

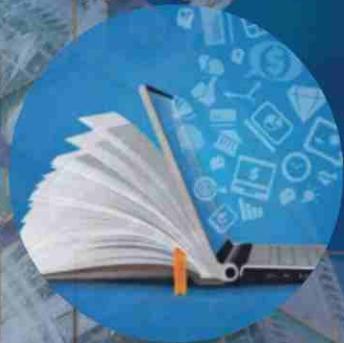


**SDM COLLEGE OF BUSINESS MANAGEMENT POST GRADUATE  
CENTRE FOR MANAGEMENT STUDIES AND RESEARCH,**

**(MBA PROGRAM & Ph.D, in Management)**

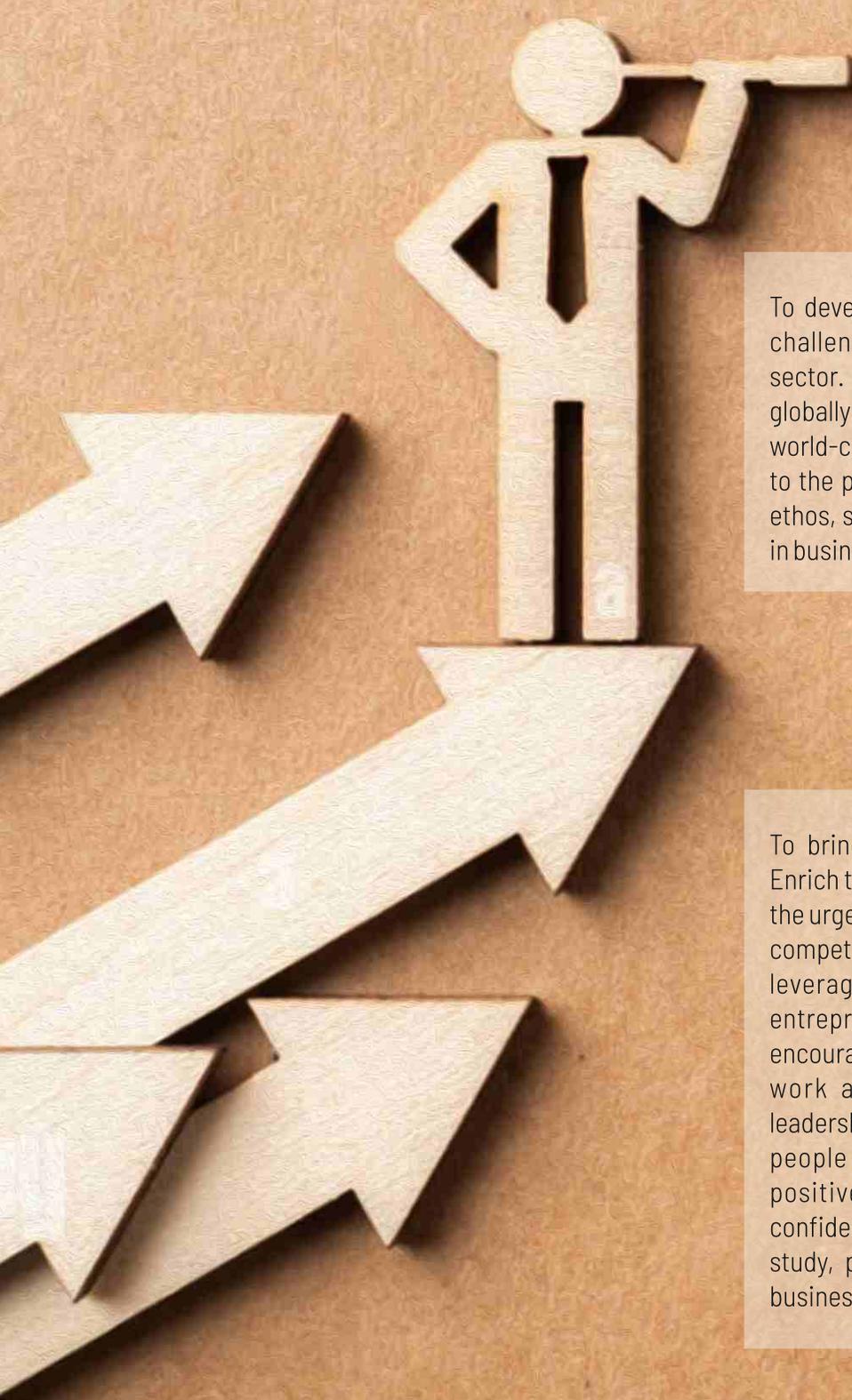
**MANGALURU – 575003, D.K, Karnataka, India**

**( Affiliated to Mangalore University, Recognized by AICTE )**



***MBA Annual Magazine***

**Standard  
times  
2023-2024**



## VISION

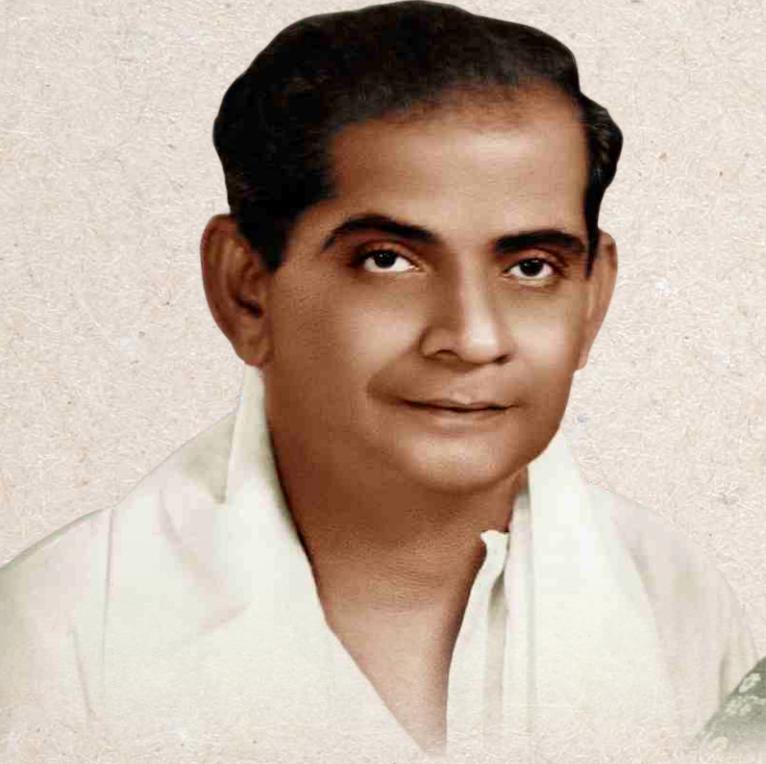
To develop competencies of people to meet the challenges of business, industry and service sector. Empower them with requisite skills to be globally acceptable Business Leaders. Provide world-class professional management education to the people at a reasonable cost, spread Indian ethos, spirituality 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*



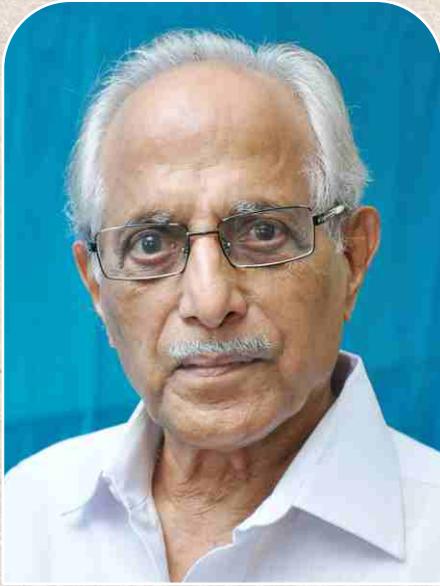
**Dr. D. Veerendra Heggade**

*President,  
SDM Educational Trust @, Ujire*

# Pillars of Strength

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

## Vice Presidents

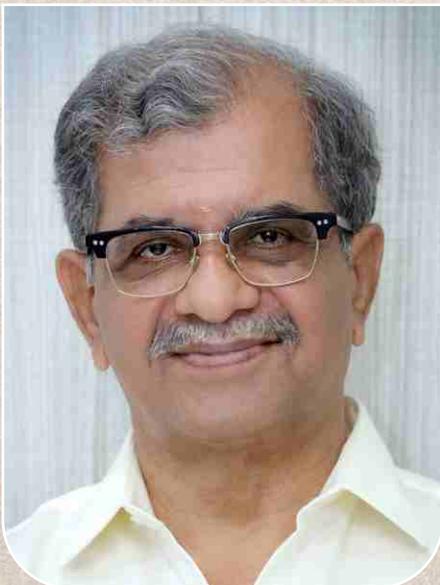


Prof. S. Prabhakar



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**

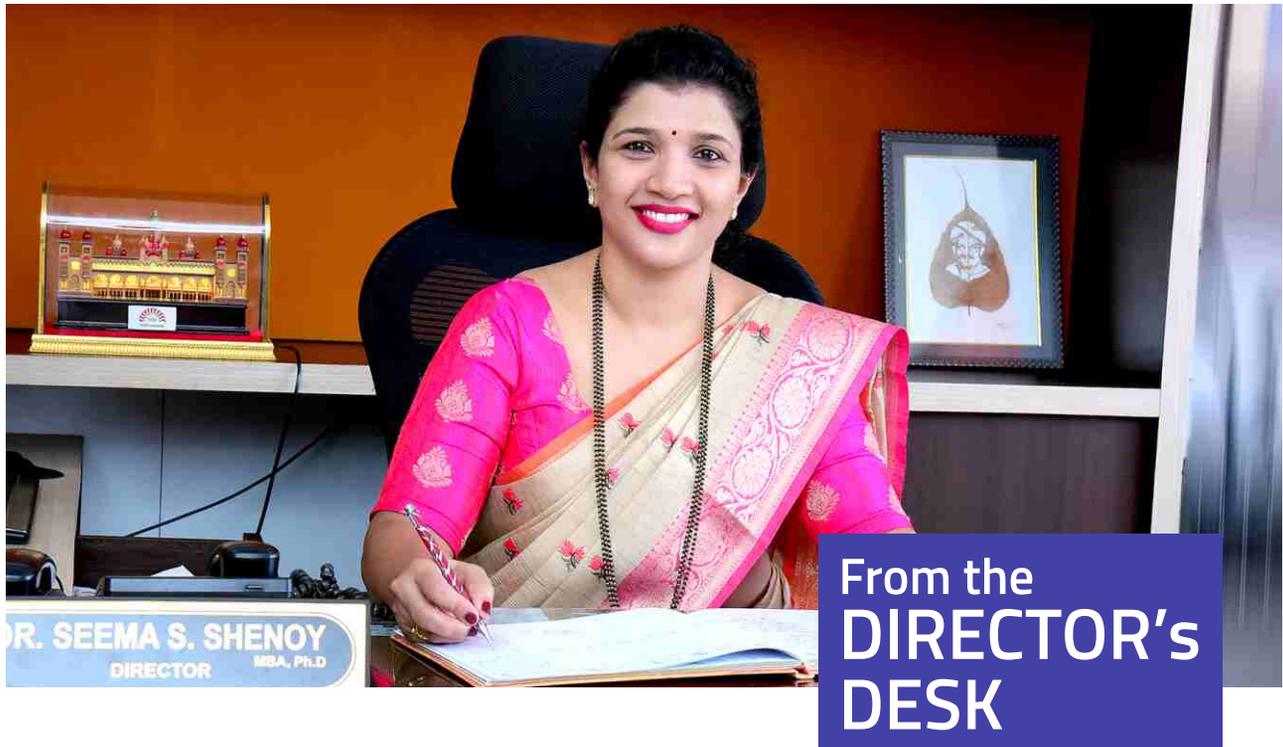
(MBA Program & Ph.D. in Management) Mangaluru - 575 003, D.K, Karnataka, India

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.

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.





As we at SDM PG Centre, Mangalore gather together to put behind one another year of growth and achievement, we bring to you our Annual magazine StandDard tiMes that serves as a testament to the untiring efforts of staff and students to craft excellence in management education.

As quoted by Robert Collier-“ Success is the sum of small efforts, repeated day in and day out,” and this year the efforts have all been concentrated on making students successful be it in their ability to crack job interviews or start their own entrepreneurial ventures. This year the institute offered 13 new in house certificate courses and also several other certificate programmes through tie up with Infosys springboard. In order to equipped students with entrepreneurial skills multiple workshops in association with district industries cell, canara bank lead operations , ICSI etc were Organised. This has enabled progressive placements and also students ending up with starting their own business ventures which has left the faculty team with a feeling of accomplishment.

Our magazine brings to you the flavor of events put up by students which include one international conference, One national conference, Intercollegiate management Fest “Shresta 2024” for UG and PG students, Intercollegiate sports tournaments and several extension and associative activities with professional Bodies like ICSI, ICAI, MMA, DIC , Canara Bank, Rotary Club, among others. While four faculty at the institute secured enrolment for Ph.D programme, the students developed their research skills by presenting several research papers at National and International conferences and also completed Two KSCST funded projects for the Third time in a row. Paid internship opportunities also added new feathers to the cap of students.

Three faculty members were rightly honored for their achievements through Nominations and awards and student stints and prizes won at National level Fests and sport events put the institute on a higher trajectory. The icing on the cake was of course the two University level Ranks bagged by our students which were feted by numerous Gold medals instated by large hearted donors and alumni during the annual convocation ceremony.

I invite you to savor the grandeur of this year’s annual magazine which reflects on our journey so far and serves as an inspiration for us to scale new heights in the years to come.

◀ Dr. Seema S. Shenoy  
Director

# Editorial Board



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



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



Ms. Ranjita Ramesh Bhat  
II MBA 'A'



Mr. Subrajit Saha  
II MBA 'B'

# 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



Ms. Sujyothi Kumari  
Office - Assistant



Mr. Roopesh Kumar  
Accountant



Ms. Padmini Hebbar  
Library-Assistant



Mrs. Pavithra  
Lab Tech/Office Assistant



Mr. Haneesh Moily  
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
■ Sri. Anand G Pai Kanara Chamber of Commerce and Industry Mangalore	Industry Representative
■ Dr. (Lt Col) Prasad SN Director SDMIMD, Mysore	Member
■ Dr. Arun Isloor Professor –Department of Chemistry, NITK, Surathkal	Member
■ Dr. Puttanna Dean Department of Business Administration Mangalore Universit	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 Management discipline committee member for NAAC reforms 2024 by NAAC & attended two days meeting at TAJ Yeshwanthapur, Bangalore on 1st and 2nd, March 2024.
- Invited as resource person for workshop on Excellence @360 by ICAI Mangalore Chapter on the occasion of International Women Day on 5th March 2024 at Ajanta Centre, Bejai, Mangaluru
- Participated in "The India Opportunity – Entering a new economic Super Cycle" organized by Samvitti Capital at Adyar Gardens on 12th March, 2024.
- Invited as resource person to conduct workshop for BBM and M.Com students at Government First Grade College, Haleyangadi on 27th march 2024.
- Attended meeting conducted by Karnataka Digital Economy Mission in association with TIE Bangalore in connection with starting Entrepreneurship Bootcamps in Karnataka on 17th May 2024.
- Attended executive committee meeting of KPPGCA at race course road, Bangalore on 27th May 2024.
- Attended open seminar of Ms. Rashmi, Ph. D Research scholar at Srinivas University, Vallachil as member of doctoral assessment committee on 2nd July 2024.
- Invited as chief guest for prize distribution ceremony of roto quiz organized by rotary club of Mangalore north on 15th September 2024.
- Attended Board of Examiners meeting at JKSHIM, Nitte University, Nitte on 18th September, 2024.
- Attended doctoral assessment of Ms. Shilpa, Ph. D research scholar at Manipal University as member of DAC committee on 27th September 2024.
- Attended Annual general meeting of Mangalore Management Association on 26th September 2024.
- Attended HOI meeting of SDM institutions at Kshemavana, Bangalore on 15th & 16th of October, 2024.
- Attended Director's conclave at TAPMI, Manipal on 22nd November 2024.
- Delivered a lecture on "Introduction to Ph.D Program" at orientation of January 2025 Batch of Ph.D. Programme at Yenepoya (Deemed to be university) Derlakatte.
- Attended inauguration ceremony of new building of SDM Ayurveda College, Udupi on 31st January 2025

Ms. Sumathi

Assistant Professor



STAFF ACHIEVEMENTS

### PUBLICATIONS

- Published an article entitled “Financial Innovation through CBDC A New Era of Digital Payments in India” in International journal of Advances in Engineering and Management (IJAEM), ISSN: 2395-5252 Volume 6, Issue 11, pp: 610-614, December 2024.

