN'S DAY WITH ICSI & EVOLVE

Institute in association with ICSI Mangalore Chapter and EVOLVE, A women Entrepreneur Association organised a programme as part of International Women's Day Celebrations on March 11th, 2023. ACP Geetha Kulkarni was the inaugurator and chief guest of the programme. She spoke on the four pillars of life; hardwork, dedication, discipline and confidence.

Ms. Harsha Bhat, Journalist was the guest of honour for the inaugural program. She conducted an activity for the participants to identify their weakness and gave tips to overcome them. Programme was inaugurated by lighting the lamp and celebrated International Women's day by cutting the cake sponsored by Warm Oven Eatio Studios. The inauguration was followed by two technical sessions. The resource persons Mrs. Divya D'Souza, Entrepreneur and President, EVOLVE conducted a session on 'Emotional Mastery for Professional Success' and Ms. Sapna Shenoy, Investment Services Professional conducted a session on 'The Science and Art of managing money'. The participants received several coupons and gift vouchers on the occasion.



## SDM P G CENTRE & ICSI MANGALORE CHAPTER ORGANIZES KNOWLEDGE SERIES PROGRAM

Institute in association with ICSI Mangalore chapter organized a Knowledge Series programme for the benefit of the students of ICSI and SDM MBA on 21st and 22nd July, 2023. The two day programme had four sessions. The speakers for 21st July were from SDM PG Centre, Mangalore. Mrs. Shaini Naveen, Assistant Professor Spoke about Corporate Restructuring and Mrs. Deepa Nayak, Assistant Professor gave a lecture on the Intellectual Property Rights- law and practice. On 22nd July, the resource persons were CS Prabhath M Joshi, Company Secretary, MESCOM Limited, Mangaluru. He spoke on the topic Corporate Governance. The second session was by CS Chandana Tikoti, Assistant Manager, compliance, Manipal Technology Limited who spoke on Strategic Management. Dr. Seema S Shenoy, Director, SDM PG Centre, presided over the programme. CS Sonali Mallya, Chairperson, ICSI Mangalore Chapter and Mrs. Shaini Naveen, Assistant Professor, SDM PG Centre, Mangaluru were the coordinators of the programme.



## EXTENSION ACTIVITIES

### 1. VISIT TO AVE MARIA PALLIATE CARE

An extension activity was conducted at Ave Maria Palliate Care, Vamanjoor, Mangalore on Tuesday, 12th September 2023. Faculty members Dr. Savitha Pereira, Mrs. Sumathi and Mr. Prashanth Kumar accompanied the students of I MBA to visit the inpatients of the palliate care. The students and faculty interacted with the staff and entertained the inpatients with songs. On behalf of the SDM PG Centre, the inpatients were gifted with fruits and snacks.



### 2. VISIT TO BALIKASHRAM

The first year students of institute had Conducted an extension activity at Balikashram, Kankanady organizing various activities and games for them. There were around 70 children in the ashram & were given stationery kits.



### 3. EXTENSION ACTIVITY SAMARTHA BHARATHA - "BE GOOD DO GOOD" CAMPAIGN

Extension activity was organized in association with Samartha Bharatha - "Be good Do Good" campaign 2023. On the occasion of 160th Birth Anniversary of Swami Vivekananda and National Youth Day" Elocution competition for the college students on the topic "Inspiration of Swami Vivekananda in enriching the personality of the Youth". On the occasion theme was promoted by the students in the entire campus and the students also created awareness and motivated the students of degree colleges to participate in Samartha Bharatha in large number.



#### 4. 'I LOVE KUDLA' WITH RAMAKRISHNA MISSION MANGALORE

Students of the Institute joined hands with Ramakrishna Mission for “The Unveiling of I Love Kudla Signage” as a part of extension activity. Students actively participated in the event and walked through the streets of the city and had a sight of wall paintings taken up by “Swacch Mangaluru Fooundation” as a part of beautification programme. Through participation in such programmes students will have the idea of how they are responsible for the upbringing of the society and how they have the responsibility towards the society . The faculty coordinator Mrs. Ramya Shetty coordinated and accompanied the students.



#### 5. SWACHHANJALI - SWAACHATHA DRIVE

An extension activity was organised in association with Ramakrishna Mutt, Mangalore. SDM institute joined hands with the Mutt for this noble initiative - “A cleanliness drive which is a combination of Jogging and Picking up litter in Mangalore city”. students actively participated in the drive. Students picked up litters from the vicinity of



#### 6 . WORLD SUICIDE PREVENTION DAY-2023 WALKATHON

Students of the Institute participated in “World Suicide Prevention Day-2023 Walkathon” held on 10/9/2023. The walkathon started at Morning 7.30 a.m. from town hall to St. Aloysius P.U College. Students of SDM P.G Centre holding posters on Suicide prevention creating awareness among the public. The students of SDM P.G Centre has also Participated in Reel Making Competition & Poster Making Competition held on account of World



Suicide Prevention Day-2023 Walkathon.

## MOU SIGNED WITH ROTARY CLUB OF MANAGLORE

SDM PG Centre and Rotary Club of Mangalore, signed a MOU. Director SDM PG Centre, Dr. Seema S Shenoy and President Rotary Club of Mangalore Rtn. Kishan Kumar, signed the MOU on behalf of the Institution and the Club respectively. Youth Service Director- JP Rao and Coordinator SDM PG Rotaract Club Dr. Savitha, Rotaract President for the term 22-23 Rtr. Srinidhi were present on the Occassion.



## SDM MBA ROTARACT CLUB (2023-24) OFFICE BEARERS INSTALLATION

On Friday, 11th of August 2023, SDM MBA Rotaract Club 2023-24, installation ceremony was held. The newly Elected office bearers were inducted on the occasion by President- Rtn. Kishan Kumar and the Youth Service Director- Rtn. JP Rao of Rotary Club Mangalore . Rtr Karthik is the newly elected president, Rtr. Dhanya - Vice President, Rtr. Prathana- Secretary, Rtr- Shivaprasad- treasurer,

Directors elected are Rtr. Abhishek Alva, Rtr. Sanath Kumar, Rtr. Melrif Dsouza, Rtr. Nishel Dsouza, Rtr. Diya Shetty. Director of SDM PG Centre - Dr. Seema S Shenoy, Rtn Dr. Siddarth Shetty, Coordinator of SDM PG Rotaract Club Dr. Savitha Perreira, Former President of SDM PG Rotaract Club Rtr. Srinidhi were present on the dais. Ms. Nivya CK compered the programme.



## THE 64TH EDITION OF RAMNARAYAN CHELLARAM ROTOQUIZ MANGALORE ROUND HELD ON 23-09-2023



The Mangalore round of 64th edition of Ramnarayan Chellaram Rotoquiz, the oldest running



quiz in the world was held on Saturday, 23rd Sept 2023 at our institute.

The Mangalore round of the quiz was sponsored by Ideal Ice cream, in association with the Rotaract Club of SDM PG Centre and Rotary Club of Mangalore, was a grand success with 64 teams i.e. 128 students participating in the quiz contest.

The first prize was bagged by Nischal R. & Shreevatsa Acharya B.(MBBS interns) from Kasturba Medical College, Mangalore, They have won the quiz for the second year running. 2nd place was bagged by B. Manjunath Pai & Sanketh Alva from St. Aloysius college, 3rd place went to Shashank Raju Singit & Karthik Karanth from NITK Surathkal, the 4th place

was secured by Shankaragouda & Arun M. Myageri from NITK, Surathkal.

All the winners were given a trophy and certificates along with cash prizes handed over by the chief guest and event sponsor Mr. Mukund Kamath, Proprietor of Ideal Ice Cream. Rtn. Kishan Kumar, President of Rotary Club of Mangalore, Rtn. Dr. Siddarth Shetty, Secretary of RCM, Rtn. JP Rao, Youth Service Director of RCM, Rtn. Mayur Sheregar, Convenor of Mangalore Rotoquiz, Dr. Seema S. Shenoy, Director SDM PG centre, Dr. Savitha Pereira, Professor and staff Coordinator of Rotaract Club of SDM PG Centre and Rtr. Karthik, President of Rotaract Club of SDM PG Centre were also present.



## INAUGURATION OF WOMEN EMPOWERMENT CELL

The institute celebrated National Girl Child Day and inaugurated the Women Empowerment Cell on 24th January, 2023. Dr. Supriya Hegde Aroor, MBBS, MD ( Psychiatry), Consultant psychiatrist, Arogya clinic & Professor and Head of Department of psychiatry, Father Muller Medical College, Mangalore, was the Inaugurator and Chief Guest. Dr. Supriya Hegde Aroor gave an insight



into different aspects of women empowerment and also highlighted the important roles played by women in family and professional life. Director Dr. Seema S. Shenoy, gave the presidential remarks. Student coordinator Ms. Renisha introduced the guest to the gathering and Ms. Vijetha delivered the vote of thanks. Dr. Harshitha K., staff incharge of Women Empowerment Cell, Coordinated the programme. Ms. Rachana compered the programme.

## WORKSHOP ON LEGAL RIGHTS OF WOMEN

Women rights are very important for everyone all over the world. It does not just benefit her but every member of society. When women get equal rights, the world can progress together with everyone playing an essential role. The institute's Corporate Club and Women Empowerment Cell organised a workshop on Legal Rights of Women on 10th April, 2023, with an objective of creating an awareness about women's rights. Mrs. B Nayana Pai, Advocate, Mangalore, was the resource person. she explained about various legal rights of women and its importance. She also cited various cases of women's rights. The workshop concluded with question and answer session.