### PAPER PRESENTATIONS

- Participated and presented a research paper titled “Financial Innovation through CBDC A New Era of Digital Payments in India” in the International Conference DRISHTI-2024 A New Era in Management, Engineering, Science & Technology organised by Vivekananda College of Engineering and Technology, Puttur on 11th September 2024.
- 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 FDP on ‘A Step by Step Guide to write a Good Research Paper’ organized by Research Foundation of India & RFI - CARE, held during 06 - 15 May 2024.
- Participated in workshop on “Navigating the Literature: Essential Skills for PhD Researchers” organised by Manel Srinivas Nayak Institute of Management, Mangalore on 30th November, 2024.
- Participated in One week FDP on ‘5G Networks Slicing & Applications’ organized by Presidency School of Information Science, Presidency University, Bengaluru held during 11 - 15 November 2024.
- Participated in international webinar on “Next Generation Networks” organised by Presidency School of Information Science (PSIS), Presidency University, Bengaluru on 27<sup>th</sup> September, 2024
- 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 13<sup>th</sup> October 2023.

## Dr. Prameela Shetty

Associate Professor



STAFF ACHIEVEMENTS

### PUBLICATIONS

- Published article "A study on consideration of Environmental concern by the owners of electrical vehicles during the purchase decision" in Educational Administration: Theory and Practice, 2024, 30(s), 13033-13039, ISSN 2148-2403, vol.30. no:5 (2024), Q3 in Scopus and Sci Mago, published on 31<sup>st</sup> May 2024.
- Published a paper titled "Empowerment of fisherwomen through fisheries cooperative societies" in Anveshana – A multidisciplinary peer reviewed refereed research journal. Biannual vol.13. no13 Dec 2023 pp.123
- Published paper titled "Empirical study on screen time and its impact on Mental health of its employees" in international journal quarterly multidisciplinary peer reviewed refereed journal ISSN No.04(I) Oct-Dec 2024, UGC valid, pp.249-257
- Published chapter titled "Screen time and Mental health" in Edited book with ISBN:978-91932-72-5 named Recent Trends in Commerce, Management and Social Sciences (Edition III), Dec 2024 published by INSPIRA, Jaipur pp.75-79.
- Published chapter titled "A study on Disposal of Sanitary pads- Challenges faced by Women" in Edited book with ISBN:978-91932-84-8 named Modern Approaches in Commerce, Management and Research, Dec 2024 published by INSPIRA, Jaipur pp.102-110.
- Published paper titled "review of empirical studies on relationship between organizational culture and employee performance in different sectors" in International Journal of Advanced Research in Commerce, Management & Social Science (IJARCMSS) ISSN :2581-7930, Impact Factor : 6.986, Volume 07, No. 04(I), October-December, 2024, pp 236-238

### PAPER PRESENTATIONS

- Presented paper titled "A study on disposal of sanitary pads – Challenges faced by women" at the International conference organized by Khandesh College of Education Society's College of Engineering and Management in association with Inspira Research Association on 14-15 October 2024
- Presented paper titled "The need for wellbeing policies for women in Business Process Outsourcing Units: An exploratory study" at the international conference organized by Khandesh College of Education Society's College of Engineering and Management in association with Inspira Research Association on 14-15 October 2024.
- Presented research paper titled "A study on attitude towards environmental concern by the customers of electrical vehicles" at the International multi-disciplinary e-conference organized by Borderman Institute of Border security studies, New Delhi and Kamal Institute of Higher Education and Advance Technology, Delhi and IRA Jaipur on 24<sup>th</sup> and 25<sup>th</sup> May 2024.

### OTHER ACHIEVEMENTS

- BOE member of St. Joseph College, Autonomous, Mangalore.
- Doctoral Advisory committee member at Yenepoya Deemed University.
- Completed a project for the 47<sup>th</sup> Series of Student Project Proposal and submitted to Karnataka State Council for Science and Technology, IISc, Bangalore in July 2024 for the third consecutive year.
- Organised State Level NAAC sponsored Seminar on 12<sup>th</sup> October 2023. The amount sanctioned by NAAC was Rs.30,000/-

Dr. Savitha Pereira

Assistant Professor



STAFF ACHIEVEMENTS

#### PUBLICATIONS

- Published a research article Titled 'SMILE' of a Leader: A Contributor to Happy Workplace in HR Connect - Volume I , Issue 2 , April - June 2024, ISSN No. 3048-5894, published
- Edited and published a book titled 'Women Empowerment'- Catalyst for sustainable Development
- Co-authored book titled "Economics and Law" - BA fourth Semester
- Co-authored book titled "Economics of Human Resource Management" - BA fifth Semester

#### PAPER PRESENTATION

Presented a paper titled 'A Study on The Necessity of Safeguarding Underground Water Levels through Rainwater Harvesting in Mangalore, Karnataka, India' in International E Conference on Current Scenario in Science and Technology, Environment, Agriculture, Health, Water Resources, Social Science, Literature & Industrial organized by Shree Vitthal Rukmini, Arts, Commerce and Science College, Sawana and Global Foundation India On 10<sup>th</sup> August 2024,

#### OTHER ACHIEVEMENTS

Attended one week National Level FDP on the theme "Research and its aspects" from 5<sup>th</sup> to 10<sup>th</sup> February 2024, organized by IQAC of BHARAT COLLEGE OF ARTS AND COMMERCE, Badlapur.

Participated in Webinar titled "Networking and Marketing Strategies" On 16<sup>th</sup> February 2024, Organised by Tulika Sinha, Founder of 'ENCORE'.

Participated in National Webinar " NEP 2020 - implementation process" on 29<sup>th</sup> February 2024, organized by IQAC of BHARAT COLLEGE OF ARTS AND COMMERCE, Badlapur.

Delivered a talk on "Responsible Youth" on 17<sup>th</sup> October 2024 to the youth members of Spandana Trust - Social Welfare Unit, Mangalore.

Attended online workshop titled "Habit of being healthy - what why & how" on 7<sup>th</sup> April 2024, Organized by Microbiologist society India in association with Indus Academy of Brilliant Minds.

Participated in NATCON -2024 Organised by NIPM Mangaluru Chapter and was a part of organizing committee

## Dr. Jomon Lonappan

Assistant Professor



STAFF ACHIEVEMENTS

### AWARDS/RECOGNITION

- Completed Post Doctoral Fellow in Management from Srinivas University under the Mentorship of Dr. P.S. Aithal (Ex-Vice-Chancellor), Srinivas University with the Title "Pedagogical Innovations in teaching Entrepreneurship" & received the PDF (Management) title on 9<sup>th</sup> December 2023.
- Received the Best Paper Award for the Paper Entitled "A Systematic Analysis of Artificial Intelligence in Medical Education with specific reference to E-Professionalism" in Faculty Category in the International Conference on "Adoption of Artificial Intelligence: Opportunities & Challenges in Business & Management" held at MSNIM in Collaboration with INTI INTERNATIONAL UNIVERSITY, MALAYSIA and in association with Manipal Academy of Higher Education (MAHE) on 28<sup>th</sup> June 2024.

### PUBLICATIONS

- Published a Paper entitled "Experiential Learning in Entrepreneurial Education with specific reference to KOLBS Model" in Global Journal for Research Analysis , December 2024, ISSN-2277-8160
- Published a Paper entitled "Opportunities & Challenges posed in AI enabled learning in Medical Education" in International Journal of Scientific Research, Vol.13, Issue:12, December 2024, ISSN-2277-8179
- Published a Paper entitled "Simulation based Experiential Learning using Artificial Intelligence in Entrepreneurial Education" in Global Journal for Research Analysis , November 2024, ISSN-2277-8160

### PAPER PRESENTATIONS:

- Presented a Paper titled "A Systematic Analysis of Artificial Intelligence with specific reference to E-Professionalism in Faculty Category in the International Conference on "Adoption of Artificial Intelligence: Opportunities & Challenges in Business & Management" held at MSNIM in Collaboration with INTI INTERNATIONAL UNIVERSITY, MALAYSIA and in association with Manipal Academy of Higher Education (MAHE) on 28<sup>th</sup> June 2024.
- Presented a Paper titled "Simulation based Experiential Learning using Artificial Intelligence in Entrepreneurial Education" in Faculty Category in the International Conference on "Adoption of Artificial Intelligence: Opportunities & Challenges in Business & Management" held at MSNIM in Collaboration with INTI INTERNATIONAL UNIVERSITY, MALAYSIA and in association with Manipal Academy of Higher Education (MAHE) on 28<sup>th</sup> June 2024.

### OTHER ACHIEVEMENTS

- Extended the Role as Resource Person in a Webinar session on "Statistical Techniques in Data analysis with specific reference to Jamovi Software" held on August 9, 2024 conducted by Research & Innovation council in association with IEEE-Srinivas University for Post Doctoral & Doctoral Students of Srinivas.
- Contribution as a Judge for the Law College Fest- "SCINTILLATE 2024" on 25/05/2024 hosted by SDM Law college centre for Post Graduate studies & research in Law

Dr. Harshitha K.  
Assistant Professor



STAFF ACHIEVEMENTS

#### PUBLICATIONS

- Published Paper titled "The Growing Role of Women in Family Business – A Study in Mangalore City" in International Journal of Advances in Engineering and Management (IJAEM), Volume 6, Issue 12 Dec. 2024, ISSN: 2395-5252

#### PAPER PRESENTATIONS

- Presented paper titled "Impact of Online Gaming on the Mental Well-Being of the Youth- A Study in Mangalore City" in International Conference on Multidisciplinary Innovations & Challenges in Academic Research organised by Khandesh College Education Society's College of Engineering & Management, Maharashtra in collaboration with Inspira Research Association – IRA, Jaipur, on 14th and 15th October, 2024.
- Presented paper titled "A conceptual approach towards Role of Women in Indian –Owned Business" in one day National Conference on Vikasith Bharat @2047 – Past Reflections, Present Realities & Future Strategies organized by Shree Gokarnanatheshwara college, Managlore in collaboration with Billava Employees

#### OTHER ACHIEVEMENTS

- Guided students to present a paper titled "A Conceptual approach Towards Growing Role of Women in Family Business" at Samshodhana – State Level Paper presentation competition organised by Canara College on 5th June, 2024.
- Attended workshop on "Master AI Tools" organised by Inspira Research Association – IRA, Jaipur and Indian Accounting Association (IAA), Jaipur Branch, on 16th September, 2024
- Coordinated 47th Series Student Project Programme (2023-2024) of Karnataka State Council for Science and Technology, Bengaluru.
- Participated in "National Youth Day 2024"- Celebrating Birth Anniversary of Swami Vivekananda organised by Ramakrishna Matt, Mangaluru, on 12th January, 2024.
- Participated in "Shraddha 2024" - Symposium on the theme 'Education & Human Excellence' organized by Ramakrishna Matt, Mangaluru, on 12th September, 2024.

Ms. Deepa Nayak P.

Assistant Professor



STAFF ACHIEVEMENTS

#### PUBLICATIONS

- Published a paper titled – “Shattering Glass Ceilings – Overcoming The Unique Challenges of Women Entrepreneurship”, in the Worldwide International Inter Disciplinary Research Journal, Vol.1, Issue-CVII, Year -10, page 49-53, dated 25th November, 2024.

#### PAPERS PRESENTATIONS

- Presented a paper titled – “From Aspirations to Reality: Challenges faced by Women Entrepreneurs in India”, at the National Conference on ‘Vikasith Bharat @ 2047’ on 07th November, 2024.
- Presented a paper titled – “Shattering Glass Ceilings – Overcoming The Unique Challenges of Women Entrepreneurship”, at the Online International Conference on ‘India’s Global Footprint Education, Trade, Innovation, Culture & Sustainability’ on 25th November, 2024.

#### RESOURCE PERSON

- Invited by SDM Law college as Panel Member of Selection Process of Student Executive Council on 28th November, 2023.
- Invited by Canara College as Judge for ‘Comm-Fiesta’, National Level Intercollegiate Management Fest on 29th November, 2024.
- Invited by SDM Law College as Adjudicator for ‘Magister Juris’ Intra-Class Law Fest on 09th & 10th February, 2024.
- Invited by SDM Law College as Adjudicator for Moot Court Competition on 10th February, 2024.
- Invited by SDMCBM, on 06th & 07th March, 2024, as Judge for Synergy
- Invited as Resource Person to conduct workshop on ‘Skillsets for Youth’ to Post Graduate students of Government First Grade College & PG Studies Centre Haleyangadi, on 27th March, 2024.
- Invited by SDM Law College as Adjudicator for ‘Samarthan-2024’ Intra-College Moot Court Competition on 21st June, 2024.
- Invited as Resource Person to conduct workshop on ‘Life Skills for Students’ to Post Graduate students of Government First Grade College & PG Studies Centre Haleyangadi, on 30th August, 2024.
- Attended as Panel Member for Project Viva representing Mangalore University at AJIM, on 24th September, 2024.

#### OTHER ACHIEVEMENTS

- Participated in 13th Indian Management Conclave 2023 held at SPJIMR, Mumbai on 13th and 14th October, 2023.
- Attended a seminar ‘Bizinsight’ organized by Evolve – A Women Entrepreneurs Association at Ajantha Business Centre on 09th February, 2024.
- Attended FDP on ‘Outcome Based Education’, organized by Vmedulife Software, on 25th April, 2024.

Mr. Dawn Prakash  
Assistant Professor



STAFF ACHIEVEMENTS

#### AWARDS & RECOGNITION

- Received "The Global Gyan Best Teacher 2024 Award" on September 8th 2024 organized by Global Gyan Academy held in The Chancery Pavilion, Bangalore.
- Received Vocational Award from Rotary Manyata Bengaluru and Manyata Philanthropic Trust for achievement in "Education, Teaching & Training" on July 1st 2024

#### PUBLICATION

- Published an article titled "SEAMLESS TRAVEL EXPERIENCES: THE ERA OF CROSS-PLATFORM INTEGRATION" in the International Conference on Trendz in Management & Technology - 2023 organized on 12th & 13th October 2023 published by Srinivas Institute of Technology with ISBN No: 978-81-966014-3-0.

#### PAPER PRESENTATION

- Presented a paper titled "The Post Pandemic Effect on OTT: Unraveling changes in Viewership behaviour and platform performance" during the 8th Nitte international conference organized by Justice K.S. Hegde Institute of Management, Nitte on 28th and 29th of December 2023 Association with Rotterdam School of Management, The Netherlands, University of Pennsylvania, USA, University of Connecticut, USA, Chanakya University, Bangalore, India.

#### RESOURCE PERSON:

- Invited as a resource person to conduct various workshops for more than 15 occasions in various institutes and professional bodies like in Alvas College, Moodbidri, SDM college (autonomous), Ujire department of B.VOC in retail and supply chain management, The Yenepoya Institute Of Arts, Science, Commerce And Management, Kulur, Government First Grade College & PG Centre, Haleyangadi, Wisdom Education in Ocean Pearl, Mangaluru, Cashew Fest held in Fiza Nexus Mall organized by Karnataka Cashew Manufacturing Association (KCMA), SDM Law college, Mangaluru, Institute of Company Secretary of India - ICSI Mangalore chapter, Milagres Pre-University College, Mangaluru, etc..

#### OTHER ACHIEVEMENTS:

- KSCST - Student Project Proposal was accepted for the 47th Series of Karnataka State Council for Science and Technology (KSCST) for the project titled "A Market study on assessing the acceptance of the use of menstrual cups among women in Dakshina Kannada District" with project guide Mr. Dawn Prakash and students Ms. Dhanya, Ms. Keerthana N, Ms. Deepika & Ms. Shravana.
- Invited 8 times as a judge for various management fest events held across the state.
- Received 10 online certifications for various courses.

Mrs. Ramya Shetty  
Assistant Professor



STAFF ACHIEVEMENTS

#### PUBLICATIONS

- Published a research paper titled "A study on consideration of Environmental concern by the owners of electrical vehicles during the purchase decision" in Educational Administration: Theory and Practice with ISSN:2148-2403; Scopus Indexed; Vol. 30 No.5 (2024)
- Published a research paper titled "Review of empirical study on relationship between Organisational Culture and Employee performance in different sectors" in International journal of Advanced Research in Commerce , Management and Social Science with ISSN No. 2581-7930, IMPACT Factor 6.986, Vol.07, no.04(I) Oct-Dec Pp236-238
- Published paper titled "Empirical study on screen time and its impact on Mental health of IT employees" in international journal quarterly multidisciplinary peer reviewed refereed journal ISSN No.04(I) Oct-Dec 2024, UGC valid, pp.249-257
- Published chapter titled "Screen time and Mental health" in Edited book with ISBN:978-91932-72-5 named Recent Trends in Commerce, Management and Social Sciences (Edition III), Dec 2024 published by INSPIRA, Jaipur pp.75-79.
- Published chapter titled "A study on Disposal of Sanitary pads- Challenges faced by Women" in Edited book with ISBN:978-91932-84-8 named Modern Approaches in Commerce, Management and Research, Dec 2024 published by INSPIRA, Jaipur pp.102-110.

#### PAPERS PRESENTATIONS

- Presented research paper titled "A study on attitude towards environmental concern by the customers of electrical vehicles" at the International multi-disciplinary e-conference organized by Borderman Institute of Border security studies, New Delhi and Kamal Institute of Higher Education and Advance Technology, Delhi and IRA Jaipur on 24th and 25th May 2024.
- Presented a paper titled "A conceptual Study on BPO 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 Oct 2023
- Presented a paper titled "The need for Well Being policies for women in Business process outsourcing units :An exploratory study" at the 2 days International Conference on "Multidisciplinary Innovations and challenges in Academic Research" organised by Khandesh College of Engineering and Management, Maharashtra in collaboration with IRA on 14th and 15th Oct 2024.
- Presented a paper titled "A Study on Challenges faced by Women in Disposal of Sanitary Pads" at the 2 days International Conference on "Multidisciplinary Innovations and challenges in Academic Research" organised by Khandesh College of Engineering and Management, Maharashtra in collaboration with IRA on 14th and 15th Oct 2024.

#### OTHER ACHIEVEMENTS

- Completed "National Level workshop" on "Factor Analysis and Principal Component Analysis" during 10th May to 20th May 2024 organised by Esgee Digi skills.
- Completed "Faculty Development Programme" on "Data Visualization and Data Analysis" organised by Swasthik Consulting services, Bangalore registered under MSME during 8th May to 17th May 2024
- Completed 5 days virtual "Management Development Programme" on "Mastering Research Methodology with AI" organised by Inspira Research Association from November 27th to December 01st 2024.
- Participated as delegate at the HR Conclave 2024 organised by National Institute of Personnel Management at MSNIM, Bondel on 13th March 2024

Mr. Prashanth Kumar  
Assistant Professor



STAFF ACHIEVEMENTS

#### PUBLICATIONS

- Published an article entitled “Financial Innovation through CBDC A New Era of Digital Payments in India” in International journal of Advances in Engineering and Management (IJAEM), ISSN: 2395-5252 Volume 6, Issue 11, pp: 610-614, December 2024.
- Published an article entitled “Selectivity & Market Timing Performance of Mutual Funds in Emerging Markets an evidence from India” in European Economic Letters Volume 14 No. (2024)

#### PAPER PRESENTATIONS

- Participated and presented a research paper titled “Financial Innovation through CBDC A New Era of Digital Payments in India” in the International Conference DRISHTI-2024 A New Era in Management, Engineering, Science & Technology organised by Vivekananda College of Engineering and Technology, Puttur on 11th September 2024.
- 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 workshop on “Navigating the Literature: Essential Skills for PhD Researchers” organised by Manel Srinivas Nayak Institute of Management, Mangalore on 30<sup>th</sup> November, 2024.
- Participated in FDP on ‘A Step by Step Guide to write a Good Research Paper’ organized by Research Foundation of India & RFI - CARE, held during 06 - 15 May 2024.

#### OTHER ACHIEVEMENTS

- Delivered a talk on “Financial Risk Management” at SDM Law college centre for P.G Studies & Research in Law, Mangalore.

Dr. Shaini Naveen  
Assistant Professor



STAFF ACHIEVEMENTS

**ACHIEVEMENTS**

- Received Best Lecturer Award 2024 on November 24th, 2024 from Karnataka Rajya Devadiga Sangha in association with Dr.K V Devadiga Charitable Trust, Mangaluru.

**RESEARCH PUBLICATIONS & PRESENTATIONS:**

- Selectivity and Market Timing Performance of Mutual Funds in Emerging Markets:An Evidence from India. European Economic Letters(EEL), 14(4), 397-412.
- "Rural Urban Interface : A study on Consumption Pattern Within Rural and Urban Households in India", International Journal of Advanced Research in Commerce, Management & Social Science , ISSN :25817930 Vol7 Issue 3(1), July-Sept 2024,pp-23-32.
- Presented paper on "Digital Banking" on June 7<sup>th</sup>, 2024 in an International conference at Mangalore University.
- Presented two papers on "A study on customer satisfaction towards Ather Electric Vehicles" and "A study on Evaluating the Effectiveness of Traditional Education Methods compared to Technology Enhanced Learning" on November 7th,2024 at National Conference on organised by Shree Gokarnanatheshwara College , Mangalore.
- Presented a paper on "Impact of Behavioural Finance on stock market investment decisions" at National Conference at Poornaprajna College,Udupi on 21<sup>st</sup>December,2024

**RESOURCE PERSON:**

- Guest lecture on "Behavioural Finance" at SDM Law College, Mangalore on July 9<sup>th</sup>,2024.
- Guest lecture on "Basics of Research" at Besant Women's College on 20<sup>th</sup>November,2024.

**OTHERS:**

- Ms.Deeksha and Mr.Yashwanth.M presented research paper under her guidance and won 2nd Place in State Level competition organised by Canara College, Mangalore.
- Accompanied students to Ramakrishna Mission for seminar "SHRADDHA" on the occasion of National Youth Day and also organised three extension activities for students at Riya Foundation, Bikarnakatte, Thaneerbhavi Beach and at Yekkur.
- Attended a seminar on "Business Automation" on 7<sup>th</sup> Feb,2024 organised by KCCI.
- Judged an event "Allegation" under finance organized by SDM Synergy 2024 and at SDM Law college(Ingenium 2024).
- Attended one day National Webinars on "E-resources", "Principles of Outcome Based Education" and Role of AI in Accounting and Finance and "Using AI to find research gaps and performing Literature Review".
- Accompanied 47 students to 4 days industrial tour to Kerala from May 22-26,2024.
- Attended one week International FDP on Research Methodology from June 22nd - 28<sup>th</sup>,2024 organised by Nirwan University, Jaipur.
- Attended 4th edition of Mangaluru's Technovanza 2024 on 24<sup>th</sup> Oct,2024.
- Guided two MBA students for their projects from the Department of Studies and Research in Management under KSOU, Mysuru.



**Dr. Seema S. Shenoy**, Director

Nominated as Member of NAAC Management Discipline for formulating of New NAAC guidelines by NAAC, New Delhi, in March 2024.

**Mr. Dawn Praakash**, Assistant Professor

- Received "THE GLOBAL GYAN BEST TEACHER 2024 AWARD" on 8th September, 2024 organized by Global Gyan Academy held in The Chancery Pavilion, Bangalore.
- Received "VOCATIONAL SERVICE AWARD IN EDUCATION, TEACHING AND TRAINING" by Rotary Club of Manyata, Bengaluru in association with Manyata Philanthropic Trust on 30th July 2024.



**Dr. Shaini Naveen**, Assistant Professor

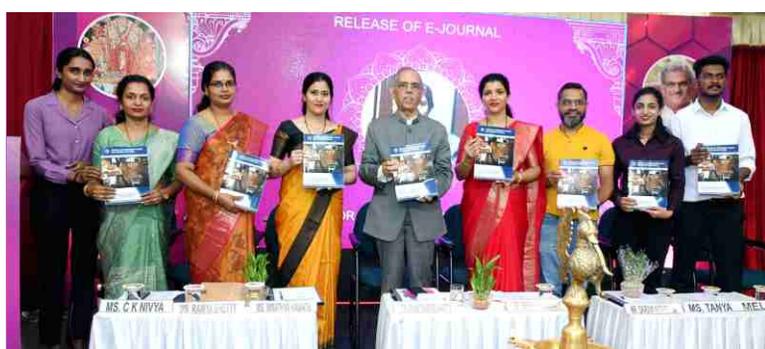
Receives Prestigious "DR. BHAVANA SHERIGAR BEST LECTURER AWARD" on November 24, 2024, in appreciation and recognition of Excellence in Teaching

ONE DAY NATIONAL CONFERENCE ON THE THEME "PRIORITIZING MENTAL HEALTH AND WELL BEING"

The Institution organised one day National conference on the theme "Prioritizing Mental Health and Well Being" on 8 August 2024. Dr. Shantharam Shetty, Pro Chancellor Nitte (Deemed to be university) Inaugurated the conference at 9.30 am. in the institutes conference hall, Miss Nirathya Kamath, Data and Research Management Associate at Preqin was the alumni guest. Mr. Sairam Natrajan, Co-founder-Mindei Coimbatore was the key note speaker who addressed the audience on "Mental Health, Productivity and Success:A new perspective"

Dr. Mohan Sunil Kumar, Director, Augmenta Health, Bangalore was the resource person for the first technical session who addressed on the topic "Digital Minimalism-A key to enhanced productivity" which was moderated by Dr.Supriya Hegde Aroor , Psychiatrist ,Fr. Mullers.Mangaluru

Dr. Meghna Singhal, Therapist Mommy Clinical Psychologist & Psychotherapist NIMHANS was the Resource person for the second technical session of the conference who spoke on "Cltivating Healthy



relationships: Nurturing connections for mental wellness”. This session was moderated by Dr.Krithishree SS ,consultant Psychiatrist, KMC.

Followed by 2 technical session there was a Panel discussion and the panelists were Dr. Asha Jyothi Rai ,Chairperson , Asare Charitable Trust, Dr. Aishwarya V H, Counsellor ,Positive Mind Hospital, Shimoga , Gaana Bhat , Actress and Entrepreneur, EDI Vibrant and the Moderator for the panel discussion was Divyashree Gatti, Glow touch Technologies,Mangaluru.

Followed by the panel discussion there were paper presentation sessions held parallel in 4 classrooms.

There were about 50 researchers who presented their papers both online and offline.

The conference was concluded with the Valedictory Session having Dr. Prabha Adhikari, Professor, HOD Geriatric Medicine Yenepoya Medical College, Mangaluru as the chief guest and Mrs. Rachna Ashray Bhandary Sales Operation Manager Bhandary School Book Pvt Ltd., as the Alumni Guest . Director of the institute Dr. Seema S. Shenoy, presided over the function, Assistant Professor Mrs.Ramya Shetty coordinated the National Conference and Student coordinators of the conference were Tanya Thangamma, Nivya and Melrif Flanish Dsouza.



## INTERNATIONAL E-CONFERENCE "INNOVATION AND DISRUPTION: NAVIGATING TOMORROW'S BUSINESS LANDSCAPE"

The Institute hosted its International e-Conference on "Innovation and Disruption: Navigating Tomorrow's Business Landscape" on March 22nd and 23rd, 2024. This hybrid conference aimed to bring together global thought leaders, industry experts, and academicians to explore cutting-edge trends in innovation and disruption. This International e-conference was inaugurated by Honourable Vice Chancellor of Mangalore University Dr. P.L. Dharma, with first of its kind digital bio-metric verified inauguration, the Guest of Honour & Keynote speaker was Mr. Mayur Shetty, CEO & Product Architect, Blackfrog Technologies, Manipal and the Alumnus Chief Guest was Prof. Manjunatha Kamath M., Principal, Trisha College of Commerce and Management. The conference had esteemed resource persons like Mr. Avelo Roy, MD, Kolkata Ventures (Kolkata) Trustee, Alfred Ford School of Business joined in from (Belgium), Mr. Sandeep Nashikkar, Founder and CEO, Syvizo Software, from Australia, and Mr. Rakesh Nambiar, Director of Business Technology, ALCON ,

joined from Switzerland. The valedictory session had the presence of Mr. Ramnath Kini, CEO - Birthday Popper Ecom Pvt. Ltd. & Owner of the Amazon Warehouse Services for Dakshina Kannada as the Chief Guest and as Alumna Chief Guest Miss Pooja Acharya, Founder of Digitallence (A Digital Marketing Firm), Mangaluru.

The conference had received an overwhelming response with several participants from across the globe and over 60 research papers along with poster presentations. Participants from around the world had joined both online and offline for this two-day event. Exciting contests were held such as Sensex Contest, Treasure Hunt, Best Titled Paper Award and Best Poster Presentation. The conference was coordinated by Mr. Dawn Prakash, Asst. Professor and the student co-ordinators were Mr. Asim, Miss. K. Namitha Kamath, Mr. Vipin Shetty, Miss. Javeria and Mr. Abhishek Alva and Dr. Seema S. Shenoy, Director Presided over the programme.



### ORIENTATION PROGRAMME

The institute organised orientation programme for IMBA students on 12th February, 2024. On this occasion Dr.Seema S. Shenoy, the director of the institute oriented the students about the college, curriculum and activities of various cells, clubs and forums of student consortium. On the orientation day the annual awareness programme on code of conduct was conducted to IMBA students. All the faculty members were present on this occasion..



### BRIDGE COURSE

Bridge Course on various topics were conducted for the First MBA Students from 12th to 16th February 2024. Students were given activities, games & Puzzles to evaluate their skills during the session. Students actively participated in the sessions through interactions. Brain storming sessions were also conducted. Students actively interacted with the session heads. Topics related to the following areas were included in the session. Leadership & Teamwork for Management Students, Positive Mindset for

Success, Body Language, Role of Vocal variety in effective communication, Optimistic mindset for a Healthy lifestyle, Social Etiquette, Emotional Intelligence, Essential Life skills for students, how to read a Balance Sheet & Journey towards Entrepreneurship Education. Soon after this session Student Creative Self Introduction was done. Students were also shown videos related to the activities/competitions held in the previous academic year.



BRIDGE COURSE



NIKHITHA NAIK - I MBA (A)



NIKHITHA NAIK - I MBA (A)

THE INSTITUTE SECURED TWO KSCST STUDENT PROJECTS (47THSERIES) FOR THIRD CONSECUTIVE YEAR



PROJECT TITLE	NAME OF THE GUIDE	NAME OF STUDENTS	AMOUNT SANCTIONED
EXPLORING THE ISSUES INVOLVED IN DISPOSAL OF SANITARY PADS AND CHALLENGES OF MENSTRUAL HEALTH	Dr. PRAMEELA S. SHETTY	Ms. SHREYAS Mr. MANISH BANGERA Ms. SONALI Mr. NAGARJUNA B. T.	Rs 3,500
A MARKET STUDY ON ASSESSING THE ACCEPTANCE OF THE USE OF MENSTRUAL CUPS AMONG WOMEN IN DAKSHINA KANNADA DISTRICT	Mr. DAWN PRAKASH	Ms. DHANYA Ms. KEERTHANA N. Ms. DEEPIKA Ms. SHRAVANA	Rs 3,500

## INAUGURATION OF SDMMBA STUDENT CONSORTIUM 2023-2024

The student consortium was inaugurated on 21st February 2024 by Mr. Ananthesh V Prabhu, President of Kanara Chamber of Commerce & Industry, Mangalore. Mr. Ananthesh inspired students by sharing his entrepreneurial journey. Further he said that learning should be continuous and the youngsters should keep updating themselves. The Alumni Chief Guest Mr. Shравan S. Shetty, Assistant Vice President of Kotak Mahindra, Mangalore, said that youth should be adaptable to change in order to survive in this competitive world. The president of the student consortium Mr. Shreyas and Vice President Ms. Nishel DSouza along with the coordinators of the clubs, cell

and forums of student consortium took oath. The consortium has 21 forums, cell and clubs through which various activities are planned throughout the year. The Oath was administered by the faculty coordinator Dr. Harshitha K.

Director Dr. Seema S. Shenoy delivered the Presidential remarks. Mr. Shreyas, president of student consortium gave a brief of student consortium activities planned and Ms. Nishel DSouza, vice president of the student consortium delivered vote of thanks. The annual magazine of the institute was released on this occasion. The programme was compered by Ms. C K Nivya from II MBA.



MAHATMA GANDHI & LAL BAHADUR SHASTRI JAYANTHI CELEBRATION



Institute organized Jayanthi celebrations of two great Freedom Fighters of this country, Mahatma Gandhi & Lal Bahadur Shastriji. The program was hosted by the National Integration Forum on 02nd October, 2024 at the college campus.

On this occasion the national flag of our country was hoisted by Mr. Shrikanth Shetty B. President of District Ex-Servicemen Association, Dakshina Kannada



District and floral tribute was paid to both the National Leaders by the dignitaries and invitees. He stressed on the need to honour the principles of both leaders in order to bring about social change and protect the freedom of the country, that was a gift from these great patriots. Mr. Deekshan S. Executive Senior Officer ESAF Small Finance Bank Ltd. participated as the alumnus guest. Students soaked in the spirit of the celebration by singing patriotic songs.

INTERNATIONAL YOGA DAY CELEBRATIONS



The institute in association with Delampady Yoga Prathishtana organized International Yoga Day Celebrations, hosted by the National Integration Forum on 20th June, 2024 at the college campus. A curtain raiser and training session was organized on 10th June, 2024 in association with Ayush Department, Dakshina Kannada District, where all yoga asanas from the protocol chart were demonstrated to students. On this occasion Yoga Guru



Yoga Rathna Gopalkrishna Delampady and his students demonstrated several yoga asanas and helped students do the same. He also explained the relevance of doing yoga regularly for a healthy mind and body. Director Dr. Seema S. Shenoy, Mrs. Deepa Nayak P. National Integration Forum Coordinator along with all faculty members and students were present on the occasion. Ms. Sonali student of II MBA compered the programme.

### CHRISTMAS CELEBRATION



Christmas, birth anniversary of Jesus Christ, was celebrated by staff and students of the institute with great enthusiasm on 28th December, 2023. Carol

singing, dancing and games were all a part of this celebration. Jovial Santa added more fervour to the event.

### RAMOTSAVA CELEBRATION



Students at the institute celebrated Ramotsava, to mark the reinstatement of Rama Mandir in Ayodhya on 23rd January, 2024 at the college campus. Students soaked in the spirit of the celebration by singing Ram Bhajans and understanding the important attributes



that Lord Ram has contributed to Personality Development and Nation Building. Students of the institute marked this historic event by visiting Bhagini Samaj on 22nd January, 2024 and distributing necessary items and groceries to the children.