## CELEBRATION OF INTERNATIONAL WOMEN'S DAY

The institute's Women Empowerment Cell celebrated International Women's Day on 8th March, 2023. The programme was organised by male students. On this occasion the students said about the importance of celebrating Women's Day. Games were also conducted for female students and faculty members.



## WORKSHOP ON SELF DEFENSE

The Learning of self-defense skills benefits women in ways that extend beyond discovering how to protect themselves. The institute's Women Empowerment Cell organised a Workshop on Self Defense on 15th June, 2023. Mr. Karthik S Kateel, Founder & CEO, Swaraksha for women trust (R), Kateel, Mangalore, was the resource person. He demonstrated various self defense techniques and created awareness about the use of self defense techniques among students. All the students actively participated in the programme.



## NATIONAL COMMISSION SPONSORED SEMINAR ON 'WOMEN AND HEALTH'

Our institute in association with National Commission for Women, New Delhi, organized one day National Level Seminar on Women and Health on September 26th, 2023, at SDM MBA conference hall. ACP Geetha D Kulkarni, Traffic Sub Division, Mangaluru City, inaugurated the seminar. She said about how important women's health is for the well being of her family and the community and she also stressed on how women involvement is very important for societal transformation. Ms. Shyamala S. Kunder, Ex Member, National Commission for Women, Government of India, was the Chief Guest. Ms. Shymala S Kunder stressed on how women have gone extra miles in balancing her personal and professional life. At this juncture it is very important that higher priority is given to the health and hygiene factors. Director Dr. Seema S. Shenoy gave presidential remarks. The inauguration was followed by three technical sessions. Dr. SUPRIYA HEGDE AROOR, MBBS, MD (Psychiatry), Professor & Head of Department of Psychiatry Father Muller Medical College Mangalore, was the resource person of first technical session, highlighting the importance of mental and physical well being for women. DR. HEMA MALLYA, MBBS, M.S.(OBG) Consultant Obstetrician &

Gynaecologist, Mangalore, the resource person of second technical session said about the health issues relating from menarche to menopause. The resource person of the third technical session Dr. RAMEELA SHEKHAR, Mental Health Professional, Manashanthi, Mangalore, gave an insight into how stress affects women and her health and how it can be managed. The technical sessions were moderated by Dr. Harshitha K. Mrs. Deepa Nayak P., and Dr. Prameela S. Shetty, Assistant Professor at SDM PG centre, Mangalore. The seminar was attended by more than 200 women from all walks of life including Entrepreneurs, Professionals, Homemakers, Working Women and Women Students from HEI's. The seminar was coordinated by faculty incharge Dr. Harshitha K. and Student coordinators Ms. Lavanya and Ms. Sowmya Kumari.



## ONE-DAY STATE-LEVEL NAAC SPONSORED SEMINAR ON THE THEME "IMPACT OF NAAC ACCREDITATION: ENVISIONING THE FUTURE OF EDUCATION"

One Day state-level NAAC sponsored Seminar was organized by the institute on 12th October 2023. Dr. M. S. Moodithaya, Vice Chancellor, Nitte, Deemed University was the inaugurator and keynote speaker. Mr.Deviprasad, NAAC Special Officer, was the guest of honour and Mr.Hardik Chauhan, Assistant Professor of Canara College was the Alumni Chief guest.

The inauguration was followed by three technical sessions. The theme of the first technical session was "Strategies for Effective Deployment of Outcome-Based Education in the Institutions". The resource person was Dr. Shreeranga Bhat, Professor and HOD, Department of Mechanical Engineering, St.Joseph College of Engineering, Mangalore. The second technical session was on the theme "Transformative Reforms Proposed for India's HEIs Accreditation System by the Overwhelming Committee - Ministry of Education". The Resource person was Dr.Sandeep S Shenoy, Director, Compliance, Manipal Academy of Higher Education, Manipal. The third technical session was held Online through Google Meet. The theme of the session was "A & A Methodology in Revised Accreditation Framework". The Resource person Dr. K. Vikram, Nodal Officer- State Quality Assurance Cell, Assistant Professor, Department of Commerce and Management, Lal Bahadur Shastri Government First Grade College Bengaluru addressed the gathering through Google Meet. Dr. Seema S Shenoy, Director of the institute welcomed the gathering. Dr.Prameela S. Shetty, IQAC coordinator, and conference coordinator gave a brief report of the seminar. There were about 60 participants from various HEIs across the Karnataka State.



## INAGURATION OF YOUTH REDCROSS

Institute's youth Red Cross unit was inaugurated followed by the medical camp. The chairman of the Indian Red Cross society CA Shantharam Shetty, inaugurated the Youth Red Cross unit of the institute and addressed the students on how societal activities play an important role in shaping their career. Dr. Sachidananda Rai, Orthopaedic surgeon, Unity Hospital was the guest of honour and coordinated in conducting a medical camp for the staff of the institute. The program was presided over by the Director of the institute, Dr. Seema S Shenoy. The YRC program officer Mrs Ramya Shetty gave highlights into various programs which was organised under the club for the academic year. The student coordinators Sushma G and Manvith T. were present during the occasion.



The Health department organised a medical camp for the staff of the institute. The staff members got their ECG Hemoglobin, Blood Sugar and Blood pressure tested during the camp.

## BLOOD DONATION CAMP

Institute under the youth Red cross unit organised a talk on organ donation which was followed by blood donation camp. The chairman of the Indian Red cross Society C.A Shantharam Shetty was the chief guest Mr Praveen Kumar coordinated the blood donation camp. Dr Seema S Shenoy, Director of the institute presided over the function. Mrs.Ramya Shetty, Programme officer of Red cross unit coordinated the programme. Student coordinators Ms.Sushma G and Manvith T was present during the occasion. Students actively participated in the program and donated the blood.



## AWARENESS ON ORGAN DONATION

Institute's youth Red cross unit organised a talk on organ donation. The chairman of the Indian Red cross Society CA Shantharam Shetty was the chief guest, Dr. Sachidanand Rai, orthopedics surgeon delivered a talk on the "Relevance of organ donation" to MBA students. Students were made aware of organ donation and how it helps in saving the lives of others. Dr Seema S Shenoy, Director of the institute presided over the function. Mrs.Ramya Shetty, Programme officer of Red cross unit coordinated the programme. Student coordinators Ms.Sushma G and Manvith T was present during the occasion.



coordinators Ms.Sushma G and Manvith T was present during the occasion.

## DETAILS OF GUEST LECTURE ORGANISED BY CORPORATE CLUB

SI No	Date	Workshop Title	Resource Person	Designation
1	14-02-2023	Awareness Programme on Cyber Security	Nitesh Sinha	Founder & CEO, Sacumen
2	20-02-2023	Har Ghar Dhyam campaign	Ms. Shaila Kamath	Manager for Freight Audit Payment - Interlog Services India Pvt. Ltd.
3	27-02-2023	Lateral Thinking for Personal & Professional Success	Dr. Malini Hebbar	Principal - Swastika College Mangaluru
4	06-03-2023	Entrepreneurship Journey - A Birdseye View	Mrs. Vandana Kamath	Entrepreneur & Soft Skills Trainer
5	20-03-2023	SkillUP: Unlocking the Power of People Skills	Mr. Glenson Toney	Training Coordinator -St. Joseph Engineering College, Mangaluru
6	21-03-2023	Business Analyst : Learn In-Demand Skills, Connect and Build your Career Path with Salesforce	Mr. Santhosh Rebello	University Program Manager - India Trailhead Academy at Salesforce, Bangalore
7	31-03-2023	TIPS TO LAUNCH YOUR LIFE IN THE 20's	Mr. Avelo Roy	MD, Kolkata Ventures, Kolkata
8	10-04-2023	Legal Rights of Women	MRS. B. NAYANA PAI LLB, LLM	ADVOCATE, MANGALORE
9	17-04-2023	Career Opportunities & Challenges in IT Industry	Ms. Neethu Mohan	Information Technology Recruiter, Novigo Solutions Pvt. Ltd.
10	24-04-2023	"Going the Distance: MBA Workshop on Organizing a Marathon	Mr. Abhilash Dominic	Group Project Manager, Infosys & Race Director Niveus Mangalore Marathon 2023
11	17-07-2023	"Essentials To Be Successful Business Leader in the Corporate World	Dr. Prakash Kamath	General Manager (Retd.) Mahindra & Mahindra
12	24-07-2023	The Happiness Formula	Dr. Surajeet Chakrabarty -Phd.,MPT	Senior Physiotherapist, President of Indian Academy of Fitness Training Health coach and Nutritionist Motivational Speaker.
13	31-07-2023	Overview of Indian Industries	Dr. Prakash Kamath	General Manager (Retd.) Mahindra & Mahindra
14	07-08-2023	Overseas Study - A Dream Come True	Azharudheen K. M. & Aishwariya	Business Development Manager/Senior Student Councilor, Edroots International
15	07-09-2023	Passion to Profession- an Entrepreneur's unleashed path to success	Bhat S Sneha Ganesh	Entrepreneur, Casual Announcer of ALL India Radio Mangalore & environmentalist
16	11-09-2023	Marketing yourself in this transient world	Sriprakash Nadadhur Sridharan	Founder - Prajna Consulting
17	12-09-2023	Making the right food choices	Ms. Sanjana Shenoy	Consultant Dietician
18	13-09-2023	D for Diet-Eat your way to health.	Dr. Surajeet Chakrabarty -Phd.,MPT	Senior Physiotherapist, President of Indian Academy of Fitness Training Health coach and Nutritionist Motivational Speaker.
19	18-09-2023	A Journey of an Entrepreneur - Dream to Reality	Mr. Rakshith Shetty	Managing Partner Shree Gajamukha Industries
20	25-09-2023	Starting A Start-Up - The Road Ahead	Mr. Joel Michael Rebello	Founder - Lazy Day