### MARTYRS DAY OBSERVED



Martyrs Day was observed on 30th January, 2024. The freedom fighters & soldiers who fight for our country were commemorated. The relevance of this day was read and everyone stood in two minutes of silent



prayer. You Tube link to a video about importance of this day was shared with students so that they could watch it to understand about its relevance.

**ZERO DISCRIMINATION DAY**

Zero Discrimination Day is marked every year on 01st March, by the United Nations and other international organisations. This day is observed by all the UN member countries and it aims to promote equality before the law. Zero Discrimination Day plays a key role in promoting inclusion, equality, and tolerance across the globe. Discrimination impacts individuals deeply as it creates barriers to accessing education,

healthcare, and job opportunities, which eventually leads to poverty and inequality. Accordingly, this year the National Integration Forum organised an Online Quiz Competition on the theme - "To protect everyone's health, protect everyone's rights." 179 students participated in this quiz. Mrs. Deepa Nayak P. designed and administered the quiz.

**VIVEKOTSAVA CELEBRATED WITH BOOK EXHIBITION**



To commemorate the birth anniversary of Swami Vivekananda, Vivekotsava was celebrated by conducting a book exhibition on 30th March, 2024, wherein students participated with immense zeal and enthusiasm. Students of II MBA had participated in the National Youth Day (January 12th, 2024) celebration at Ramakrishna Math and the I MBA students had not joined the institute then. Hence the celebration was

postponed for a future date. As the day honors Vivekananda's teachings and emphasizes the importance of youth in nation-building, various books on Swami Vivekananda were kept on display and students were oriented on the importance of the day. Students were encouraged to read these books for more insights.

**VIVEKOTSAVA CELEBRATED WITH BOOK EXHIBITION**



Iftar is often shared with family and friends. It is an opportunity to come together and show gratitude for the blessings of life. Students celebrated Iftar on 04th April, 2024 by distributing sweets to all faculty members.

**AWARENESS ON KANNADA BHASHA JNANA**



National Integration Forum organised awareness program on Kannada Bhasha Jnana in association with Kannada Sahitya Parishad, Dakshina Kannada District, on 19th June, 2024. Dr. Srinath M.P. President of the Dakshina Kannada Unit of the Parishad urged everyone to consciously speak in the Kannada



language and develop love for the language as it is our State Official language too. He also briefed about the functions of the Parishad. Director Dr. Seema S. Shenoy, all faculty members, office bearers of the DK unit of Kannada Sahitya Parishad and all students of II MBA participated in this awareness programme.

**INTERNATIONAL DAY AGAINST DRUG ABUSE & ILLICIT TRAFFICKING**



National Integration Forum in association with All College Students Association organized International Day Against Drug Abuse & Illicit Trafficking on 26th June, 2024. Smt. Najma Farooqi KSPS, ACP-Traffic, Mangaluru City, who was the resource person on the occasion. Smt. Najma created awareness on the



various challenges associated with drug abuse. She explained instances of how individuals struggle with substance use disorders and the consequences of drug trafficking on organized crime along with the far-reaching and complex impact of drugs on the younger generation.

TEACHERS DAY CELEBRATIONS



Students at the institute celebrated Teachers Day on 5th September, 2024. Teachers' Day is a moment to celebrate and reflect on the invaluable role of teachers in shaping minds, inspiring learning and contributing to the development of society. The day marks the birth anniversary of Dr. Sarvepalli Radhakrishnan, a revered scholar, philosopher and the second President of India. Dr. Radhakrishnan was also a distinguished

teacher and advocate for education. His contributions to education and his philosophy that "teachers should be the best minds in the country" are commemorated on this day. The day involved various activities, including fun games organised by students who wanted to express their appreciation for their teachers. Both teaching and non-teaching faculty members participated in the program.

ONAM CELEBRATIONS



Onam Celebration was organized for all the MBA students. Both staff and students participated in the program by coming in Kerala traditional clothes, (Colored shirts and cream mundu for boys & colored blouses with cream sarees for girls) on 14th September, 2024. The National Integration Forum



organized this event to encourage everyone to embrace the message of harmony, to appreciate the richness of our culture and the joy of being together. Students performed the traditional dance around the Pookalam (traditional flower arrangement of Kerala). Several fun competitions were organized for students and staff members.

## SHARADA PUJA CELEBRATIONS



Mata Sharada, who is also known as Maa Saraswati is revered as the goddess of wisdom, knowledge, and learning. Sharada Puja was organized in the institute's library for all staff and students on 10th October, 2024. On this day devotees honor Goddess Saraswati, seeking blessings for knowledge, creativity and wisdom through prayers and rituals. The event involves chanting bhajans & offering flowers. This year, the students at our institute also did the 'Kunitha Bhajane' which is a special form of dance that is



performed around a diya, offering praises to the Devi. The National Integration Forum organized this event to encourage everyone to embrace the message of harmony, to appreciate the richness of our culture and the joy of being together. Students performed the traditional dance around the Diya and sang praises of Devi Saraswati through bhajans. Special puja was conducted by the Purohits and prasadam was distributed to everyone present.

### NATIONAL INTEGRATION FORUM PRIZE WINNERS LIST QUIZ COMPETITION : 03-08-2024

Sl. No.	Participants Names	Class	Prize
1.	Rishvitha & Mohith	II MBA 'A'	I
2.	Bhavana & Keerthana	II MBA 'A'	II
3.	Dheeraj & Chethan	II MBA 'B'	II
4.	Ramitha & Seema	II MBA 'B'	III

### WORLD CONSUMER RIGHTS DAY SHORT VIDEO MAKING COMPEITION

Sl. No.	Participants Names	Class	Prize
1.	I MBA 'B' SECTION	I MBA 'B' SECTION	I

### WORLD ENVIRONMENT DAY- 05-06-2024 NATURE PHOTOGRAPHY COMPETITION

Sl. No.	Participants Names	Class	Prize
1.	Prarthana N	II MBA 'B'	I
2.	Krishna Karanth	I MBA 'B'	II
3.	Gladson	II MBA 'A'	II

**AWARENESS ON ENVIRONMENT PROTECTION**



Selected students of our institute visited Tree Park Mangalore on 14th February, 2024. This initiative was organized under green campus forum to create awareness about saving the environment among students and general public. Students were

introduced to various medicinal and ornamental plants at the park and also briefed about the need to conserve the environment. Dr. Harshitha K. and Mrs. Deepa Nayak P. accompanied the students.

**CELEBRATION OF VANA MAHOTSAVA**



The institute's Green Campus Forum celebrated Vana Mahotsava on 6th July, 2024. On this occasion the students planted sapling. The celebration of this festival aims to create a sense of social responsibility and create an awareness among students about the importance of protecting environment. Director



Dr.Seema S.Shenoy along with the students planted sapling. On this occasion students exchanged saplings with each other.The programme was coordinated by faculty incharge Dr. Harshitha K along with the student coordinators Seema Clerissa Sequeira and Sahil Y Puthran.

WORKSHOP ON "INNOVATE TO ELEVATE: SPARKING ENTREPRENEURIAL SPIRIT AMONG MBA STUDENTS



The Institute successfully hosted the Entrepreneurship Development Workshop themed "Innovate to Elevate: Sparking Entrepreneurial Spirit among MBA Students" on July 25, 2024. The event took place at the SDM MBA Conference Hall and was organized in association with the District Industrial Centre (DIC), Mangaluru. The workshop commenced with an inspiring inauguration by Ms. Kavitha Shetty, Lead District Chief Manager of Canara Bank, Dakshina Kannada District, Karnataka. Her insights on the importance of entrepreneurship in today's economy set a motivating tone for the day.

Dr. Seema S. Shenoy, the Director of the College, expressed her enthusiasm for the workshop, emphasizing the need for MBA students to cultivate an innovative mindset that aligns with the dynamic business landscape. Faculty Coordinator Mr. Dawn Prakash, Assistant Professor, highlighted the workshop's focus on practical learning, providing students with valuable tools and strategies for their entrepreneurial journeys.

The event featured an impressive lineup of panel members, including Mr. Nithin Vaz, Founder of Paperseed; Miss M. Athmika Amin, a dynamic Entrepreneur, Director of JV Group of Companies; and Mr. Gaurav Kamath, Founder of MicroDegree. They

shared their personal experiences and insights into the challenges and rewards of entrepreneurship, inspiring the attendees to pursue their entrepreneurial aspirations. Additionally, the technical session led by Mr. Arjun John D'Souza, Co-founder and Managing Director of Alter Marketing Solutions Pvt. Ltd., Mangalore, provided students with actionable strategies for effective marketing in today's digital age.

The workshop also welcomed alumnus guest Mr. K.C. Namith Raj, a successful Commodity Exporter from Kondadamane Traders, Kalasa, who shared his journey and the vital skills needed to thrive in the competitive business environment. The student coordinator Miss Srujani welcomed the gathering while student coordinator Miss Rachana C.R. rendered the vote of thanks. Miss Nishel D'Souza was the Master of the Ceremony. Mr. Guruprasad K., Manager of DIC, Mangaluru was also present who played a pivotal role in organizing this workshop.

Overall, the "Innovate to Elevate" workshop was a resounding success, equipping MBA students with the knowledge, skills, and inspiration needed to embark on their entrepreneurial journeys.

ED Quiz 2024



The ED Cell of the institute organized a Quiz titled Entrepreneurial Triviaganza 2024 on 6th August 2024. Faculty Coordinator of ED Club Mr. Dawn Prakash along with Student coordinators Ms. Srujani & Ms. Rachana B.R. were the organizers. There were rounds without any elimination which included rounds on logo, brands, Word Search etc. Overall 28 students registered for the same.

ED Dream Company Competition 2024



The ED Club of the institute organized a Dream Company Competition 2024 on 5th August 2024. Faculty Coordinator of ED Club Mr. Dawn Prakash along with Student coordinators Ms. Srujani & Ms. Rachana B.R. were the organizers. The students had to prepare a PPT and present their own dream company. The Judges for this event were Dr. Jomon Lonappan and Mr. Dawn Prakash - Assistant Professors of the Institute.



EXTENSION ACTIVITY AT RIYA FOUNDATION



Selected students of our institute visited Riya Foundation (a public charitable trust, which provides integrated living environment for people with disabilities and help normalize their lives by providing comprehensive care) situated at Kulsheskara, Mangalore on 13th February, 2024. This initiative was organized to sensitize students about the lives of

people with various disabilities, especially intellectually challenged people. They played games with the people of the shelter home and also entertained them with song and dance. Dr. Harshitha K., Dr. Shaini Naveen and Mrs. Deepa Nayak P. accompanied the students.

VISIT TO VIDYA RATNA SEVASHRAM, DERALAKATTE



An extension activity was conducted at Vidya Ratna Sevashram, Deralakatte Mangalore on 14th February 2024. Faculty members Dr. Savitha Pereira, Mrs. Sumathi and Mr. Prashanth Kumar & Dr. Jomon Loanappan accompanied the students of II MBA B Section to visit the old age home. The students and faculty interacted with the staff and Aged People. Students entertained the old age people conducting games and enacting skits. On behalf of the institute fruits and snacks were distributed.

Extension activity in association with Indian Red Cross Society



As a part of extension activity, Jail Visit was conducted in association with Indian Red Cross society on 15th February, 2025. The students were made to understand the condition in which prisoners were punished and kept in jail. The superintendent of jail explained the students about the offensive acts jailors have committed and intensity of the punishments for different types of crimes committed. The students

were taken for a walk in the jail premises and the superintendent explained about various rules of conduct and protocol followed in the jail. 32 Students actively participated in the extension activity. Students conducted few activities for jailors and performed a skit which was moral and value based. The students were accompanied by 2 faculty members Mrs Ramya Shetty and Dr.Prameela Shetty.



**EXTENSION ACTIVITY CAMPAIGN "SHARING HOPE"**



An Extension Activity campaign called "Sharing Hope" was organized along with Rotary Club Manyata, Bengaluru and donations in kind were given to an NGO named Snehadeep in Kapikad, Mangaluru on May 21st, 2024. Faculty In-charge Mr. Dawn Prakash & Dr. Jomon Lonappan coordinated the campaign along with the first year MBA Students.

An Extension Activity campaign called "Sharing Hope" was organized along with Rotary Club Manyata, Bengaluru and donations in kind were given to an NGO named Better Life in Mannagudda, Mangaluru on May 22nd, 2024. Faculty In-charge Mr. Dawn Prakash coordinated the campaign along with the first year MBA Students.



An Extension Activity campaign called "Sharing Hope" was organized along with Rotary Club Manyata, Bengaluru and donations in kind were given to an NGO named Chethana Child Development Centre in Kodialbail, Mangaluru on May 23rd, 2024. Faculty In-charge Mr. Dawn Prakash coordinated the campaign along with the first year MBA Students.

A REPORT ON EXTENSION ACTIVITY 2023-24

“Creating Awareness on MCup for Women”



A campaign to sensitize local neighbourhood on “Creating Awareness on MCup for Women” was done on April 10th, 2024. This activity was done to create awareness about the benefits of using MCup for

women & also to sensitize the local women community on the benefits, myths of using MCup. Faculty In-charge Mr. Dawn Prakash coordinated the campaign along with the first year MBA Students.

“To Find out the Acceptance of MCup by Women in local neighbourhood”



A campaign to find out the acceptance and willingness of M-Cups by women in neighbourhood was done on June 5th 2024. Faculty In-charge Mr. Dawn Prakash coordinated the campaign along with the final year MBA Students.

## Details of Extension activity

Sl. No.	Name of Extension activity	Date
1	Extension activity at Bhagini Samaj	22/1/2024
2	Extension activity at Riya Foundation	13/2/2024
3	Extension activity - Visit to Vidya Ratna sevashram, Deralakatte	14/2/2024
4	Extension activity - Beach Cleaning activity at Tannir bavi Beach	14/2/2024
5	Extension activity - Visit to Mangalore Jail	15/2/2024
6	Swatch Bharath extension activity in Association with Ramakrishna Mission	10/3/2024
7	Extension activity on Awareness among first time voters	13/3/2024
8	Extension activity on Awareness on Voting Rights at Government first grade college, Haleyangadi, D.K	27/3/2024
9	Extension activity on Creating Awareness on Menstrual Cup among women.	10/4/2024
10	Extension activity in Association with Ramakrishna Mission & MRPL	12/5/2024
11	Extension activity in Association with Rotary Manyata - sharing Hope	21/5/2024 22/5/2024 23/5/2024
12	Extension activity on Creating Awareness on Acceptance & Willingness for use of Menstrual Cup by women in neighborhood	5/6/2024
13	Extension activity in Association with ACSA at Sanidhya Residential School	12/7/2024
14	Extension activity on Awareness on Life Skills & Time Management at Government First Grade College, Haleyangadi, D.K	30/8/2024
15	Extension activity on Alzheimer's Month Inauguration	2/9/2024
16	Extension activity in Association with Tecnovoganza -4.0, Digital Economy Mission, Yeyyadi	23/10/2024
17	Extension activity in Association with Tecnovoganza -4.0 , Digital Economy Mission, TMA Pai Convention Centre	24/10/2024
18	Extension activity in Association with Mangalore Runners Club at Mangala Stadium	10/11/2024

### NATIONAL GIRL CHILD DAY CELEBRATION



On the occasion of national Girl Child Day, Women Empowerment Cell organized a poster making competition on the theme 'Empowering Girls for a Brighter Tomorrow'. 14 teams participated in the same and submitted their E Poster through mail, which were

judged by Dr. Harshitha K and Dr. Shaini Naveen based on the criteria's set by the cell. Three (3) teams were selected for prizes, based on the judges selection. Ms. Shravana and Ms. Ramitha of 2nd MBA coordinated the program.

### INTERNATIONAL WOMEN'S DAY CELEBRATION



Institutes Women Empowerment Cell Organized 'International Women's Day', on 8th March 2024, in the conference Hall. Ms. Shravana and Ms. Ramitha of 2nd MBA being the student coordinators of Women empowerment Cell organized the celebration in coordination with the Male students of 1st MBA. Men of the institute compeered the program, invocation, message to women folks and conducting few games for their women classmates. Everyone actively participated in the same and enjoyed the same.



**BEACH CLEANING IN ASSOCIATION WITH YOUTH RED CROSS UNIT**



The Institute in association with Youth Red Cross Unit organized a Beach Cleaning activity on 14th February 2024 at Tannir -Bhavi Beach. 25 students were accompanied by 3 faculty members Mrs,Ramya Shetty, Dr.Prameela Shetty and Dr.Shaini Naveen. The students were taken to the tree park and a cleanliness drive was organized.Students actively participated in



the cleanliness drive both at the tree park and beach . They pooled all the wet waste and dry waste and made the surroundings of the tree park and beach clean. This activity was conducted with the intent to raise awareness among students and make them a socially responsible citizen and thereby develop societal concern.