Cyber Security



Har Ghar



Lateral Thinking



Skill Up



Business Analyst



Magazine Release



The Happiness formula



Going the Distance

## ALUMNI INSPIRA - PATHWAY FOR SUCCESS

Institute inaugurated the Alumni Forum and organised a Panel Discussion "Alumni Inspira"- A pathway for success on 11/02/2023. The Alumni Guest for the event were Tauseef Ahmed, Animal Rescuer and Realtor, Prapti shetty, Senior HR coordinator & General Manager Assistant, Alsherafi group of company Abu Dhabi and Pallavi Devadiga, Anchor & Production manager, Playback singer, Drama artist. The alumni shared their real life experiences to prepare students face the challenges in the outside world. As the Invited Alumni were from diverse background students were at the helm of gathering information from various avenues that would help them decide on their career paths. The program was presided over by the Director Dr. Seema S. Shenoy. Mrs. Ramya Shetty, Assistant Professor and Alumni Forum incharge briefed about the activities under the forum. The student coordinators Deekshitha and Prajna Prabhu were present during the occasion.



### WORKSHOP ON "A JOURNEY OF AN ENTREPRENEUR - DREAM TO REALITY."

The Alumni Forum conducted a workshop on the "A Journey of an Entrepreneur - Dream to Reality." on 18- 09 - 2023. The Resource Person was **Mr. Rakshith Shetty Managing Partner - Shree Gajamukha Industries & Alumni - SDM PG Centre, Mangaluru.** This program was organized for the 2nd Semester MBA students. The resource person spoke on his initial journey of being an entrepreneur and touched upon some key challenges faced by him and things to watch out for when anyone starts their own start up. All the first year MBA students participated in the

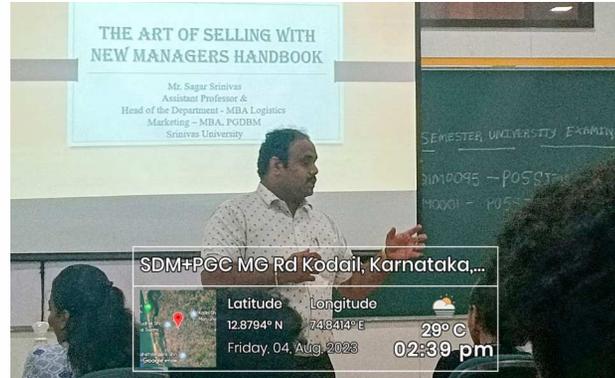
program wholeheartedly. The program was conducted by Mr. Dawn Prakash under the corporate club along with Mrs. Ramya Shetty - Alumni Forum Faculty incharge



## ALUMNI TEACHER

As many alumni of our institute have joined the field of teaching and training, we have put in place a practice of hosting an alumni teacher programme for the students. Alumni-Teacher activity for this academic year was organised from 2nd August to 4th August 2023. Alumni of the institute who are in

the academic career are invited to teach as well as share their practical experience in terms of relevant management concepts. This activity is conducted with the objective to provide an opportunity for present students to learn from the experiences shared and teachings delivered by Alumni Teacher.



Sl. No.	Name of the Alumni Teacher	Topics	Faculty Incharge
1	Mr. Roopesh	Body Language in Effective Communication	Dr. Pameela S Shetty
2	Mr. Sagar Srinivas	The Art of Selling with New Managers Handbook	Mr. Dawn Prakash
3	Mr. Hardik P Chauhan	Economic planning	Dr. Savitha Pereira
4	Ms.Afsana Mehar	Business Research - Organizational and ethical Issues	Dr. Shaini Naveen
5	Mrs. Shafali Navaneet	Effective Communication	Ms. Sumathi
6	Dr. Shilpashree A.	Marketing Strategy & Ethics	Ms. Deepa Nayak
7	Mrs. Supreetha A	Human recourse audit & Accounting	Mrs. Ramya Shetty

## STUDENT TEACHER ACTIVITY

The student teacher activity was scheduled from 2nd May to 5th May, 2023. The objective of this activity is to encourage peer teaching and learning and to facilitate students to deepen their learning towards the higher-level skills like critical thinking, confidence building among others. During this entire week each teacher ensures that the interested students from their class are given an opportunity to become a student teacher and engage their peers and juniors. In student teacher activity, students take on the role of teacher and conduct classes for their peers and juniors. The student teachers will give an opportunity to apply their content and pedagogical knowledge in the classroom as teachers.

STUDENT TEACHER ACTIVITY



SL No.	NAME OF STUDENT TEACHER	TOPIC	CLASS	FACULTY IN CHARGE
1.	Mr. Prem V. V.	Developing plans, approaches and planning process	II MBA "A"	Mr. Dawn Prakash
2.	Ms. Hithashree N. J.	Conflict Management	II MBA "B"	Ms. Deepa Nayak
3.	Mr. J. K Manish	Basics of Stock Market.	II MBA "B"	Ms. Prameela Shetty
4.	Mr. Namithraj ,	Models & Types of E-Commerce	II MBA "A"	Dr. Jomon Loanappan
5.	Ms.Prajna Rao	Capital Structure	II MBA "B"	Dr. Shaini Naveen
6.	Mr. Prem V	Recent Applications of E-Commerce	II MBA "A"	Dr. Jomon Loanappan
7.	Ms. Sahana	Maslow's hierarchy of Needs	II MBA "B"	Mr. Dawn Prakash
8.	Mr. Shashank Bhat	Artificial Intelligence	II MBA "B"	Ms. Prameela Shetty
9.	Ms. Suha	Multinational Corporations – Challenges and Opportunities	II MBA "A"	Ms. Sumathi
10.	Ms. Poojashree	Vision Mission & Goals of the Organisation	II MBA "A"	Mr. Prashanth Kumar A
11	Mr. Pranav	Leadership Skills	II MBA "B"	Ms. Deepa Nayak
12	Ms. Chandana	Shops & Establishment Act	II MBA "A"	Ms. Ramya Shetty
13	Mr. Chethan Nayak	Pricing Strategies	II MBA "A"	Dr. Harshitha K.
14	Ms. Athmi Alva	Types of planning & Approaches	II MBA "A"	Mr. Dawn Prakash

## FACTORY VISIT FOR I<sup>st</sup> MBA STUDENTS

A Factory visit was arranged for Ist MBA (A&B section) students on April 19th, 2023, to Shashank Cashew Industries in Kaup, Sanoor Cashew, Sanoor, Materials Recovery Facility, Nitte & Lamina Foundries Ltd., Nitte. The students were accompanied by Dr. Harshitha K, Dr. Jomon Lonappan, Mrs Shaini Naveen and Dr. Prameela S. Shetty.



## FACTORY VISIT FOR II<sup>nd</sup> MBA STUDENTS

In order to facilitate experiential & participative learning, a factory visit was arranged for II MBA (A&B section) students on December 12th, 2022, to Shashank Cashew Industries in Kaup, Materials Recovery Facility, Nitte, Lamina Foundries Ltd, in Nitte and Sree Devi Cashew Industries, Bajagoli. The students were accompanied by Dr. Harshitha K, Dr. Savitha Pereira, Mrs Shaini Naveen and Mrs. Ashalatha M.



## PLACEMENT REPORT 2022-2023

The Training and Placement Cell conducted several pre-placement activities and training programs in this academic year 2022-23 for the holistic development of the students, Aiming to provide better career prospects.

Writing resume can never be underestimated as it acts as a bridge between the individual and the recruiter. Keeping this in mind a session on '**Resume Writing**' was organized, on **28th November 2022**. **Ms. Vidya Shenoy** an Accredited Behavioural Trainer pointed out some common mistakes made while drafting a resume and provided several tips in crafting a good resume.

Effective Personal Image contributes to success of an individual. With this objective a workshop on "**Image Management**" was organized on **7th December 2022** by **Dr. Malini Hebbar**, Principal, Swasthika National School. She conducted several activities and explained the importance of image building and its role in maintaining self esteem and self confidence.

**Mr. Hariskrishna Thodinnaya**, An Agripreneur was invited to conduct a guest lecture on **29th December 2022**, on the topic "**Agripreneurship - Opportunities Ahead**". He encouraged students to develop their own businesses.

In order to facilitate students to attain better results in recruitment process one day Workshop on '**Aptitude Training for Placements**' was arranged on **6th February 2023**. **Mr. Steevan Robert Tellis & Dr. Raghavendra M.J**, Associate Professor, Srinivas Institute of Technology were the resource persons. They conducted sessions on various concepts including artificial and non-verbal reasoning, senses, ratio and proportion, percentage etc.