**EMPOWERING WOMEN: NURTURING MINDS: PRIORITIZING MENTAL HEALTH**

The institute in association with Indian Red Cross Society organised International Women’s Day 2024 on the title “Empowering women: Nurturing minds: Prioritizing mental health” on 16th march, 2024. The session was inaugurated by CA Shantharam Shetty, Chairman Indian Red Cross Society. Dr. Shashikala Gurupur, Director of Symbiosis Law School and Former member of Law commission of India was the



Chief Guest and the Key note speaker, Dr. Seema S Shenoy, presided over the function, Dr. Sumana Bolar, Director, Women and Child Safety Sub-committee, IRCS, DK, Mr. Sanjay Shetty, Secretary, Indian Red Cross Society, DK were the Guest of Honours. On the occasion the inaugurator gave an insight on how women excel in all the fields and how important it is to empower women in all walks of life and the Key note speaker gave more highlights on Laws and Legislations in place for protection , rights and other provisions for the benefit of women and also gave some views on how women should be empowered in the country. The Director of the Institute Dr.Seema S Shenoy gave away the presidential remarks, Mrs.Ramya Shetty,program officer welcomed the gathering and Dr,Harshitha K Compered the programme.



On the eve of women’s day few women who have been extensively contributing selflessly towards the upbringing of the society in Mnagalore City are

acknowledged and awarded. Hence in the best interest in recognition of their service SDM PG Centre and Indian Red Cross Society jointly considers 4 Women as the recipient of MAHILA SEWA AWARD 2024 . The recipients of Mahila Sewa Award:

- Mrs. Suma R Nayak, Animal Care Trust and Social Service
- Ms. Sathyavathi, Reporter, and Social Service
- Mrs. Vijayalakshmi, Volunteer, Ramakrishna Mission, Mangalore
- Mrs. Asha, Primary Health Care Officer, Government Hospital, Mangalore

**PANEL DISCUSSION**

There was a panel discussion for which women were brought to one platform hailing from distinguished avenues . The panel experts for panel discussion were Smt. Najma Farooqi, ACP Traffic, Mangalore Traffic, Mangaluru City who shared her expertise on examining

the Psychological Effects of Crime on Women” .Dr Malini Hebbar, Principal, Swastika National Business School was one of the panellist who spoke about Pages of Resilience :Exploring women’s Mental Health through Literature”, Dr. Aruna Yadiyal, Professor and Unit Head, Fr. Mullers Medical College gave insight to audience on Nurturing Wellness :The importance of counselling and Mental Health support for women, Ms. Gaana Bhat, Actress and Entrepreneur, EDI Vibrant .Sustainable, You, shared her very own life experience and spoke about the significance of self motivation. The panel discussion was moderated by Ms. Divyashree Gatti, Talent Engagement Specialist ,GlowTouch Technologies.



**ORGAN DONATION**

Organ Donation offers a second chance at life to people who have life threatening diseases," said Dr. B. Sachidananda Rai Consultant Orthopedic & Joint Replacement Surgeon who was the resource person on the occasion. Students at the institute celebrated World Red Cross Day on 08 May, 2024. Dr. Rai created awareness on Organ Donation and described the various organs that may be donated. He spoke on the

need for creating awareness about donating organs (both living & deceased). He also urged the students to pledge their organs for donations and inform their parents and relatives about such intentions to donate, so that it becomes easy to convince their relatives to carry out the donations, at the time of death of the individual. State Organ & Tissue Transplant representative Miss. Padma was also present on the



occasion and she briefed about the role played by the organization in convincing the people to donate organs as it is the most important form of donation. Mrs. Deepa Nayak P. Faculty Coordinator of NIF & Mrs. Ramya Shetty Faculty Coordinator of YRC Unit coordinated the program.

**BLOOD DONATION CAMP**



Blood Donation camp was organised by the Red Cross unit of the institute on 20th July 2024 in association with Indian Red Cross society. Mr Praveen Kumar, IRCS, District Coordinator ,Dakshina Kananda District was the chief guest for the programme. The team of

health officials from Wenlock had visited the institute for coordinating the camp. 70 students had registered their names of which 51 students were eligible for donating blood.

**HEALING THROUGH MOVEMENT : THE THERAPEUTIC BENEFIT OF DANCE FOR WOMEN**



The institute in association with Youth Red Cross Unit of the institute organises “Healing through Movement : The therapeutic benefit of dance for women” to the female students of 1st year MBA on 30th December 2024 . The resource person for the programme was Dr.Priya D Alva, Swasthayana Dance Academy and Assistant Professor ,Department of Medical Biochemistry, K S Hegde Medical College. The session

started with orientation to students on why dance movements are necessary in life and health benefits associated with dance therapy followed by warm up session and dance. Students participated actively and energised themselves on the dance floor. The programme was presided by Dr.Seema S Shenoy, Director ,SDM PG Centre and coordinated by Mrs Ramya Shetty. Ms Neha compered the programme .

### WORKSHOPS HELD UNDER CORPORATE CLUB

Sl. No.	Date	Topic	Resource Person
1.	26.12.2023	Self Esteem, Fear, Stress and Personality Development	Ms. Sanjana Kamath & Team, St. Agnes PG Centre, Mangalore.
2.	26.12.2023	Entry level Career Opportunities in Business Functions	Mr. Varun Shenoy, Managing Partner, Learning and Development Function, Blue Bird Data Solutions, Mangalore.
3.	19.02.2024	A Journey from Campus to Corporate	Prof. Ronald Pinto, Director, Institute for Individual Development, Mangalore.
4.	26.02.2024	Daily Dermatology: Insights for Youthful and Healthy Skin	Dr. Altea Valeen Pinto, Senior resident, Kasturba Medical College Mangalore.
5.	18.03.2024	Budget Terminologies	CA S. S. Nayak, Past Chairman, ICAI, Mangalore.
6.	25.03.2024	Road Map for Start-ups in the present Era	Mr. Joel Michael Rebello, Founder, Dream box Services Pvt. Ltd.
7.	01.04.2024	Nutrition in Prevention of Cancer	Dr. M. S. Baliga, Senior Radiobiologist and Research Head, Mangalore Institute of Oncology.
8.	13.04.2024	Prevention of sexual harassment - Training session	Ms. Preetham Kamath, Behavioral Trainer & Counsellor.
9.	22.04.2024	Developing Writing Skills	Mr. Stany D'Souza, Graphologist.
10.	29.04.2024	Journey of a young Woman Entrepreneur	Mrs. Radhika Deemanath Suvarna Centre Director for Study Metro Mangalore.
11.	06.05.2024	Management Lessons of Swami Vivekananda for Youths	Mr. Ranjan Bellipady, Coordinator Ramakrishna Mission, Mangaluru
12.	20.05.2024	A Success Story of Automotive Business Management	Dr. Prakash Kamath, General Manager (Retd.) Mahindra & Mahindra.
13.	06.06.2024	NSE Academy Courses and Career Opportunities	Mr. Raghavendra, Deputy Manager, NSE Academy Ltd.
14.	22.07.2024	Role of Artificial Intelligence in Modern Business World	Mrs. Yashmitha, Senior Project Manager Cloudslab Inc.
15.	10.08.2024	Leveraging MBA journey: How Your Experience Can Shape Your Professional Success	Mr. Nishal Fayaz Saheb, HR Business Partner Alwantania International Holdings Qatar
16.	10.09.2024	Certificate Programme in Banking, Finance and Insurance	Ms. Rashmi Mansukhani, Project Manager Walchand Plus
17.	30.09.2024	AI and its role in Modern Business	Dr. Rakesh Kumar B, Associate Professor, St.Aloysius Deemed to be University

# DETAILS OF WORKSHOPS



## ALUMNI MEET



The Alumni Meet was conducted on 23rd December 2023. The Alumni who have settled in corporate companies, settled as entrepreneurs and across the globe gave an insight to the current batch of students on various growth prospects. The alumni also agreed to help out the current batch of students with internship opportunities and placement opportunities. The students also expressed their gratitude to their Alma mater for providing platform to groom themselves during their college days because of which they were able to scale greater heights. Good number of students actively participated in the meet.

## WORKSHOP ON SOFT SKILLS FOR MANAGERS



The institute organised a workshop under the Alumni Forum on the topic "Soft Skills for Managers" on 06/11/2024. The resource person for the workshop was Mr. Sagar Srinivas, Assistant Professor at Srinivas University. The resource speaker highlighted the skill set required by the students while entering the corporate world and how to groom themselves personally and professionally to scale higher heights in their life. The speaker also highlighted on various etiquettes and employability skills required by the students. The resource person gave in depth insight on probable questions for interviews and the answer to those questions. The students clarified lot of doubts regarding the employability skills required to enter the corporate world

## STUDENT TEACHER ACTIVITY

In order to encourage students to become active members of the class and to enhance the knowledge levels, Student Teacher activity was scheduled from 29th July to 2nd August 2024. This activity helped to increase the interest, Knowledge and Teamwork among the students. Student Teachers have used interactive teaching pedagogies to facilitate Knowledge sharing and also used interactive teaching strategies to facilitate the learning process. Interested students from each class are given an opportunity to become a student teacher. In this

activity the students took the role as teachers and conducted classes for their colleagues and juniors.





STUDENT TEACHER ACTIVITY - JULY/ AUGUST -2024

Sl. No.	Date	Faculty In-Charge	Student Teacher Name
1	02-08-2024	Mr. Prashanth	Ms. Rakshitha
2	02-08-2024	Mrs. Sumathi	Ms. Deeksha
3	01-08-2024	Mrs. Deepa Nayak	Ms. Tanya Tangamma
4	01-08-2024	Dr. Jomon Lonappan	Mr. Chethan Shetty
5	01-08-2024	Dr. Prameela S Shetty	Mr. Melrif Dsouza
6	01-08-2024	Dr. Savitha Pereira	Ms. Nishel Dsouza
7	31-07-2024	Dr. Jomon Lonappan	Ms. Javeria
8	31-07-2024	Dr. Shaini Naveen	Ms. C.K. Nivya & Ms. Dhanya Rai
9	31-07-2024	Mrs. Deepa Nayak	Ms. Prathiksha Kunder
10	31-07-2024	Mrs. Ramya Shetty	Ms. Namitha Kamath
11	29-07-2024	Dr. Harshitha K	Ms. Prarthana N
12	29-07-2024	Mr. Dawn Prakash	Ms. Sonali
13	29-07-2024	Mr. Dawn Prakash	Ms. Srujani
14	01-08-2024	Dr. Savitha Pereira	Ms. Shravana

**FACTORY VISIT**



The institute organized a factory visit to the students of 1st year MBA on 20th September 2024. The students were taken to Sridevi Cashew industries at Bajagoli near Karkala. Students got an opportunity to learn and understand the cashew processing and packaging. Students got an opportunity to stay updated with the latest advancements in the area of Industry.

The students also visited Mangala recovery facility (MRF) plant where they were keen on learning about

**INDUSTRIAL TOUR**

The anticipation crackled in the air, a vibrant mix of nervous energy and thrilling possibility. With a backpack full of dreams and a heart brimming with curiosity, we stepped onto the path leading to the start of my college trip. Everywhere I looked, new experiences beckoned – imposing buildings whispered of knowledge, bustling courtyards promised vibrant student life, and the crisp autumn breeze carried the echo of a thousand untold stories. This wasn't just a visit, it was a glimpse into a future bursting with potential, and I couldn't wait to explore it all.



the waste segregation and significance of segregating waste in each household. The students made a clear observation on how dry waste were segregated and crushed using the machines and tried to understand the purpose and concept of recycling the dry waste.

The students were also taken on a visit to BASF - A Multinational Chemical company that creates Chemistry for a sustainable future. The HR head of BASF gave an orientation to students on how various department of the company functions. Groups were formed among students and students prepared a detailed report on experiences they had on their visit to factory. The students were accompanied by faculty members Mrs.Ramya Shetty, Dr.Harshitha K, Dr.Jomon Lonappan and Dr. Savitha Pereira

The industrial tour was organised from 22 Nd May to 25th May, 2024. The faculties Dr. Shaini Naveen and Mrs. Ramya Shetty accompanied 47 students for three nights and four days tour package to Kochi-Alleppey and Munnar which was organised by Travas India Holidays. Two industries will be visited during the tour.

We departed on 21st May night and we were back on 26th May, morning. The tour package was of Rs.7500 per student for the same which was inclusive of travel, food and accommodation.

### Day 1: Kochi

Our industrial visit began with a trip to Kerala Argo Machinery Company Ltd (KAMCO). At present, KAMCO has five units located at Athani and Kalamassery in Ernakulam District, at Kanjikode in Palakkad District, at Mala in Trichur dist. and at Valiyavelicham in Kannur District. With the present work force KAMCO can produce 8400 Power Tillers & 1200 Power Reapers per annum.

In the afternoon, we embarked on a scenic marine drive cruise along the backwaters of Kochi. The serene environment and picturesque views were a refreshing change, allowing us to relax and enjoy the natural beauty of the area. As the sun set, we concluded our day with a visit to Lulu Mall, one of the largest shopping malls in India. The mall offered a variety of shopping, dining, and entertainment options, making it a fun and enjoyable end to our day. We then retired to our accommodations in Kochi, excited for the days ahead.

### Day 2: Kochi to Alleppey

The second day of our trip took us from Kochi to Alleppey, renowned for its enchanting backwaters. We spent the day on a traditional houseboat, which was a unique and delightful experience. Cruising through the tranquil waters, we were surrounded by lush greenery, charming villages, and an array of wildlife. The houseboat provided comfortable amenities and delicious local cuisine, making our day on the water both relaxing and memorable.

### Day 3: Alleppey to Munnar

On the third day, we travelled to Munnar, a picturesque hill station known for its stunning landscapes. Our day was packed with adventurous activities and



safari that took us through rugged terrain and offered spectacular views of the hills and valleys. Following this, we visited several natural attractions including beautiful waterfalls, a hanging bridge, Ponmudi Dam, and Nadu Kani View Point. Each location offered unique vistas and opportunities for exploration. After an exciting day, we settled in for the night at our hotel in Munnar, eager to continue our adventures the next day.

### Day 4: Munnar Sightseeing and Departure

Our final day in Munnar was dedicated to sightseeing. We started at the Rose Garden, where we admired a stunning variety of flowers and plants. Next, we visited Eco Point, a serene spot offering stunning views and a chance to experience the area's natural beauty. We then toured the Kanan Devan Hills Plantations Company Limited, learning about the tea production process and the region's rich history. The day concluded with a visit to Munnar's scenic spots before we departed for Mangalore.

### Experience Notes

This industrial visit was a perfect blend of education and recreation. The insightful visit to KAMCO expanded our understanding of industrial processes and sustainable practices. The leisure activities, such as the serene backwater cruise in Kochi, the unique houseboat experience in Alleppey, and the adventurous Jeep safari in Munnar, added an element of fun and relaxation. The diverse itinerary kept our group engaged and excited throughout the trip. Overall, it was a wonderfully enriching experience that provided valuable learning opportunities alongside unforgettable memories.

### WORKSHOP ON “RESUME WRITING”

A workshop on “Resume Writing” was organized for the students of II MBA under Training and Placement Cell



on 26th December, 2023. The resource person was Ms. Vidya Shenoy who is the Certified PoSH Trainer. She spoke about the ‘must haves’ in the resume and also highlighted on what points should be kept in mind while writing a resume. She shared her experience of volunteering, social networking, etc and told the students that they should become people’s person. The students actively participated in the workshop by interacting with the speaker. The workshop was organized by the faculty coordinator Dr. Shaini Naveen.

### WORKSHOP ON “CORPORATE ETIQUETTE AND PERSONAL GROOMING”

A workshop on “Corporate Etiquette and Personal Grooming” was organized for the students of II MBA under Training and Placement Cell on 27th December,



2023 in Conference hall from 10.00 am to 1.00pm. The resource person was Ms. Preetham Kamath who is the Behavioural Trainer and Counselor. She organized many activities for the students to make them understand the importance of personal grooming. She also shared her experience about the corporate world and stressed on the importance of social networking skills in the current scenario. The students enthusiastically participated in the activities organized by the resource person. The workshop was organized by the faculty coordinator Dr. Shaini Naveen.

### WORKSHOP ON APTITUDE TRAINING FOR PLACEMENTS

Training and Placement Cell organized two days workshop on Aptitude Training for Placements on 4th



and 5th January 2024 for the students of II MBA. Mr. Steevan Robert Tellis, Associate Professor, Srinivas Institute of Technology and Mr. Manikumar M, Professional Trainer were the resource persons. They conducted sessions on varied concepts including puzzles and non-verbal reasoning, direction sense, blood relations, ratio and proportions, percentage, artificial language, etc. They have also conducted two online tests at the end of both the days’ sessions and effectively handled the doubts raised by the students.