**Ms. Preetham Kamath**, Facilitator, Behavioral Trainer and Counselor conducted a workshop on Grooming Etiquettes and better personal management. The theme for the session was '**Dress for the Job of your Dream**' which was conducted on **18th April, 2023**.

This was followed by a workshop by **Ms. Vidya Shenoy** an Accredited Behavioural Trainer on "**Ace the Interview**" on **19th April 2023**. She conducted **Mock Interviews** and clarified several doubts on preparing better for attending interviews.

On **20th April 2023**, **Ms. Pavithrakala**, Marketing Head, Uniabroad Corporate Office, Mysore conducted a training session on "**Overseas study - Dream or Reality**", wherein she encouraged students to go overseas for higher studies in order to develop better skills and acquire enhanced placement opportunities.

Developing a positive attitude and focusing on mental well being of students has always been at the forefront of all activities at our institute. To fulfill this objective a unique workshop on "**Heal yourself**" was conducted by **Ms. Vima D'sa**, Clinical Hypnotherapist, rapid transformational therapist and life coach on **28th April, 2023**.

On **26th May, 2023** **Mr. Surya Shekar**, Senior Trainer (Operating) and **Mr. Shridhara Avabhrath**, Senior Trainer (IT) Konkan Railway Corporation Ltd., were invited to conduct a workshop on "**Skilling Managers for Professional Success**". They briefed students about various training courses and placement opportunities specifically for MBA's.

**Dr. Prakash Kamath**, General Manager (Retd.) Mahindra and Mahindra conducted workshop on **7th June 2023** on the topic "**Success Story of Automotive of Business Management**". He explained the path chosen by Mr. Anand Mahindra that led to the success of the company. This session was followed by a workshop on "**Global Automotive Business Management Challenges**" on **4th July 2023**. He enthralled the students with the challenges in the Indian Automotive Field and gave a riveting account of the Global Scenario.

As a final session for this academic year a workshop on "**Overseas Study - A Dream Come True**" was organized on **7th August, 2023** with **Ms. Aishwarya** and **Mr. Azharudheen** from Edroots International as the resource persons. They briefed the prospects of studying abroad.

With the students capacity of 114 students for this academic year, out of which 50 students signed up the

Voluntary Non Participation form for various reasons including starting up their own company, taking up family business, interest to pursue higher studies, interest to go abroad or marriage prospects etc. 40 offer letters were received and students got placed in various skilling companies. Highest salary package offered to students of 2021-2023 batch was 11.25 Lacs per annum and lowest was 2.40 lacs per annum. Number of the companies approached was 42. The placement cell recorded with 51.86% placement this year.

## TRAINING & PLACEMENT CELL ACTIVITIES 2022-2023



## ANNUAL INDOOR SPORTS MEET 2K23

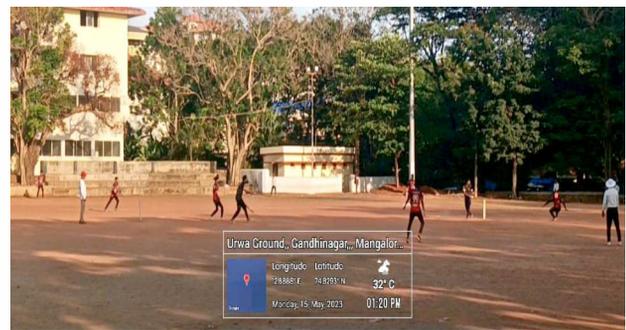
The institute hosted its Annual Indoor Sports Meet 2k23 organized by the institute's SDM MBA Sports Club which was held from 14th June to 20th June. Indoor events like Chess, Carrom, Table Tennis were organized for boys and girls separately. It was also organized for the interested staff of the institute.

The Annual Indoor Sports Meet 2k23 was inaugurated by Dr. Seema S. Shenoy - Director of the institute. Mr. Dawn Prakash Staff Coordinator, organized these events along with student coordinators Mr. Deekshan & Mr. Abhishek Shetty.



## SDM MBA PREMIER LEAGUE (SMPL) 2023

The Institute along with Team Ugraam (Alumni) hosted its first ever SDM MBA Premier League (SMPL) 2023 which was an auction based selection of players chosen by 5 team owners from the present MBA batch as well as from the Alumni Batches. The tournament was held at Urwa Ground with an IPL themed league and knockout concept. The winning team was Citi Boys SDM and runners-Up team was GJ Phoenix. The SMPL was inaugurated by Dr. Seema S. Shenoy, Director SDM PG Centre and the Guest of Honour were Mr. Pavith Shetty, Mr. Sandeep Shet, Mr. Chethan, Dr. Seema S Shenoy Director, presided over the valedictory function with chief guest Mr. Karthik Shetty - CEO of Bhuvaneshwari Shipping, Mangalore & Guest of Honour Mr. Prakash T, Civil Contractor along with Mr. Dawn Prakash, Staff Coordinators, with student coordinator Mr. Deekshan & Ms. Manasa compeered the program.



## SPORTS MANIA 2K23- ANNUAL TWO DAYS SPORTS MEET

Institute hosted its Annual Two Days Sports Meet which was themed “Sports Mania 2k23” organized by the institute's SDM MBA Sports Club which was held on 27th & 28th March in Perfect Pass, Falnir as well as Urwa Ground. On 28th March, Interclass Cricket competitions were conducted for the boys & girls.



## CULTURAL FORUM

The cultural forum organized several competitions this academic year. Talents Day Competitions, Traditional Day - Best dressed Male, Female & Group, Mehendi Competition, Rangoli Competition, Boomerang Competition, Reel making Competition, Photography Competition, Creative Makeup Competition, Cooking Without Fire Competition and Hairstyle Competition. Students participated with great fervor in all these competitions. The cultural forum student in charge Ms. Sonali & Ms Hithashree coordinated along with Faculty

### CULTURAL FORUM



FACE PAINTING



DANCE



COOKING WITHOUT FIRE



RANGOLI



MEHANDI

## CULTURAL FORUM COMPETITIONS – WINNERS

<b>RANGOLI</b>			
1.	SUPRIYA VINAYAK SHET, DHANYA, DEEPIKA, KEERTHANA N.	I MBA 'A'	<b>I</b>
2.	KRITHIKA PERVODY, DEEKSHAN S. RITESH KUMAR, NIKHIL S R	II MBA 'B'	<b>I</b>
3.	KRITHIKA P BHAT, NISHEL DSOUZA, M RAMITHA, SUPRITHA N	I MBA 'B'	<b>II</b>
4.	SUCHARITHA K. K., VIJETHA, DIKSHA DEVI K. AKHILA	II MBA 'A'	<b>II</b>
<b>COOKING WITHOUT FIRE</b>			
1.	PRATHVI P KUMAR, KRITHIKA P BHAT, SUPRITHA N, SRUJANI ALIAS NEHA	1 MBA 'B'	<b>I</b>
2.	RAJKUMARI, NIDHA BANU, RACHANA C R, VIDHI S SANGVI	1 MBA A	<b>II</b>
<b>MEHENDI</b>			
1.	VIDHISHA -	I MBA 'B'	<b>I</b>
2.	DHANYASHREE	I MBA 'A'	<b>II</b>
<b>FACE PAINTING</b>			
1.	NAGARJUNA B T	I MBA 'B'	<b>I</b>
2.	POOJASHREE	II MBA 'A'	<b>II</b>
3.	RITESH KUMAR	II MBA 'B'	<b>II</b>
<b>GROUP DANCE</b>			
1.		II MBA 'A'	<b>I</b>
2.		I MBA 'B'	<b>II</b>

## FRESHERS DAY

Institute organised a Fresher's day "AROHAN" on 10th of February 2023 under the cultural Forum in the College Auditorium. Students of 2nd MBA actively engaged themselves in organising series of activities for fresher's & made them more comfortable. The first years were given an opportunity to showcase their talents and also introduce themselves in the most unique way. The second MBA Students also gave insight to fresher's on various programmes organised in the institute.



## TRADITIONAL DAY

Traditional Day programme of the Institute under cultural Forum was organised on 13/04/2023 on the theme "Samskruthi - 2023 - It's time to exhibit your ethnicity" Students were dressed with their attire and also actively participated in the competitions.



## FAREWELL PARTY

A Farewell party Au-Revoir 2023 was organised by the students of First year MBA to the students of 2nd year MBA outgoing batch. Students of first year organised various games and also showcased various talents to entertain the students of 2nd MBA. Huge number of students from 2nd year participated in the games conducted and won several prizes. Memories of past 2 years were cherished by the students through display of various videos and photos. Students of 2nd years were given an opportunity to share their memories and experiences they had in college. Few students who were adjudged the best outgoing students on various criteria's were awarded on this day. Apart from all this, the students of first year gave a memento to the students of second year in memory of 2 years of fruitful life spent during the college days. The Director, Dr. Seema S Shenoy, Faculty Coordinator Dr. Harshitha K, and Student Coordinators Pratheeksha and Nagarujun were present during the occasion.



## FACULTY ENRICHMENT PROGRAMME ORGANISED BY IQAC

A faculty enrichment programme was organised for the teaching and support staff of the institute by IQAC of the Institute on 12th September 2023. Resource Person Dr. Devi Prabha Alva, Prof. at St Agnes College conducted the programme by involving all the employees in the activities. She stressed the importance of a Positive Work Environment for better productivity and the mental well-being of the employees.