### WORKSHOP ON “INTERVIEW INTERFACES”

A workshop on “Interview interfaces” was organized for the students of II MBA under Training and Placement Cell on 25th January, 2024 in Conference hall from 9.00 am to 1.00pm. The resource persons were Mr.Naveen L N, Assistant General Manager, IDBI Bank and Dr. Malini Hebbar, Principal, Swastika



National Business School. Mr. Naveen L.N shared his experience about the corporate world and also gave feedback on how the students should prepare and update themselves to the current scenario. Dr. Malini Hebbar spoke on the effect of soft skills and gave tips to students on personal grooming. Mock interview was conducted by the resource persons to randomly selected ten students and feedback was given by four observers selected from the student group. The resource persons have actively interacted with the students and gave their comments. The students enthusiastically participated in the workshop by clarifying their questions on interview skills. The workshop was organized by the faculty coordinator Dr. Shaini Naveen.

### SEMINAR ON ‘CAREER IN BANKING/GOVERNMENT SECTOR JOBS’

A Seminar on ‘CAREER IN BANKING/GOVERNMENT SECTOR JOBS’ was organized for the students of II MBA



under Training and Placement Cell on 30th January, 2024 at 10.00 pm in Conference hall. The resource person was Mr.Ashith Poojary, Manager, TIME institute, Mangalore. He gave the orientation to students on the importance of applying for government sector jobs and banks. The students participated in the seminar and showed their interest by interacting with the speaker. The seminar was organized by the faculty coordinator Dr.Shaini Naveen.

### WORKSHOP ON “FUNDAMENTAL OF INSURANCE DOMAIN- BUSINESS ANALYSIS

A workshop on “FUNDAMENTAL OF INSURANCE DOMAIN- BUSINESS ANALYSIS” was organized for the students of II MBA under Training and Placement Cell



on 25th March, 2024 in Conference hall from 2.00 pm to 4.00pm. The resource person was Mr. Venkatesh Bhat KM who is the Branch Development Partner(BDP) in Edelweiss Tokio Life insurance Company Ltd,Mangalore. He spoke on the fundamentals of insurance and gave brief insight on general insurance.He had actively interacted with the students and answered the questions related to insurance sector. The workshop was organized by the faculty coordinator Dr. Shaini Naveen.

WORKSHOP ON BENEFITS OF PURSUING A CAREER IN TALENT ACQUISITION



A workshop was organized for II MBA students on the topic "Benefits of Pursuing a Career in Talent Acquisition" on 14th May, 2024 from 12-1pm by the technical recruiters of People Gamut, Mangalore. Len Mohan Fernandes, senior technical recruiter, Mirfath Zainab and Glennis Sumitra were the speakers for the session. The students actively participated and interacted with the speakers during the session. The workshop was organised by Dr. Shaini Naveen.

PLACEMENT COMPANIES VISITED FOR CAMPUS RECRUITMENT



### CULTURAL FORUM

The institutes cultural club organised several competitions like Rangoli, Collage, Quiz, Dance, Cooking without fire, Photography competitions and on the occasion of traditional day - Best dressed male, female and group for this academic year 2023-2024.



Rangoli Competition



Cooking without Fire



Dance Competition

Collage Competition



Photography Competition

**FRESHERS DAY**

Freshers Day was organized on 21st February, 2024 in the College Auditorium. II MBA students organized fun & games to welcome the I MBA students at the institute. II MBA students also gave some beautiful dance performances to some trending Bollywood

songs and entertained the I MBA students. The students got to mingle with each other and shed inhibitions as they participated together in all activities.



**TRADITIONAL DAY CELEBRATION**

Traditional Day Celebration was organized for all the MBA students on 27th July, 2024 in the conference hall. Competitions were organized for students. Both individual and group events were organized for Best dressed students. Students participated in these competitions by coming dressed in traditional clothes and also walked the ramp in order to participate in the

competition. Mr. Poovanna from I MBA 'B', won the Best Dressed Male award and Ms. Diya from II MBA 'A' won the Best Dressed Female award. Ms. Neha and team from II MBA won the Best Dressed Group (Female) award, while Best Dressed Group (Male) Award was bagged by Mr. Kowshik & team from I MBA. Several spot games were organized for the students.



DANDIYA NIGHT



Dandiya Night was organized on 21st February, 2024 in the College Auditorium. Students dressed in colorful costumes, grooved to the music and enjoyed a night of dhol & dandiya sticks. Though the dance is performed during the time of Navrathri festival, MBA students at the institute twirled with vibrant spirit, on this evening.

FAREWELL PROGRAM FOR II MBA STUDENTS



Farewell/Send-off of final MBA students was organized on 21st September, 2024 in the College Auditorium. I MBA students organized fun & games to make it a memorable day for II MBA students who were

leaving the institute. I MBA students also gave some beautiful dance performances to some trending Bollywood songs and entertained the II MBA students. The students participated together in all activities.

**CULTURAL CLUB COMPETITIONS – WINNERS LIST**  
**DANCE COMPETITION – 22-07-2024**

Sl. No.	Class	Prize
1	II MBA 'A'	I
2	I MBA 'A'	II

**RANGOLI COMPETITION – 23-07-2024**

Sl. No.	Participants Names	Class	Prize
1.	Keerthana, Deepika, Gladson, Bhavana	II MBA 'A'	I
2.	Dhanyashree, Deeksha Y. Salian, Aishwarya, Swathi M.	II MBA 'A'	I
3.	Chaithra, Karthika, Lavanya, Vidya	I MBA 'B'	II
4.	Anwith, Yashwanth, Likith, Chinmaya	II MBA 'B'	III

**COOKING WITHOUT FIRE COMPETITION – 24-07-2024**

Sl. No.	Participants Names	Class	Prize
1.	Rashied, Jasil, Anwith, Ishika	I MBA 'B'	I
2.	Nihaal, Naresh, Subrajit, Jithesh	I MBA 'B'	II
3.	Aishwarya, Dhanya, Deeksha, Swathi M.	II MBA 'A'	III

**COLLAGE COMPETITION – 30-07-2024**

Sl. No.	Participants Names	Class	Prize
1.	Chaithra, Karthika, Lavanya, Shreelatha	I MBA 'B'	I
2.	Nihaal, Ishika, Saquib, Akshatha	I MBA 'B'	II
3.	Jasil, Rashied, Anwith, Divyashree	II MBA 'B'	III

**HEALTH AND HAPPINESS PROGRAMME**



IQAC of the institute in association with Art of Living Organisation conducted Health and Happiness, Meditation and Breathwork Programme for I MBA students in the conference hall on 30th August 2024. Mr.Sahas Rai, Faculty of Art of Living, Bangalore,



addressed the students on Meditation and its importance. Ms.Sakshi Shetty and Mr.Saiheel Rai volunteers of Art of Living were also present.Faculty coordinator Dr. Prameela S Shetty and the Director of the institute Dr. Seema S. Shenoy were present during the occasion.

**FACULTY ENRICHMENT PROGRAMME ON “TEAM WORK”**



IQAC of the institute organised a Faculty Enrichment Programme for the teaching and non-teaching staff of the institute on 5th September 2024 on account of Teachers Day Celebration. Mr. Dawn Prakash, Assistant Professor of the institute was the resource



person. He conducted various fun activities which promoted Team work. All the teaching and non-teaching faculty of the institute actively participated in all the activities.

**FACULTY DEVELOPMENT PROGRAM ON WELLNESS THROUGH YOGA**



IQAC of the institute organized a Faculty Development Programme on Wellness through Yoga on 10th June 2024 in the conference hall. The teaching and Non-teaching staff of the institute participated in the workshop. District Rajyotsava Awardee and

Yogarathna Shri Gopalakrishna Delampady along with his disciples Suma and Subhadra trained the faculty members in few asanas for health. Shri Delampady gave an insight into Yoga and health and also mentioned about Mudras which could be useful to us.

**PROFESSIONAL DEVELOPMENT PROGRAMME ON THE THEME  
"A JOURNEY TOWARDS FRUITFUL AND PRODUCTIVE TEAMWORK"**



A Professional Development Programme was organised for the teaching and support staff of the institute by IQAC of the Institute on 6th October 2023. Resource Person was the internal faculty Mr. Dawn Prakash, Assistant Professor at the institute. He



conducted many games to depict teamwork. All the employees very actively involved in the activities conducted.

### SHRESHTA 2024 – NATIONAL LEVEL INTERCOLLEGIATE MANAGEMENT, CULTURAL AND SPORTS FEST

The institute organized All-India level inter collegiate management, cultural and sports fest ‘Shreshta 2024’ with a theme ‘ASTROVISTA’ for Undergraduate and Post graduate students on the 20th and 21st August 2024.

SHRESHTA-2024 was inaugurated by chief guest, Captain Brijesh Chowta, Honourable Member of Parliament. The alumni guest was Ms.Nihala Ahamed, Senior Product Manager- Chalhoub group, Dubai.

Over 35 colleges participated in the event. Mr.Krishna Kumar PP Managing Director of Edusphere Overseas

and Mr.N Dinesh Kumar, MD Bhumika Granites and Dr.Deepthi Shetty, Associate Professor, VTU, Belagavi were the guests.

NITK Surathkal won the Overalls Trophy and Runner up Trophy was bagged by Alvas College. Director Dr. Seema S. Shenoy and the Faculty coordinator Dr.Prameela S Shetty, Associate Professor, Student coordinators Ms.Sonali and Mr.Manish Bangera were present during the occasion.



# SHRESHTA 2024 - A FLAGSHIP EVENT



## Annual Sports Meet- 2024

SDM MBA Sports Club organized its "Annual Sports Meet- 2024" on 7th March 2024 at Perfect Pass Falnir, Mangalore. The Sports meet was inaugurated by Director, Dr. Seema S Shenoy. she motivated the students to take part in sports activities as it helps in overall wellbeing of the students. On this Occasion Special Invitee & Sports achiever Ms. Varsha Vijay was Felicitated by Director Dr. Seema S shenoy for her Outstanding achievements in sports such as Gold Medal in Inter University 4X100 Relay, Gold Medal in All India 4X100 Relay, Silver Medal in Kelho India 4X100 Meter Relay, Gold Medal in South west Zone 4X100 Meter Relay, Silver Medal in All India Inter University

Competition, Bronze Medal Junior National 4X100 Meter Relay. Mr. Chethan Shetty, student Coordinator welcomed the gathering and Mr. Gladson the student Coordinator delivered the vote of thanks. Mr. Prashanth Kumar, Faculty in Charge of SDM MBA Sports Club, Mr. Sudarshan, Physical Education Director, SDMCBM, all students Teaching & Non-Teaching staff were present during the Inauguration session.

The Inauguration was followed by Interclass Football Competition for Boys, Interclass Shuttle Badminton Competition for Boys & Girls ,Interclass Lagori Competition Girls.



**INAUGURATION OF INDOOR SPORTS EVENTS**

SDM MBA Sports Club organized its "Inauguration of Interclass Indoor Sports Events" on 18/7/2024 for 1st and 2nd MBA students. The Indoor Sports events was inaugurated by Director, Dr. Seema S Shenoy. Mr. Chethan Shetty, student Coordinator welcomed the gathering and Mr. Gladson the student Coordinator

delivered the vote of thanks. Mr. Prashanth Kumar, Faculty in Charge of SDM MBA Sports Club, all students, Teaching staff were present during the Inauguration. The Inauguration was followed by Interclass Carrom, Chess, BGMI & Table Tennis Competition for Boys & Girls.



**OUTDOOR SPORTS EVENTS**



## MANGALORE UNIVERSITY INTER- COLLEGIATE WEIGHT LIFTING CHAMPIONSHIP 2023-24

SDM P.G Centre in association with SDMCBM & Department of Physical Education, Mangalore University jointly Organised "Mangalore University Inter- Collegiate Weight lifting championship for Men & Women 2023-24" on 18 & 19th of March 2024. Dr. B Sadashiva Bhat, Former Principal, Basudev Somani College, Mysore was the chief guest and the Inaugurator of the event. Mr. Gururaj, Elalavya Awardee was the guest of Honour. Dr. Seema S Shenoy, Director, SDM P.G Centre, Prof. Aruna Kamath, Principal SDMCBM, Mangalore, Mr. Sudarshan, Physical Education Director, SDMCBM the were present during

the Inauguration. The Inauguration was followed by Inter- Collegiate Weight lifting championship for Men & Women. The competition was concluded on 19th March 2024. Valedictory Ceremony was Presided by Dr. Seema S Shenoy, Director, Mr. Premnath Physical Education Director, Swami Vivekanda P.U College, was the Chief guest. Prof. Aruna Kamath, Principal SDMCBM, Mangalore, Mr. Sudarshan, Physical Education Director, SDMCBM the were present during Valedictory. Prizes were distributed to the winners of the Championship by the Chief Guest.



Mangaluru, KA, India



Mangaluru, KA, India  
Mahatma Gandhi Road, Kodiabali, Mangaluru,  
575003, KA, India  
Lat 12.879328, Long 74.841096  
03/18/2024 11:13 GMT+05:30



Mangaluru, KA, India  
Mahatma Gandhi Road, Kodiabali, Mangaluru,  
575003, KA, India  
Lat 12.879379, Long 74.841134

### SPECIAL ACHIEVEMENT BY STUDENT

Secured second place in the 120+Kg- Junior in the national Men's Equipped Bench Press Championship 2023 held at Bengaluru from 22-11-2023 to 26-11-2023 organised by Powerlifting India affiliated to International Powerlifting Federation, Asian Powerlifting Federation and Commonwealth Powerlifting Federation



MR. PRATHVI P. KUMAR. II MBA

### INVESTOR AWARENESS PROGRAMME

Investor Awareness Programme was organized by the Finance Forum of the institute in association with HDFC Mutual Fund on 11th March 2024. Dr. Balaji Rao DG, Co founder and Director OSAT Knowledge Private Limited and Mr. Ravish KB from Life Time Asset Management Services were the resource persons.

They explained about the importance of Investment and the working of Mutual Funds and its functioning in terms of wealth maximization of the investors. II MBA Financial Management students participated actively in the Programme.



### BUDGET ANALYSIS COMPETITION 2024

The Finance Forum of the institute organized an interclass union budget analysis competition on 12th February 2024. CA Vinayak Pai K, Proprietor, K V Pai & Co., Chartered Accountants, Mangalore and CA Vrinda Konnar, Proprietor, Konnar & Co., Chartered

Accountants, Mangalore were the judges for the same. 15 groups of students actively participated in the competition. The winners were awarded with attractive prizes. Mrs. Sumathi, coordinated the Programme



**EXTERNAL FEST**
**PARTICIPATION IN EXTERNAL FEST**

Sl. No.	Event Name	Event	Event Host Name & Place Level	No. of Students	Result Participated
1.	Isira (16th & 17th Feb. 2024)	State	SDM Law College, Mangalore	31	Reels Making - II Place Abhishek Alva
2.	Bizwaves (01st & 02nd March, 2024)	National	NITK, Surathkal	11	-
3.	Accolade - Battle of Brains (04th March, 2024)	National	Centre for Management Studies, Kannur University.	31	Best Finance Team - II Place Best Marketing Team - II Place Best Management Team - II Place
4.	Elixir - 2024 (07th March, 2024)	National	A.J. Institute of Management	12	Best Management Team - I Place
5.	Ryla - 24 (09th & 10th March, 2024)	State	Rotary Club of Mysore Midtown	03	Leadership Development Programme
6.	HR Ecosystem: Changing Paradigms (13th March, 2024)	District	MSNM & NIPM, Mangalore	10	HR Conclave - 2024
7.	Jhenkar - Season 5 (14th & 15th March, 2024)	National	Post Graduate Centre, SDM College, Ujire	27	-
8.	Zephyr (26th & 27th March, 2024)	National	St. Joseph Engineering College, Mangalore	37	OVERALL CHAMPIONSHIP
9.	Magma - 2024 (27th & 28th March, 2024)	National	Institute of Management & Commerce, Srinivas University, Mangalore	20	HR event - I Place Vineetha Pai & Priyanka Kotian
10.	Aakar (5th & 6th May 2024)	National	AJ Institute of Engineering & Technology, Mangalore	18	Reels Making - I Place Deevan P.S., Shree Raksha Mukund Kumar
11.	Aakrithi - 2024 (10th & 11th May, 2024)	National	Canara Engineering College, Mangalore	31	Tug of War - II Place Gully Cricket - II Place
12.	Crossroads - 2024 (23rd & 24th May, 2024)	National	Dept. of MBA, Mangalore University	13	Reels Making - I Place Deevan P.S. Mukund Kumar
13.	Samshodhana - Paper Presentation Competition	State	Centre for Post Graduate Studies in Commerce, Canara College.	10	Manish & Sonali - II Place Yashwanth & Deeksha - II Place
14.	Magnum - 2024 (06th & 07th June, 2024)	National	Dept. of Commerce, Mangalore University	13	HR - I Place Ms. Nishel D'souza Ms. Prarthana N.
15.	Agnesia - 2024 (03rd & 04th October, 2024)	National	St. Agnes College (Autonomous)	15	-

**INTERNAL MANAGEMENT FEST  
SPARKVISTA  
PRIZE LIST**

Sl. No.	PARTICIPANT NAMES	CLASS	PRIZE
<b>BEST MANAGER COMPETITION</b>			
1.	Ms. Prathiksha Kundar	II MBA (A)	I
<b>HUMAN RESOURCE MANAGEMENT</b>			
2.	Ms. Priyanka Mr. Pramod	I MBA (A)	I
3	Ms. Nishel Ms. Prarthana	II MBA (B)	II
<b>MARKETING MANAGEMENT</b>			
4	Mr. Shreyas Mr. Manish Bangera	I MBA (A)	I
5	Mr. Yashwanth Mr. Anwith	II MBA (B)	II
<b>MARKETING MANAGEMENT</b>			
6	Mr. Gladson D'Souza Mr. Sahil Y. Puthran	II MBA (A)	I
7	Ms. Ranjitha Ramesh Bhat Ms. Vanishri	I MBA (A)	II



RAKSHITH HEGDE  
I MBA (A)



NIKHITHA NAIK  
I MBA (A)



**WORKSHOPS ON RESEARCH METHODOLOGY**

The Research Cell organized a workshop on **“Crafting Robust Research Designs for Academic Research”** on June 3<sup>rd</sup> 2024 from 9am to 1pm for the II MBA students. The resource person for the workshop was Dr.Avinash, Assistant Professor, MPM, Karkala. Various types of research designs were discussed with the students to give them an idea for developing research design for their research projects. It also organized a workshop on **“Basic Econometric Analysis”** on July 1<sup>st</sup> 2024 from 2pm to 4pm for the II MBA students. The resource person for the workshop was Dr.Avinash, Assistant Professor, Manjunatha Pai Memorial Government First Grade College of Professional and Business Management, Karkala. Hands on session on secondary data analysis and hypothesis testing using statistical and econometric tools was conducted. Dr. Shaini Naveen, Assistant Professor organised the workshop for the benefit of the students using secondary data for their projects.

The Research Cell organized a workshop on **“Data Analysis using Jamovi”** on June 14<sup>th</sup>, 2024 from 10am to 1pm for the II MBA students. The resource person for the workshop was Dr.Vrinda Acharya, Assistant Professor, MAHE, Manipal. Hands on session on data analysis and hypothesis testing using statistical tools was conducted using Jamovi software which is applied by the students for their research projects.



NIKHITHA NAIK - I MBA (A)

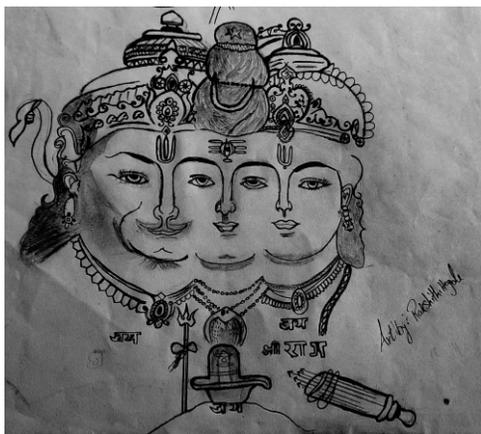


VAISHNAVI - I MBA (A)

### SDM MBA RESEARCH CENTRE DETAILS

LIST OF RECOGNIZED RESEARCH GUIDES IN MANAGEMENT  
AND  
LIST OF CANDIDATES REGISTERED FOR PH.D IN 2023-24

SL. NO.	NAME OF THE CANDIDATE	PRESENT TEACHING COLLEGE ADDRESS	GUIDE NAME
1.	Mrs. Shwetha Y.	SDM College of Business Management, Kodialbail, Mangaluru.	Dr. Seema S. Shenoy
2.	Mrs. Deepa Nayak P	SDM College of Business Management Post Graduate Centre for Management Studies & Research, Kodialbail, Mangaluru.	Dr. Seema S. Shenoy
3.	Mrs. Kavitha J.	Graphic Era ( Deemed to be University) 566/6, Bell Road, Society Area, clement Town, Dehradun - UK,	Dr. Seema S. Shenoy
4.	Mr. Jagadeesh S.	Govt First Grade College, Haleyangadi.	Dr. Seema S. Shenoy
5.	Mrs. Manjula H S	Govt. First Grade College, Kaup.	Dr. Seema S. Shenoy
6.	Mrs. Kavitha M L	Govt. First Grade College Mudipu.	Dr. Prameela S. Shetty
7.	Ms. Punitha R.	Govinda Dasa College, Surathkal.	Dr. Prameela S. Shetty
8.	Mrs. Mohini	Dr.P Dayananda Pai Satisha Pai Government First Grade College, Car Street, Mangaluru.	Dr. Prameela S. Shetty
9.	Mr. Santhosh Prabhu M.	Govt. First Grade College Punjalakatte Belthangady Taluk, D.K.-574233	Dr. Prameela S. Shetty



RAKSHITH HEGDE  
I MBA (A)



RAKSHITH HEGDE  
I MBA (A)

### INAUGURATION OF NSS UNIT

The NSS (National Service Scheme) Unit of the institute was inaugurated and organized a Chalo Pathashala - Skin Health Awareness programme in association with Indian Association with Dermatologists, Venerologists and Leprologists and IADVLK EC & Community Dermatology -2024 on 24/12/2024. Dr.Narendra Kamath, Dermatologist,- CUTIS, inaugurated the NSS unit of the institute and gave a talk on the topic "Beauty is not Skin deep". The

speaker gave lot of insights on skin care, skin disease and also highlighted on certain precautionary tips to be taken in order to protect the skin. Students and Faculty members had lot of queries about the skin care and the resource person clarified their doubts . The director of the institute presided over the function and the faculty coordinator Mrs. Ramya Shetty was present during the occasion. Ms Neha Compered the programme.



### DR. DEVARAJ K. CASH AWARD FOR TOP SCORER OF THE INSTITUTE 2022-2023

The institute organized Dr. Devaraj K. Cash Prize Award Programme on 11<sup>th</sup> March 2024. The award is instituted by Dr. K. V. Devadiga Public Charitable Trust for the top scorer of the institute. Miss Manasa from the batch of 2021-2023 received this award for this year. Meanwhile, Dr. Jomon Lonappan, Assistant

Professor of the institute was felicitated for being awarded with Post Doctoral Fellowship from Srinivas University. Dr. Seema S. Shenoy, Director of the institute along with Mrs. Sumathi, Program Coordinator were present on this occasion.



**INTERIM BUDGET 2024-25 AND THE INDIAN ECONOMY: A REVIEW**

The institute in association with Dakshina Kannada District Economic cell organised "interim budget 2024-25 & the Indian Economy: A Review" on 10th February 2024. The programme was inaugurated by Captain Brijesh Chowta ,BJP State Secretary, Karnataka and the chief guest for the programme was Shri.Sathish Kumpala President, BJP D.K. District. C A Shantharam Shetty, Convenor, Economic cell, D.K District. and Mr. Chidanand Uchil, the member of Economic cell, D.K District were the Guests of Honour.



CA SS Nayak, Co-Convenor, Economic cell D.K. District gave detailed insight into the budget -2024 and made students clearly understand the impact of Budget over the growth of Indian Economy. The speaker detailed about the various avenues of Budget and thereafter clarified students' doubts. Director of the Institute Dr,Seema S Shenoy presided over the function. Mrs.Ramya Shetty , Assistant Professor coordinated the programme.



**CENTRAL BUDGET 2024-25**

The institute in association with Dakshina Kannada District Economic cell organised "Central Budget 2024-25" on 04th September 2024.The programme was inaugurated by Mr. Vedavyasa Kamath, MLA, Mangalore south Constituency and the chief guest for the programme was CA SS Nayak, Co-Convenor, Economic cell D.K, who gave a thoughtful insight into the preamble of budget. and CA Gautham Nayak, the member of Economic cell, D.K District also gave few highlights about the Budget.



CA Nithesh Shetty, Managing Partner at NCS & Co Chartered Accountant gave detailed insight into the budget -2024 and made students clearly understand the impact of Budget over the growth of Indian Economy. The speaker detailed about the various avenues of Budget and thereafter clarified students' doubts. CA Shantharam Shetty, Convenor, Economic cell, D.K District. welcomed the, gathering Director of the Institute Dr. Seema S. Shenoy presided over the function. Mrs. Ramya Shetty, Assistant Professor coordinated the programme. The programme was compered by Lavanya.



### MICROSOFT OFFICE EXCEL CERTIFICATIONS HANDS-ON TRAINING 2023-24

A hands-on & virtual 4 days workshop was organized on "MICROSOFT OFFICE EXCEL 2023-24" for the registered 67 final year students between 13th to 16th February 2024. Mr. Rambo P. and Ms. Aswathi were the resource persons who are Globally Certified Microsoft Trainers and Development Specialist - Active Edu Technologies India Pvt.Ltd. who conducted a hands-on training session followed by exams. Students were given practical problems to work on. All the 67 passed the exams with flying colours and earned Microsoft Office Excel Specialist certificate with verification

code signed by the CEO of Microsoft - Mr. Satya Nadela. Mr. Dawn Prakash, faculty coordinated the program.



### ORIENTATION OF INFOSYS SPRINGBOARD

The institute conducted a workshop on "ORIENTATION OF INFOSYS SPRINGBOARD" on 22- 05 - 2024. The resource person was Miss Aishwarya Rajeev, Senior Analyst Learning, Infosys Mangalore. The orientation was a hands-on workshop conducted for all the teaching staff and students of the institute. The

program was well received by everyone. Mr. Dawn Prakash, Infosys Springboard Coordinator of the institute organized the program. Dr. Seema S. Shenoy, Director of the institute presided over the program.



**PROGRAMME WITH ICSI**

**WORKSHOP ON "CS: MSME & STARTUP CONNECT"**



The Entrepreneurship and Development Cell of the institute along with ICSI and MSME conducted a day-long workshop on the theme "CS: MSME & Startup Connect" on 25-05-2024. The program was inaugurated by Shri Devaraj K., Joint Director, MSME DFO, Mangalore. The guest of honors were Shri Balachandra Y.V., CEO, Karnataka Bank Ltd. and Dr. Seema S. Shenoy, Director, SDM college of business management post graduate centre for management studies & research, Mangalore. The Resource Persons for the first technical session was Sri Sundara S. M., Assistant Director, MSME, Mangalore. For the second



technical session it was CA Venkatraman Kamath, practicing Chartered Accountant from Karkala and for the third technical session was Mr. Gaurav Kamath, co-founder and CEO at MicroDegree. The program was well received by all. The audience in attendance were CA's, Members of ICSI, Business Management Students from various colleges. The program was conducted by Mr. Dawn Prakash along with ICSI and MSME. The President of ICSI CS. B. Narasimhan along with CS Dhananjay Shukla, VP-ICSI, CS Ashish Mohan, Secretary, CS Rakesh Nayak, Chairman ICSI Mangaluru Chapter and Mr. Shankar from ICSI who was also the coordinator was present.

**PROGRAMMES WITH RAMAKRISHNA MISSION, MANGALORE**

**Cleanliness Awareness Campaign Swachhata Janasamparka Abhiyan**



Ramakrishna Mission associates with SDM PG Centre for Management Studies and Research and launched a seven day Swachhata Janasamparka Abhiyan, which is a campaign to create awareness among the people



in 10 wards in the city in maintaining cleanliness in public places and segregation of waste.

The campaign was inaugurated in the presence of Swami Jitakamanandaji President, Ramakrishna



**SWACHH BHARATH EXTENSION IN ASSOCIATION WITH RAMAKRISHNA MISSION**



Dr.Prameela S Shetty, Mrs.Ramya Shetty and Dr.Shaini Naveen, faculty members of the institute along with students participated in the Swachh Bharath Abhiyan organized by Ramakrishna Mission on 10<sup>th</sup> March 2024

Mutt, Mangalore. The mission was planned to reach out many households during the campaign. 33 teams were formed with 2 members each in a team with each team covering atleast 20 houses. The campaign was successful and students were acknowledged and felicitated for the same.



and 12<sup>th</sup> May 2024. Mangalore Post Office surroundings and Yekkur Bus Stop surroundings were cleaned by the students. Awareness was given to the citizens regarding the importance of Swacchatha.

**SDM PG Rotaract Club (2024-25) office bearers Installation**

On Monday, 2nd of September 2024, SDM PG Centre Rotaract Club 2024-25, installation ceremony was held. The newly elected office bearers were inducted on the occasion by the President- Rotary Club of Managlore, Rtn. PHF Devraj Fernandes and the Rotaract Chairman, Rtn. PHF JP Rao. Rtr Melroy Dsouza is the newly elected president, Rtr. Vineetha Pai- Vice President, Rtr. Alister Bangera - Secretary, Rtr. Kowshik - treasurer, Directors elected are Rtr.

Rhea Pinto, Rtr. Suraksha, Rtr. Sinchana Shetty, Rtr. Jithesh, Rtr. Subrajith Saha. Coordinator of SDM PG Rotaract Club Dr. Savitha Pereira, lead the oath taking ceremony.

Director of SDM PG Centre - Dr. Seema S Shenoy, Rtn CA Prasanna Shenoy Rtn. Advocate Sanjeev poojari, , Former President of SDM PG Rotaract Club Rtr. Karthik and Vice President Rtr. Dhanya were present on the dais. Ms. Divyashree compered the programme.



ROTOQUIZ



Rotary club of Mangalore in association with Rotary Club of Bangalore, organized a 65th Ramnarayan Chellaram shield -ROTOQUIZ competition for students of Plus two and above courses. It was held on Sunday 15th September 2024, at SDM PG centre and SDM MBA Rotaract club hosted it. Total 77 teams from various colleges in around Mangalore participated in the same. The quiz cash prizes were sponsored by Ideal Ice-cream Mangalore. The winners of the quiz are as follows 1st place - Aayu Shreeyansh and Shivarama B from KS Hegde Medical Academy, Mangalore (Rs. 15,000/-); 2nd place - Ira Jai and Rishab Naik from the learning center PU College (Rs. 10,000/-); 3rd place - Anirudh V Saligram and Ankita Prabhu from Poornaprajna College Udupi (Rs. 6,000/-) and the 4th



place- M Robinson and Anushka Abhay Deshpande (Rs. 4000/-) from Nitte University Center of Science Education and Research. Mr. Mukund Kamath owner of Ideal Ice-creams distributed the prizes to the winners. Rtn. Devraj Fernandes, President Rotary Club of Mangalore, Rtn. Vinod Aranha - President elect Rotary Club Mangalore, Rtn. JP Rao- Rotaract Chairman, Rtn. Prasanna Shenoy Convener Rotary club Mangalore, Dr. Seema S Shenoy Director SDM PG Centre, Dr. Savitha Pereira SDM MBA Rotaract Club in charge, Rtr. Melroy Preetham Dsouza - President SDM MBA Rotaract Club, Rtr. Vineetha Pai Vice President of SDM MBA Rotract club were present on the dais. Rtn. Rhea Pinto compered the program.

WORKSHOP ON MENTAL HEALTH



The institute's Rotaract Club in association with Rotary Club Mangalore, organized a workshop on 'Mental Health' to students of 2nd MBA on 9/1/2024 at



11-12pm. The session was very interactive and lively. Main motto of this workshop is to help students fight against suicide and live their life

**CELEBRATION OF WORLD ENVIRONMENT DAY**



World Environment Day celebrated at Dakshina Kannada Zilla Panchayat Higher Primary School, Mannagudde, Mangalore on June 5th, 2024. As a part of student social responsibility SDM PG students spread awareness about the importance of

conserving and protecting the environment and saplings were also distributed to the school students. On this occasion Rtn Madhav Suvarna – vice president rotary Club of Mangalore, President Rotary Club of Mangalore- Rtn Devaraj Fernandes, Addressed the school children and explained the need for conserving and protecting the environment; specially the trees, plants and the greenery. Rtn Freeda D’Souza, Rtn Kevin Xavier Vas, , Mr. Ganesh Kumar- Headmaster of the school and Coordinator SDM PG Rotaract Club- Dr. Savitha Pereira, Dr.Harshitha K, Assistant Professor, Rtr. Karthik Poojari – president SDM PG Rotarct club and the students of SDM PG Centre Mangalore were present on the occasion

**PROGRAMMES WITH MANGALORE MANAGEMENT ASSOCIATION**

**AIMA Foundation Day and National Management Day observed by Mangalore Management Association and SDM PG Centre for Management Studies and Research, Mangaluru.**



Mangalore Management Association, affiliated to All India Management Association, New Delhi in association with SDM PG Centre for Management Studies and Research, Mangaluru observed AIMA Foundation Day and National Management Day on 21st February 2024 in SDM PG Centre Conference Hall by conducting a workshop to all management professionals, management teachers and students of various management institutes of Dakshina Kannada and Udupi district.



Dr.M. S. Moodithaya, Vice Chancellor, NITTE Deemed University inaugurated the programme and gave kick start to the programme by his powerful inaugural address. Dr.Jnaneshwar Pai Maroor, Assistant Professor, Department of Humanities, NITTE Deemed to be University conducted Management Games for the participants. All the delegates participated actively in this event.

MBA students from SDM PG Centre invoked Gods blessings. President of MMA, Sri K. Jairaj B. Rai welcomed the gathering and briefed about the occasion. Vice President Dr.K. Janardhana introduced the inaugurator, AIMA Fellow member Dr.Devaraj K. introduced the resource person Dr.Jnaneshwar Pai to the gathering. Director of SDM PG Centre Dr.Seema S.