## FDP FOR THE TEACHING AND NON-TEACHING STAFF ON "FINANCIAL LITERACY"

Faculty Development Programme was organized for the benefit of the Teaching and Non-teaching Staff of the institution on 8th June 2023. Mr. Avinash, Branch Manager, Canara Bank delivered a talk on the importance of habit of Savings amongst salaried employees. The marketing manager of the Bank explained about the importance of availing insurance policies and also gave the details of the products and services provided by the bank. Most of the employees of the institute availed the benefit of this talk



## IQAC ORGANIZED A WORKSHOP ON "ACADEMIC EXCELLENCE VIS A VIS EMPLOYABILITY SKILLS"

The IQAC of the institute organized a workshop on the theme "Academic Excellence Vis a Vis Employability Skills" for all the students of II MBA on 17th March 2023. Prof. Ronald Pinto, Director, the Institute of Individual Development, Mangalore was the resource person. He conducted various activities through which students were trained to attend corporate interviews. The professor also mentioned about certain etiquettes needed to manage professionally in a corporate setup.



## FACULTY DEVELOPMENT PROGRAM FOR TEACHING STAFF

IQAC of the institute organized a Faculty Development Program on Hands on Training on Jamovi Software on 04/05/2023 Dr. Savitha Basri, Professor, MIM, MAHE Manipal was the resource person. She gave a hands on training to all the teaching staff on their laptops. Since Jamovi is a free software the training session benefited the faculty members to apply it in their research work.



## SHRESHTA 2023 - AN INTER COLLEGIATE FEST

"Samanvaya" represents the integration of traditional management principles with modern management practices. We believe that in this rapidly changing world, it is crucial to honour our rich heritage while embracing the innovations that shape our future. Our tagline, "Where tradition meets innovation for strategic excellence" 2023 was successfully hosted.



SHRESHTA-2023 was inaugurated by chief guest, Mr. Roopesh Shetty, actor and winner of Big Boss season 9 and OTT season 1. He was an alumni of SDMCBM and expressed his nostalgic feeling. He was felicitated during the occasion for his achievements.

Ms. Chandrika Nayak, Marketing Lead, Corporate Qmin, IHCL was the Alumna Guest on this occasion. She spoke about her experience in the corporate world.

Over the two days, events were meticulously planned a host of events based on this theme was held. These events fell under three main categories: Yugantar, Udyatam, and Kalavisthar. Each category encompassed the core aspects of management, sports, and culture, respectively, bringing together the diverse talents and passions of students from various colleges across the nation.

In management events, the participants engaged in stimulating case studies, group discussions, and simulations, where they applied both traditional and modern management approaches to real-world challenges. Around 17 colleges participated in seven

management events – Best Management team, Best Manager, Best Entrepreneur, Human Resource, Marketing and Finance.



Kala-vistaar served as a vibrant platform to celebrate the culture through dance, fashion show, mad ad, Bollywood quiz, face painting and reel making. Around 12 colleges participated in cultural events.

In sports, three events were conducted – Kabbaddi, Arm wrestling and push ups. More than 16 teams participated in Kabbaddi on the first day. SDM Ujire won the overall championship.

Throughout these two days, we aimed to foster an environment of knowledge sharing, collaboration and networking among more than 600 participants.

The Chief Guest for the valedictory session was Mr. Lester D'Souza, CEO, Souza & Picardo Enviro Solutions Pvt. Ltd, Mangalore. He spoke about his entrepreneurial journey. Ms. Munita Veigas Rao, Playback singer and Western Vocal Coach was the Alumna Guest who encouraged the students to take part in various fests and spoke about her student hood



# SHRESHTA 2023 - FLAGSHIP EVENT

as to how feasts helped to groom her personality. Around 44 teams participated and won many cash prizes for various events. The overalls was backed by A J Institute of Management, Mangaluru and the runners was won by Mangalore University College, Konaje. Director Dr. Seema S. Shenoy presided over the programme and Dr. Shaini Naveen, Assistant Professor, SDM PG centre, was the faculty coordinator. Ms.Poojashree, Ms.Rachana and Mr.Srinidhi H. S. served as the student coordinators.



## INTERCOLLEGIATE KABADDI COMPETITION

Institute hosted The National Level Inter-College Fest on 22nd and 23rd June for the Under graduate and Post Graduate students. The theme of this fest was SAMANVAYA - where tradition meets innovation for strategic excellence. In the event there were 3 categories namely Sports, and cultural competitions which were organised for the Undergraduate students. This year the special attraction was the Intercollegiate Kabaddi competition which was held on 22nd June with attractive cash prizes of Rs. 33,000 and trophies and medals. Total 16 teams participated from various places and the first place was bagged by SDM Ujire with NMC Sullia bagging runners-up spot and the third place was bagged by Shri Gokarnatheshwara College, Mangalore and fourth place was bagged by Govt. First Grade College, Thenkanidiyuru. Individual Prizes were also awarded to Best Rider - Mr. Prajwal from SDM Ujire, Best Defender - Mr. Afreed from SDM Ujire & Best Allrounder - Mr. Hrithik from NMC Sullia.

The Intercollegiate Kabaddi was inaugurated by Mr. Ar. Akshay K.C. - General Secretary Academy of Liberal Education, Sullia & the chief guest was Mr. Sandesh Kumar Shetty - Managing Director of Agraja Builders.

In the valedictory session the Chief guest was Mr. Akhilesh - Alumni of the institute who gave away Cash Prizes and Trophies along with Medals and Certificates to all the Winners. Dr. Seema S Shenoy Director, presided over the function. Mr. Dawn Prakash Sports Staff Coordinator & Mrs. Shaini Naveen - Shreshta Coordinator were part of the program. Ms. Krithika Pervody, final year MBA



student compered the Inaugural program while Ms. Pranavi Uchil final year MBA student compered the Valedictory. Mr. Deekshan S & Mr. Prathik R. Shetty - Sports Student Coordinators were present during the Program. Throughout the day many prominent invited guests had visited the program to wish the participants such as Mr. D. Vedavyasa Kamath - MLA Mangalore City South, Mr. Kiran Budleguthu, Mr. Arun Kumar Puthila and many more. The students went home rich with memories and experiences.



## ANNUAL DAY - SANKETAH 2023

Institute Mangalore organized its annual college day Sanketah on 26th July 2023 with CA Ganesh Kamath, President, KCCI as the Chief Guest, Sri D Vedavyas Kamath as the Guest of Honour and Mr.Ashray Bhandary as the Alumni Chief Guest.

On the occasion all the proficiency prizes and prizes for interclass competitions were given away, 12 students were adjudged & Awarded as best

outgoing students. Director Dr. Seema S. Shenoy felicitated the MLA for having reelected by the citizens. Student Consortium Faculty coordinator Dr.Prameela S. Shetty welcomed the gathering. President KC Namithraj and Vice President Pragathi Shetty were present. Ms.Manasa compered the program.



### Best Outgoing students

Adjudged based on Extraordinary performance in

- |  |                     |
|--|---------------------|
| 1. Academics and Co-curricular activities            | : Ms. Poojashree    |
| 2. Academics   | : Ms.Manasa         |
| 3. Academic excellence and good conduct and behavior | : Ms.Prajna Rao     |
| 4. Organising skills                                 | : Ms.Rachana        |
| 5. Leadership skills                                 | : Mr. K C Namithraj |
| 6. Leadership and organising skills                  | : Mr. Shrinidhi     |
| 7. Good conduct and Behaviour                        | : Ms.Anusha T       |
| 8. Exemplory achievement in sports                   | : Ms.Pranavi Ucchil |
| 9. Initiation and organizing skills                  | : Mr.Deekshan       |
| 10. Commitment to work                               | : Ms.Sushma G       |
| 11. Initiative and Commitment to work                | : Ms.Athmi Alva     |
| 12. Excellence in cultural performance               | : Ms.Sonali         |

Special recognition for unparalleled contribution in technical assistance to all the activities of the institute was given to

1. Mr. Shashank Bhat
2. Mr. Deekshith V

## GRADUATION DAY - 2023

Institute has hosted the Graduation Day ceremony on 23rd December 2023 at T M A Pai Convention Centre, Mangaluru between 10.00 AM to 12.00 Noon for MBA students of 2021-23 batch. Mr. B. Gopinath Mallya, General Manager, Integral Coach Factory, Chennai delivered the Graduation address. Prof. Satheeshchandra S, Secretary, SDME Society (R.) Ujire presided over the programme. All the Graduands of 2021-23 received their graduation certificates from the Secretary. Chief Guest Mr.B Gopinath Mallya honoured the gold medalists from the batch of 2020-22 with 5 Gold medals and cash prizes for their academic excellence.

Ms.Nisha B.received the Ramakrishna Mallya Gold Medal for being the top scorer in the Institute, Canara Bank Gold Medal for Best Academic Performance, Narayana Rao Cash Award for being the top scorer of the Institute and Mr.Nagaprasad V. Alumnus Gold medal for top scorer in Human Resource Management Specialisation.Ms.Muttamma A P receivedMr. Nagaprasad V. Alumnus Gold medal for being the top scorer in Financial Management Specialisation. Mr.Shahid Afridi receivedMr.Nagaprasad V. Alumnus Gold medal for being the top scorer in Marketing Management Specialisation. Mr. Saiheel Rai, MD of Sai Production- The Event Management Company has instituted a pure gold medal for excelling in Sports in the name of his father and father-in-law. This medal was bagged by Ms. Pranavi P.Uchilfor achievement in Kabaddi at the national level. Dr.Seema S Shenoy, Director of SDM PG Centre presented the annual report and Dr.Prameela S. Shetty, coordinated the programme.





*Art By:*  
**Ashritha B. Shetty**  
II MBA 'A' Section

## **The Future of Work: Navigating Career Paths in a Changing Landscape**

In today's fast-paced and ever-evolving world, the concept of work is undergoing a profound transformation. The future of work is not just a distant vision; it's a reality that MBA students must prepare for as they embark on their career journeys. Navigating this changing landscape requires adaptability, continuous learning, and a forward-thinking approach.

### **Embrace Technology as Your Ally:**

Technology is at the heart of the future workplace. Embrace it, don't fear it. Automation and artificial intelligence are reshaping industries, making some jobs obsolete while creating new opportunities. As MBA students, you have a distinct advantage in understanding how technology drives business. Stay updated with tech trends, acquire digital skills, and leverage them to your advantage.

### **Learn to Learn Continuously:**

The half-life of skills is shrinking rapidly. What you learn today may become outdated in a few years. The secret to being relevant is lifelong learning. Consider online courses, certifications, and workshops as investments in your career. Seek out opportunities for upskilling and reskilling. Remember, the ability to learn and adapt is a skill in itself.

### **Develop Soft Skills:**

While technology is critical, soft skills are equally important. Leadership, emotional intelligence, creativity, and adaptability are qualities that AI cannot replicate. These competencies will make you stand out at work. MBA programs often offer opportunities to enhance these skills through teamwork, presentations, and group projects.

### **Embrace Remote Work and Flexibility:**

The pandemic accelerated the adoption of remote work. It's here to stay. Understand how to collaborate effectively in virtual teams, manage your time, and maintain work-life balance. Flexibility and adaptability in work arrangements will be crucial.

### **Networking and Personal Branding:**

Your network is your net worth. Cultivate meaningful professional relationships. Attend industry events (virtual or in-person), engage on LinkedIn, and seek mentorship. Build a personal brand that reflects your expertise and values.

### **Focus on Problem Solving:**

The ability to solve complex problems is highly valued. Practice critical thinking, data analysis, and decision-making. Show potential employers that you can bring solutions to the table.

### **Sustainability Matters:**

Sustainability is no longer a niche concern. It's a fundamental aspect of business. Consider how your career can contribute to sustainable practices and corporate responsibility.

### **Embrace Uncertainty:**

The future of work is characterized by uncertainty. Job roles that don't even exist today will emerge. Be open to change, take calculated risks, and don't be afraid to pivot your career path.

Therefore, the future of work is both fascinating and difficult. As MBA students, you are well-positioned to thrive in this dynamic landscape. Embrace technology, prioritize learning, hone your soft skills, and build a strong professional network. Remember, your career path may not be linear, but your adaptability and resilience will be your greatest assets. The future belongs to those who are willing to seize it with enthusiasm and a commitment to growth.



**Mr. Dawn Prakash**

Assistant Professor  
SDM College Of Business Management  
Post Graduate Centre For Management Studies  
& Research, Mangalore

## ARTIFICIAL INTELLIGENCE'S (AI) IMPACT ON MARKETING

Artificial Intelligence (AI) is no longer a concept from science fiction; it's the driving force behind the marketing revolution of the digital age. As MBA students with a keen interest in marketing, understanding the profound impact of AI on this field is not just valuable but essential. AI is reshaping the way businesses interact with consumers, analyze data, and tailor their marketing efforts. Here's a glimpse into the transformative power of AI in marketing:

**1. Personalization at Scale:** AI enables marketers to deliver highly personalized experiences to individual consumers at scale. Algorithms analyze vast amounts of data to understand customer preferences and behaviors, allowing businesses to craft customized content, recommendations, and offers. From Netflix suggesting your next binge-worthy show to Amazon recommending products, personalization is everywhere.

**2. Predictive Analytics:** AI algorithms predict future consumer behavior with remarkable accuracy. By analyzing historical data and identifying patterns, businesses can anticipate what customers might want next. For instance, airlines use AI to optimize pricing based on demand fluctuations, maximizing revenue.

**3. Chatbots and Virtual Assistants:** AI-powered chatbots and virtual assistants are revolutionizing customer service and support. They provide immediate responses to customer inquiries, handle routine tasks, and even engage in natural language conversations. They're available 24/7, enhancing customer satisfaction and reducing response times.

**4. Content Creation:** AI can generate written content, design graphics, and even compose music. Marketing teams use AI-driven tools to streamline content creation, saving time and resources. While AI-generated content isn't replacing human creativity, it complements it, making marketing campaigns more efficient.

**5. Enhanced Customer Insights:** AI algorithms analyze customer data from various sources, uncovering valuable insights. Marketers gain a deeper understanding of their target audiences, enabling them to refine strategies and make data-driven decisions. Customer segmentation becomes more precise.

**6. Automation of Repetitive Tasks:** AI automates repetitive marketing tasks, such as email marketing, social media posting, and data analysis. This frees up marketing professionals to focus on strategic and creative aspects of their roles, fostering innovation.

**7. A/B Testing Optimization:** AI helps optimize A/B testing by rapidly testing multiple variables and identifying the most effective combinations. Marketers can refine their campaigns in real time, improving conversion rates and ROI.

**8. Fraud Detection:** AI plays a critical role in fraud detection and prevention, safeguarding businesses from fraudulent activities such as click fraud, ad fraud, and payment fraud. It ensures that marketing budgets are utilized efficiently.

**9. Voice Search Optimization:** With the rise of voice-activated devices like Siri and Alexa, optimizing for voice search is crucial. AI assists in understanding and adapting to voice search queries, enhancing a brand's online visibility.

**10. Ethical Considerations:** While AI offers tremendous benefits, it also raises ethical questions regarding data privacy, bias in algorithms, and the impact of AI on employment. As future marketers, it's essential to navigate these ethical challenges responsibly.

In conclusion, AI is not just a tool; it's a fundamental shift in the way we approach marketing. Embracing AI in marketing strategies is no longer an option but a necessity for businesses seeking to stay competitive in the digital landscape. As MBA students, your understanding of AI's impact on marketing will be a valuable asset in shaping the future of the industry.

In this era of digital transformation, the integration of AI into marketing strategies is not an option but a necessity. As future marketing professionals, embracing the power of AI will be essential in staying ahead of the curve and delivering exceptional value to both businesses and consumers.



**Mr. Dawn Prakash**

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## “MAN PROPOSES ...GOD DISPOSES”

Man Proposes...

Let me introduce myself... I'm Rahul. Right now, I am discussing something important with my friend Ananth. Both of us have met for dinner at 'This Place'. 'This Place' is very special to me. A walk through the huge wooden doors of this appealing restaurant lands you up in a carnival of sorts where music from the bygone era is a constant. The ambience is great – the restaurant is full of young people. 'This place' is dimly but positively lit. Wooden tables and artsy paintings dotting the walls give 'This Place' a modern-retro touch. A two-wheeler is hung mid-air over the service counter, stirring the thoughts of motor enthusiasts as they downed their drinks. Long glass windows all around with blinds half pulled up, gave a good view of Mangalore's night traffic. The headlights of bikes and cars glittered on the window which acted like a prism. My floral blue shirt, golden mango drink, dim lights, smoke billowing from the nearby table – made a lovely rainbow. I love this place, no wonder I am a frequent person here.

I took a sip from my glass and said “so, you have finally decided to get married” with a chuckle to Ananth.

Ananth “Do I have a choice? Amma has given me an ultimatum...I have to marry a girl of her choice...”

I “oh, I hope at least you will meet her and find out if you both are compatible?”

Ananth “of course, if not, I will have to find an excuse to reject the girl...you know what, already I don't like the idea.”

I “Dowry how much? – or only loads of gold, haaaaa”

Ananth “we don't have dowry system in our family, in fact it is looked down by the entire community re”

I “ok, I believe it” with a grin. The drink had started its impact on me.

Ananth “She works in your company...find out as much as you can about her... Amma has already finalised her as the Daughter-in-law...but I don't want to risk it”.

I “hello boss, my company has over 5 lakh employees with majority girls. I am sure there are bound to be thousands of girls with the same name... how do you think I can do it?”

Ananth “her name is Adithi – Rao, I'm sure you will find a way”

I “Hmm, let me check. I'm a good guy...I like to help people”

Ananth “OK, Mr. Goodguy, please pay the bill”

I “Hey...you always make me pay the bill...Do you get salary or not?”

Ananth “yeah, I do. But not even half of what you make in software companies by just warming your seats”.

After swiping my credit card over the CanaraBank card reader, I “chal, seeya”

Ananth pulled my hand and said “thank you man...please give me accurate news only”. I grinned again.

I woke up from bed with a jerk. Time was flashing 2:30AM in the digital clock on my bedside. My head was spinning and stomach was rumbling due to the drink. I didn't exactly remember the name, Ananth had said. Normally, I'm pretty stable when I drink, I have attended lectures too in my engineering college

after 3-4 drinks, but yesterday night was unusually strong. It can't be true, was it Ananya, he said. Or...Adithi...Someone from the alphabet "A". There is an Adithi in my team only – ah, world cannot be so small, after all.

I switched on my laptop and then to my company network. I searched for the name Adithi in employee's gallery and found 26 results. And then I saw "Rao" – and I vaguely remembered Ananth mentioning this surname. I clicked on it, it was indeed the girl from my team – my goodness.

Adithi had joined us in February this year. She is a very smart lady with a modern outlook. She dresses very stylishly and takes extra care to look beautiful ...always. She is conscious about her looks too. But...I have seen her taking recreation breaks with Anil, a senior coder from my team. I have even seen them holding hands once while walking in the garden. Rumours about their love affair are ripe in our office. But is it love? I didn't know what to tell Ananth, I couldn't sleep after this revelation for the rest of the night.

I was thinking about this situation the whole night. The drink and sleeplessness through the night only made matters worse. By daybreak I was having a major headache and hangover. Red swollen eyes made my story public. Suddenly a thought struck me. I called my cousin Raksha, my best friend, my accomplice, my confidant. I vomited the entire situation to her, "It's great to see you talk about girls instead of oracle and Java, ha ha ha", she said.

I "Raksha, he is my chaddi dost...my friend since I was 5years old; I don't want to misguide him by suggesting a girl who is in love with someone else. At the same time, I don't want my friend to miss a girl like Adithi, u know what I mean. I may be wrong about her...they may be "just friends". Also, Ananth's mom is a big mouth, need to be careful about this".

Raksha "That's not your problem man. What kind of guy is your friend? Can't he talk to the girl directly and get her details? Also, going for breaks together, holding hands in park and all is not love – come on, welcome to 2023 Mr. Rahul" ha ha ha.

I "so what do I tell him? I'm confused"

Raksha "hmmm. By the way, how is this girl, Adithi?"

I "Adithi is a very smart girl, in the sense, she is good, I mean she works very professionally and is very beautiful too, yeah, isn't she?" Damn, why didn't I notice this before. I love her ...Wow, Raksha, why didn't I realise this before/".

Raksha "But who is this Anil guy – is he, her lover?"

I "Ah, you just said he can't be – but why should I bother, I'm not going to marry her, or errr. What exactly should I tell Ananth, then? Oh God...what is happening???"

God disposes...

Shriya, sipping the sweet tea from the vending machine, asked "do you intend to accept the boy and

agree to this alliance?"

Adithi "no way, I'm not yet ready for marriage. My dad wants this to happen, as he feels this is a good catch; boy is an engineer working in the PWD, only child to his wealthy parents...but..."

Shriya "That makes it a deal made in heaven...a God send"

Adithi "Oh yeah, the guy works in a boring central government job but even that's not an issue"

Shriya with a grin "Then, Anil?"

Adithi "Oh come on, how is he related to this"

Shriya "Then what's going on between you both...ahhh...holding hands, coffee breaks..."

Adithi "Why are you interested in this gossip?"

Shriya "ok ok, I don't need to know"

Adithi "good. You know what, the only guy I liked in this office is Rahul"

Shriya with shock, "you mean "The Rahul" from your team, don't try to trick me. You are fooling yourself"

Adithi "yeah, I really like the way he is organized and keeps to himself. He is not interested in gossip, doesn't pass comments about other people's lives...He didn't change even when he was not given Team Lead role - I like such guys, you know. They stick"

Shriya "so ...did you tell him anything...about your feelings...what is the problem?"

Adithi "well, actually no, I never mentioned anything to him... I didn't know how he would react if I had approached him. I felt he is a bit conscious - he hardly lifts his head from his PC...his English accent is also funny, you know...but something about him intrigues me"

Shriya "OMG...you mean you are a silent lover"

Adithi "I feel he will never accept even if I told him...you know... he looks like he will marry someone his mother chooses for him...Mama's boy"

Just then, Rahul, in his sleek blue shirt and black trousers passed their table. Shriya waved to him "hey Rahul, the shirt looks good on you"

Rahul "hey thanks"

Adithi "leaving early today?"

Rahul "yeah, I have to meet my old friend. Haven't met him for long, so leaving early". He walked off without glancing back at the girls.

Adithi had her eyes fixed on his back, "See...now you know what I mean when I said "Mamas boy" ...", Both girls giggled.

Shriya "oho....love-aaaa??".

Adithi "Come on now...I believe you will not tell anyone...I'm still confused"

Shriya with a grin "are you? Doesn't look like that to me...I suggest you talk to him...atleast you will then know whether he feels the same about you."

At about the same time Rahul walks back into office, goes directly to the girls. Adithi seems flustered and Shriya surprised.

Shriya "Rahul I think Adithi had to say something to you"

Rahul "Oh...I too had to discuss something important with you Adithi...Its about the alliance...the boy Ananth ...he is my childhood friend..."

Adithi is aghast. "what...I...hmmm...oh...I".

Shriya "Rahul...Adithi loves you..."

Rahul totally elated "What...don't kid me...I don't like such jokes"

Adithi "Rahul...Shriya is not joking...I really do love you ...Rahul"

Shriya slowly moves away, leaving the two to discuss-debate-decide about their love-life.

Adithi blurts out incessantly "Sorry Rahul...I shouldn't have...its my mistake...forget you heard anything...I'm sorry...I know you do not share my feelings ...it's alright".

Rahul teasingly "What have you done Adithi?"

Adithi looks down "I said I'm sorry".

Rahul holds her hand gently "I asked what have you done? What do I tell my friend Ananth? How do I tell him that the alliance of the girl that he received is in love with someone else?", he stresses with love in his voice.

Adithi looks up slowly, she's thrilled...she looks into his eyes and says "tell him She is MY GIRL"



**Mrs. Deepa Nayak P.**

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## WITH OUR THOUGHTS, WE MAKE THE WORLD – GAUTAMA BUDDHA

Travel is the best teacher because life is all about experiences. We should always strive to continuously add value to our life and make it worth living. This also improves our physical and mental well-being. Travel helps us explore new cultures, cuisines, people, and places.

One such country that I explored this vacation is Thailand. 5 days to Pattaya and Bangkok in Thailand was a great lesson in life. When this tour was fixed my joy had no bounds because of two reasons. Firstly, because it was my first international travel and secondly my travel partner was the person whom I adore, my high school teacher who later turned out to be my best friend. Mrs. Shahin Masood, retired principal of NITK CBSE school. Since madam had prior international travel experiences, she had guided me to do all the preparations well in advance. Since the weather in Thailand during October was similar to Mangalore weather we did not carry any warm cloths

Our tour operator 'Vikram Travels International' was the reason for our dream come true. My thanks is due to Vikram Travels for their meticulous and systematic conduct of the tour. The local guide a Thai girl was very friendly, knowledgeable and helpful. Our stay in luxurious hotels organised by the travels was an enriching one. This made our trip very comfortable.

Wonderful service by Thai Airways was the kick-start to the memorable journey. We had difficulty of understanding the Thai language. We had to play dumb charades for communication throughout our journey.

Since Thailand was never colonized by the European countries, they had minimum Western influence on their culture. Because of this, language was a barrier to the tourists but otherwise, the indigenous nature is highly appreciative.

About 95 % of the population of Thailand are Buddhists. They are highly religious people. The temple architecture was marvelous. It is different from the other Buddhist countries of the East. The pagodas were a special attraction inside the temples. The peaceful feeling inside the temples was heavenly. Golden Buddha idols aroused the devotional feeling in me.

I was mesmerized by the Thai culture, especially the dance forms and the traditional dress. The beautiful girls were no less than the beauty pageant winners.

Pattaya and Coral Island were more of scenic beauties. The beauty of the nature was undisturbed. We had a lot of lessons to learn from nature. The Safari, Underwater life and the beaches were a treat to the eyes. The Thai traditional massages are experiences that every tourist would want to have.

Bangkok the capital city is well developed with waterways and roadways for transportation. Since it is the Commercial capital, the city is busy 24 hours. It is also known for its nightlife. Despite high commercial activities and high population, the cleanliness is highly notable and appreciative. The capital of King Rama X was also well maintained. It was remarkable.

Their economy is majorly dependent on tourism. Even though major automobile companies have their manufacturing units in Bangkok, the pollution is less. The corporate offices of major electronic companies were in the skyscrapers of Bangkok, the beauty of which was breathtaking.

We did not taste the street food which is supposed to give the authentic taste of Thai food. But the fruits are fresh from the garden since horticulture is the main source of revenue for the country. The cruise dinner in Bangkok was another out-of-the-world experience.

We visited a gems factory that had a good collection of gems at a reasonable price. We were told Thailand had mines of these precious stones. During the time of my visit, Baht was around Rs.25. For Indians it was an affordable shopping destination. China had found a dumping place even in Thailand. Chinese products were available abundantly.

On the whole, my Thai experience was a memorable one. I found the Thai people very honest and hard-working. Their mannerisms and the way they greeted the visitors were heart-warming. My first international tour experience made me think 'Which country next?'



**Dr. Prameela S. Shetty**

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## I 'M' POSSIBLE-I AM POSSIBLE

Nothing can take the place of Knowing your purpose. If you don't try actively to discover your purpose, you were likely to spend your life doing the less important things. Here are some questions to ask yourself to help you identify your purpose. Each of us is different. Think about your unique mix of abilities, the resources available to you, your personal history, and the opportunities around you. If you objectively identify these factors, you will have done a lot towards discovering your purpose in life.

A gentleman named John Henry Fabre conducted an experiment with processionary caterpillars, so named because they have a habit of blindly following each other no matter how they are lined up or where they are going. In his research, Fabre placed these caterpillars in a circle. For twenty-four hours the caterpillars dutifully followed one another around. Then Fabre placed the caterpillars around a saucer full of pine needles (their favorite food). For six days the caterpillars moved around and around the saucer, dying from starvation and exhaustion even though an abundance of choice food was located less than two inches away. The caterpillars were extremely active, but they were not accomplishing anything.

If you don't believe that you have potential, you will never try to reach it. "Do what you can, with what you have, where you are." If you do that with your focus fixed on your life purpose, what else can be expected of you?

Concentrate on controlling your own situation, without controlling everybody else. Forgive others, do not hold grudges and be tolerant. Judge your own performance realistically; don't set goals out of your own reach.

Do not wait for special circumstances to act; use ordinary situations. We don't need more strength, ability or opportunity. What you can do now is the only influence you have over your future. No one can be happy until he has learnt to enjoy what he has and not worry over what he doesn't have.

Don't be afraid to take small steps. As we have seen, many times the impossible is simply the untried.



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## A CITY WITH STRONG PEOPLE AND SERENE BEAUTY VIETNAM

Travelling is a fantastic way to broaden one's perspective, experience new culture and create lasting memories. One such enthralling experience of mine is international tour to Vietnam.

Vietnam is not just a destination; it's an experience that beckons with its lush landscapes, rich history and delightful cuisine. From the serene beauty of Halong Bay to the bustling streets of Ho Chi Minh City, there's an allure that resonates deeply with the Indian spirit. India and Vietnam share a robust comprehensive strategic partnership. As a long and narrow country, stretching north to south, with a long coast, the weather is pleasantly milder all year round in Vietnam, with fewer extremes of temperature than inland countries.

The weather varies between northern, central, and southern Vietnam. Although the best time for travel depends on the region you visit, they say November to March are the best months to travel to most places in the country. I had started my journey from South Vietnam and moved to central and finally to the North in the month of October. It took me ten days to cover few best places during this short trip.

Vietnam is a vibrant and diverse country with a rich history, beautiful landscapes and delicious cuisine. The people are sacred followers of Lord Buddha. So, we find many pagodas in the country. Whether you are a foodie, nature lover, history buff or adventurer, Vietnam will offer something special to you. With so many wonderful destinations in Vietnam to choose from, it can be overwhelming when you have to decide which to see and which to leave out.

I would like to share my experience on the few wonders of Vietnam which were covered during my trip.

### 1. Ho Chi Minh City – a bustling metropolis with Vietnam War sites

Ho Chi Minh City, the biggest city in the south of Vietnam, is one of the most popular ports of entry and departure in Vietnam. Most travellers spend one to two days there to see the bustling metropolis, which is a mix of colonial and modern architecture, museums and vibrant nightlife. This city is neat and clean and worth visiting.

- The War Remnants Museum and Independence Palace displays exhaustively the vestige and traces of the long and bitter War. The history of South Vietnam is well manifested however, the consequences of the bloodshed moments are very disturbing.

- Another must visit place is Cu Chi Tunnels which shows the mastermind plans of Vietnamese as to how they have fought the war against the Americans. Cu Chi tunnels are a series of tunnels that were dug out in the 1940s for communication purposes during the war. This subsurface tunnel is 250 km long where you will find twisting tunnels, several branches, hidden doors, secret routes to canals, weapons storehouses, etc. The most interesting part about these tunnels is that it reaches up to the borders of Cambodia.

- Vietnam is 1 hour 30 minutes ahead of India. The day at Vietnam starts early and ends early so the plans for shopping should start early and end by 9.00 pm (Vietnam timings). The walk along the Ben Thanh Market and nearby streets will be refreshing as the weather turns cool after the sunset.

### 2. Hoi An – a charming ancient town with cultural activities

Visiting the old town of Hoi An, a UNESCO World Heritage Site gives really an enthralling experience.

Hoi An is a must-see in central Vietnam. It is a charismatic ancient town with well-preserved architecture, lantern-lined streets, and a vibrant food scene. A walk or cycling all through the town makes you to explore the ancient architecture – pagodas, temples, and traditional shops – and to experience Hoi An's slow-pace of life. The countryside surrounding Hoi An is beautiful. The unique half-day farming experience tour allows you to see rural life in Vietnam and experience the peaceful countryside. The road from Hoi An Bridge to Hoai River Square lights up with thousands of beautiful lanterns. To capture a splendid moment of this festival, we booked a sampan boat and watched these lanterns float on the river. Travelling on a full moon day for the monthly lantern festival is over-the-top where we can buy a lantern and set it afloat. The people here are very good looking and dolled up with fashionable clothes. This place is very noted for their tailor-made suits or dresses. The materials can be purchased and given for stitching as they have a street which is well known for it.

### 3. Da Nang- an attractive coastal city

Another lesser-visited yet popular place in Vietnam is Da Nang. It is a beautiful coastal city with long beaches that offers picturesque sunset views. In addition, this place is known for the Golden Hand Bridge in Ba Na Hills. Some tourist attractions in Da Nang are Marble Mountain, Lady Buddha and Buddha Monasteries, Da Nang Cathedral, Phap Lam Pagoda, etc. Furthermore, outdoor activities like scuba diving and boating are a part of extravagant experience.

### 4. Hanoi – the capital city with rich history and local cuisine

As the capital of Vietnam, Hanoi is unmissable when planning a Vietnam trip. Hanoi trip would not be complete without a visit to the Old Quarter where local life is experienced. The Visit to Temple of Literature, Vietnam Museum of Ethnology and Ho Chi Minh Mausoleum are also added to the itinerary and not to forget to taste the local cuisine. The best places which I explored in Hanoi include Ninh Binh and Halong Bay. Ninh Binh is vibrant with lush-green where you take a boat trip and enjoy the ecstatic view of water, caves, mountains and also the pagodas. Halong Bay is a must-see destination in Vietnam that offers stunning scenery and a wide range of activities. The sunrise, a pleasant boat that would take us deep into the fantastical mountain islands that have made Ha Long Bay a UNESCO World Heritage Site. It was one of dozens of boats making the trip, and so a fleet of us set sail for the islands. We had a good time talking to other foreigners about our country and ending the conversation by inviting them to India. In Ha Long Bay, we stopped off to see a giant cave, and some of us went sea kayaking through tunnels to explore a lagoon in the centre of a ring shaped island crawling. My imagination couldn't get enough of the scenery, and so I captured them with my camera. They took us in a scenic cruise through the limestone karsts of Halong Bay. We visited caves and beaches which had many historic stories of dragon to explain. Halong Bay's largest island is an ideal spot to explore all water sports like kayaking, snorkeling, diving, trekking, hiking, caving, rock climbing, and many more.

The town of Hanoi was a kaleidoscope of colors and patterns: farmer's markets glowed green with leafy vegetables, factories which makes crafts using egg shells, motorbikes zigged and zagged over every paved surface and groups of indigenous women wore their customary handmade attire and patrolled for tourists to whom they would sell embroidered bags and technicolor scarfs. The ten days spent in Vietnam was like fleeting moments which passed very quickly. It was an amazing experience.

Vietnam is famous for several things, from ancient towns, UNESCO heritage sites, and serene beaches to scrumptious Pho and a different kinds of coffee. Vietnam is also very popular for its coffee. From drawing inspiration from French café culture, they also had several streetside cafe. Nonetheless, the type of coffee which usually tourists try here is the Egg Coffee. Although this variant of coffee was created in Hanoi, it is popular across the country. The ingredients of this coffee are Robusta coffee beans, egg yolks, and condensed milk.

The city tour in all four cities of Vietnam have shown their culture, their lifestyle and discipline followed by them. The local culture was a delightful blend of tradition and modernity. The Vietnamese with their warm hospitality and charming customs, made the experience even more memorable.

The conversation with the Vietnamese during our trip startled us with their one long standing feeling. Patriotic feelings were found in them from the very beginning and continue to grow strongly to this day. It is the reason for life, the ideal and the belief in the spiritual life of the Vietnamese people. They have named a city in the name of their leader Ho-Chin-Minh whom they call as their brother. I thought I will ponder the words which were uttered by them, when we asked them about this.

“Yes! It is in our veins, it lies in the blood that has flowed through our hearts and minds! Patriotism is hidden in the subconscious of every Vietnamese! We love the values we have kept for thousands of years! I felt the pain when I saw my people die in war, I felt angry when my country suffered the loss of millions of people! Their families are still suffering with war consequences. We love Vietnam so much, cherish and protect it! We are grateful to those who helped when we needed it most! Nobody is powerless. No race can make us stop loving Vietnam! never!”

The people of Vietnam have a strong mind and soul. These things were built up by the previous generations and inherited by younger generations, which is the foundation of Vietnamese's nationalism. However after listening to this, I just gave a thought, Are we instilling the same among our future generations? Let's all do try to imbibe the spirit of patriotism among us. One best thing which made me very happy during my tour is,

Whenever we said Vietnamese that we are from India, their reply was, “Oh India, I Love India”. This was the powerful message to feel proud about my country. Wherever you go, spread love for India.



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