Shenoy, Office bearers and members of MMA were present during the occasion. Teachers and students from 10 management institutes participated in the programme. Secretary Dr.Prameela S. Shetty proposed the vote of thanks, Mrs.Ramya Shetty compered the programme.

**LECTURE MEETING BY RAMEELA SHEKAR ORGANISED BY MANAGALORE MANAGEMENT ASSOCIATION IN ASSOCIATION WITH SDM PG CENTRE FOR MANAGEMENT STUDIES AND RESEARCH, MANGALORE**



Mangalore Management Association organized a lecture meet on 28th August 2024 in association with SDM PG Centre for Management Studies and Research, Mangalore at the SDM College Conference Hall, Mangalore Campus.

Dr.Rameela Shekar was the resource person. She gave an insight on the topic "Prioritize Mental Health Management". Madam gave practical examples of instances she has come across in her career. MBA



Students from SDM PG Centre and members of Mangalore Management Association participated in the programme.

Mr.T G Shenoy, GB member welcomed the gathering and introduced the guest. I MBA students invoked Gods blessings. Sri K Jairaj B Rai delivered the Presidential remarks. Mr.Nihal from I MBA compered the programme. Secretary Dr.Prameela S. Shetty proposed the Vote of Thanks.

**ANNUAL DAY SANKETAH – 2024**

The institute celebrated annual day "SANKETAH 2024" on 23rd August, 2024. Ms. M. Athmika Amin, Director of JV Group of Companies, Mangalore, was the chief guest. She spoke on the importance of being entrepreneur and the skills needed for it. Further she encouraged students to be job creators. Alumna chief guest was Ms. Neeksha, Financial Analyst, Fiscal Solutions Pvt limited, Mangalore, was felicitated for securing 5th Rank at Mangalore University for the academic year 2022-2023. Prizes were also given to

the winners of various competitions conducted by forums, cell and clubs under student consortium. Director Dr.Seema S. Shenoy gave the presidential address. Staff coordinator of student consortium Dr.Harshitha K. welcomed the guests and gathering. Mr. Shreyas, president and Ms.Nishel D'Souza, vice president of student consortium were present on the occasion. The formal programme was followed by cultural performance by the students.



**BEST OUTGOING STUDENTS**

Adjudged based on Extraordinary performance in the following criteria

1	EXCELLENCE IN ACADEMICS	DHANYA RAI
2	CONSISTENCY IN PERFORMANCE	RAKSHITHA
3	EXCELLENCE IN CULTURAL PERFORMANCE	NAGARJUNA B T
4	ORGANISING SKILLS	C K NIVYA
5	LEADERSHIP SKILLS	TANYA THANGAMMA B T
6	LEADERSHIP AND INITIATIVE	PRATHIKSHA KUNDER
7	GOOD CONDUCT AND BEHAVIOUR	VIPIN SHETTY K
8	EXEMPLORY ACHIEVEMENT IN SPORTS	PRATHVI P KUMAR
9	GOOD CONDUCT AND TEAMWORK	MELRIF FLANISH DSOUZA
10	CREATIVITY IN DIGITAL CONTENT DEVELOPMENT	ABHISHEK ALVA
11	DEDICATED EFFORTS	NISHEL DSOUZA
12	GOOD CONDUCT AND DEDICATION TO WORK	RISHVITHA H KOTIAN

Special recognition for unparalleled contribution in technical assistance to all the activities of the institute was given to  
MR. SONIK K R

Special recognition for being Student Co-ordinator for Shreshta – 2024  
MS. SONALI

Appreciation for Leadership and Initiative  
MS. SHREE RAKSHA  
MR. SATHWIK

ANNUAL DAY - SANKETAH



## GRADUATION DAY CEREMONY – 2024



With the blessings of Parama Poojya Padma Vibhushana Dr.D.Veerendra Heggadeji, Dharmadhikari, Shri Kshethra Dharmasthala, the institute hosted its Graduation day Ceremony on 25th January, 2025 at T.M.A. Pai Convention Centre, Mangaluru, for MBA students of 2022-24 batch. Mr.Kishore Alva, Executive Director and President, ADANI Group delivered the Graduation address. Dr. Satheeshchandra S. Secretary, SDME Society® Ujire, presided over the programme. All the Graduands of 2022-24 batch received their graduation certificates from the honourable Secretary.

Besides this, the Chief Guest distributed 8 Gold Medals and cash prizes to students from the batch of 2021-23 for their academic excellence and ranks at Mangalore University. and also excellence in sports and cultural activities for students of 2022-24 batch. Ms. Manasa received the Late Ramakrishna Mallya Pure 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 Financial Management Specialisation. Ms. Neeksha received Mr.Nagaprasad V, Alumnus Pure Gold Medal for

bagging fifth Rank in Mangalore University Examination, Ms. Poornima K. received Mr. Nagaprasad V. Alumnus Gold medal for being the top scorer in Human Resource Management Specialisation of the institute, Ms. Dhanyashree received Mr. Nagaprasad V. Alumnus Gold medal for being the top scorer in Marketing Management Specialisation of the institute.

Mr. Saiheel Rai, Alumnus of the institute and Managing Director of Sai Productions - The Event Management Company has instituted two pure gold medals for students excelling in sports & cultural activities in the name of his father and father-in-law which was given away on this occasion. Two students of 2022-24 batch, Mr.Nagarjuna B.T. received the gold medal for his cultural achievement and Mr. Prathvi P. Kumar received the gold medal for sports achievement. The Chief Guest Mr.Kishore Alva in his speech spoke on the role of an individual in personal and professional life. He also briefed about principles for success of an individual. Dr.Satheeshchandra S. honourable secretary, SDME Society®, Ujire gave the presidential address. Dr.Seema S. Shenoy, Director of SDM PG Centre presented the annual report and

Dr. Harshitha K., coordinated the programme.

**FORUMS/CLUBS/COMMITTEES/CELL UNDER STUDENT  
CONSORTIUM FOR THE ACADEMIC YEAR 2023-24**

**FORUMS/CLUBS/COMMITTEES/CELL**

NATIONAL INTEGRATION FORUM	CULTURAL CLUB	RESEARCH AND PUBLICATION CELL	GREEN CAMPUS FORUM FINANCE
TRAINING AND PLACEMENT CELL	SPORTS CLUB	SSR CELL - EXTENSION ACTIVITIES	FORUM
ENTREPRENEURSHIP DEVELOPMENT CELL	ROTARACT CLUB	WOMEN EMPOWERMENT CELL	HR FORUM
SDMMBA ALUMNI FORUM	CORPORATE CLUB	YOUTH RED CROSS UNIT	MARKETING FORUM
FEST FORUM	LITERARY CLUB	INDUSTRY INSTITUTE INTERFACE CELL- INDUSTRIAL TOUR -FACTORY VISIT	NSS UNIT

**MANGALORE UNIVERSITY RANK HOLDERS**



## BLOSSOMING INTO GREATNESS

DR. SHAINI NAVEEN  
Asst. Professor  
SDM PG Centre

The journey of personal growth is rarely a smooth ride; it often unfolds as a series of uncomfortable and challenging experiences that can push you significantly outside of your comfort zone. It's essential to recognize that while these moments may feel daunting, they are pivotal to your evolution. I urge you to gather your inner strength to navigate through these difficult periods, as they represent crucial stepping stones on your path to becoming your best self. As you stand at the threshold of a new chapter in your life, it's natural to feel a blend of excitement and apprehension. This transition signifies a time of transformation, where you may find yourself grappling with a multitude of emotions. You might feel overwhelmed at times, as if the weight of your past experiences combined with the expectations for your future is bearing down heavily upon you. During such instances, it's vital to remind yourself that retreating or resisting these changes will not lead you toward fulfillment. Instead, envision a powerful metaphor: imagine yourself spreading your wings. This imagery symbolizes the immense potential that resides within you, waiting to be unleashed as you prepare to soar and explore new horizons. Trusting the process of growth involves embracing the unpredictability of your journey. Every step you take, even those that feel like missteps, is moving you closer to a destination where you can truly thrive. This journey isn't solely about weathering challenges; it's an exploration of your deepest potential, encouraging you to uncover strengths and abilities that you may not have fully recognized before.

Give yourself permission to be buoyed by the winds of change, as they can bring forth new opportunities that align perfectly with your true potential and heartfelt aspirations. Keep pushing forward with determination and courage, holding tightly to a belief in the inherent beauty of the journey that lays before you. Each experience—whether joyful or challenging—carries with it a lesson. Every setback or obstacle you encounter can potentially serve as a catalyst for significant progress in your personal development. Your resilience and ability to navigate these transformative experiences will ultimately define your path. So, step boldly into the future that awaits you, ready to embrace the woman or man you aspire to become. The journey may be demanding, but with each new experience, you are one step closer to realizing the fullest version of yourself.

Here's a motivational story filled with rich imagery:

### The Tiny Seed

Deep within the warm, fertile soil, a tiny seed was nestled, cradled by the earth's embrace. It harbored a grand dream of one day becoming a majestic tree, one that would offer comforting shade and shelter to all creatures that sought refuge beneath its boughs. However, the journey was far from easy, as the seed encountered a series of formidable challenges along the way:

## Challenges

1. Scorching Sun: The relentless sun beat down upon the tiny seed, and it struggled to find enough moisture, desperately reaching for the life-giving water that seemed just out of reach.

2. Pests and Diseases: Dark shadows loomed as pests and diseases threatened to invade and destroy its tender frame, testing its will to survive.

3. Strong Winds: Fierce winds howled around it, making the seed tremble in fear of being uprooted and whisked away from its safe haven.

## Resilience

Yet, through it all, the seed exhibited remarkable resilience:

1. Deep Roots: It developed a strong, intricate network of roots that delved deep into the earth, anchoring itself firmly and drawing nourishment from the soil's depths.

2. Adaptation: The seed learned to adapt, bending and swaying with the changing weather, never allowing itself to be defeated by circumstances beyond its control.

3. Nutrition: It absorbed essential nutrients from the earth around it, gathering strength to push through to the light above.

## Growth

As time passed, the tiny seed underwent a magnificent transformation:

1. Sprout: It finally emerged from the earth, a delicate sprout breaking through the surface, reaching toward the sun with hopeful anticipation.

2. Sapling: The sprout grew into a sturdy sapling, strong and resilient, stretching higher toward the skies as it soaked in the sun's warm rays.

3. Majestic Tree: Eventually, it blossomed into a grand

tree, its branches stretching wide, creating a canopy of lush green leaves that danced in the breeze.

## Success

With hard work and determination, the tree fulfilled its dream:

1. Shade: It provided a cool refuge from the sweltering heat, offering a comforting shade where weary travellers could rest.

2. Shelter: It stood tall and strong, a protective shield against storms, safeguarding all those who sought safety beneath its branches.

3. Inspiration: The majestic tree became a symbol of resilience and perseverance, inspiring all who crossed its path to keep striving toward their own dreams.

## Moral

No matter how small or seemingly vulnerable you may feel, never stop growing:

1. Face Challenges: Confront each obstacle head-on with bravery and determination.

2. Adapt: Embrace change and stay resilient in the face of adversity.

3. Nurture: Take care of yourself and your dreams, for they are worth every effort.

## Key Takeaways

1. Perseverance conquers adversity and leads to success.

2. Resilience acts as the foundation for personal growth.

3. Nurturing oneself is crucial for blossoming into one's true potential.

## Motivational Quote

"Believe you can and you're halfway there." - Theodore Roosevelt

## *Springboard to Your Future: How Infosys Springboard Empowers College Staff and Students*

Mr. Dawn Prakash  
Asst. Professor  
SDM MBA

The job market is undergoing a digital revolution, demanding new skills from graduates. But what if there was a free platform offering high-quality courses to bridge this gap? Enter Infosys Springboard, a game-changer for both college staff and students.

### **Free Learning for Students:**

Infosys Springboard removes the financial barrier to education. Students can access free courses from prestigious institutions like Coursera and Harvard Business Publishing, covering diverse areas. Whether you're a beginner seeking digital literacy or a tech enthusiast exploring coding and data science, Springboard has you covered.

Soft skills development is equally important, and Springboard offers courses to hone your communication, teamwork, and leadership abilities. Additionally, the platform features courses on emerging technologies like Artificial Intelligence and Machine Learning, preparing you for the future of work.

### **Empowering Faculty and Staff:**

Infosys Springboard isn't just for students. Staff can leverage the platform for professional development, upskilling themselves in relevant areas to stay competitive and advance their careers. Whether it's learning new software for administrative tasks or enhancing pedagogical skills, Springboard offers valuable resources. Faculty can explore new teaching materials or cutting-edge technologies to enhance their curriculum and research. Springboard could even spark collaborations with Infosys – an industry leader – through their programs or initiatives.

### **Your Springboard Awaits!**

Don't miss out on this incredible opportunity! Visit the Infosys Springboard website or download the app to explore the diverse courses available. With Springboard, you have the power to build a brighter future, no matter your role at the college. Consider specific courses relevant to your college programs for an extra nudge.

## JUST A MEMORY...

Mrs. Deepa Nayak P.  
Asst. Professor

"Riya ...Riya wake up...it's already 8 o'clock...you will be late for college...how many times do I need to call out to you?" What will you do in my absence???"

"Hmmm...ok mom...I'm getting up...why do you have to scream so loudly..."

"Why don't you wake up on your own? I don't need to scream then...You will realise my importance only once I'm dead..."

"Oh please...there is no need for this melodrama..."

Riya woke up with a start. She had the same dream yet again. It was one month since her mother had passed away. She just couldn't get over the fact as it was too sudden. She saw the time on the bedside clock. It was the same time - 10 minutes to 4am.

Riya is a teacher in a private school, married to an IT professional Suraj and has a son Rohan, who is studying in 12th standard. Riyas in-laws lived in Bangalore with their elder son and his family. Riya and Suraj had purchased a three-bedroom independent house, in her hometown, Mangalore, so that they could be close to her parents. Her parents had shifted in with her after her delivery, so that they could help her with the household chores and look after their grandchild. They doted on Rohan and enjoyed each moment of his growing up. About 2 months back, one morning, Riya heard a soft knock at her bedroom door, she checked the time and was surprised as it was only 4am in the morning. She opened the door to find that her father was standing at the door anxiously.

"Your mother...she has fallen down...I'm unable to lift her up...Please come and check on her", said her father.

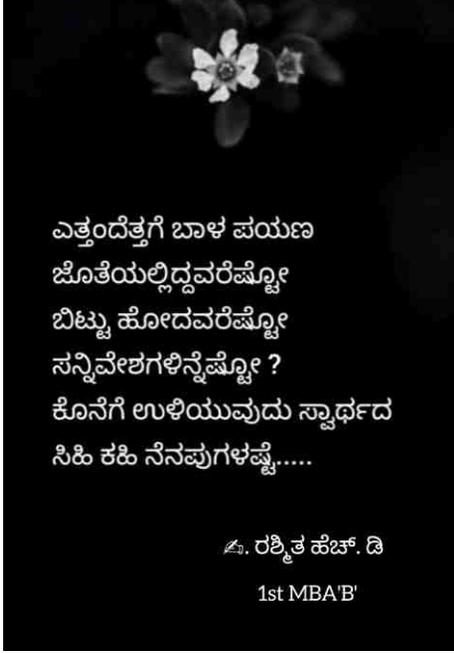
His tone was a worried one and his movements very slow. She remembers the incident clearly, even after so many days...she ran immediately to her parents' room, which is situated exactly opposite to her own room, only to find her mother on the floor. She was conscious but unable to speak. Riya slowly helped her to bed with her fathers' help and soothed her. She felt her mother must have slipped down from bed in sleep and realized her mother was scared due to the fall. She told her mother to take rest and that all would be well in a few minutes. However, she was not sure what had happened. Riya tried to make her mother comfortable and asked her if she needed something to drink...maybe some hot milk would soothe her nerves. Her mother shook her head in the negative.

Although Riya was now starting to get scared, she controlled her emotions and requested her father to sit beside her mother, as she went to the kitchen to heat some milk. As she returned with the hot milk and a plate of biscuits, it dawned on her that her mothers face was slightly twisted on the right side and she kept signaling of pain on the right side of her body. Immediately Riya had woken up Suraj and Rohan, called the ambulance and taken her to the hospital. The doctors said that she had a brain hemorrhage...and was paralyzed on one side.

The days that followed are a blur. About a week after the incident, she was discharged from the hospital. Riya appointed a full-time nurse to take care of her needs at home, to ensure that she was comfortable at all times. Her mother passed away exactly a month after the fall. Her father had gone silent after losing his wife. Slowly things started getting back to normal. Riya had started to go to school, Suraj to his office and Rohan to college. On the outside everything seemed normal. Then the dreams started...almost every night... same time... same dream...

Riya realized she needed professional help. She was unable to bear the loss of her mother. Often, she would cry alone in the bathroom. Arguments or long silences became a normal thing in her marital life. She looked perfectly fine to family and friends...going about everyday chores...but...something had definitely changed in her. She was restless most of the time...She could barely sleep...She thought she was missing her mother...Then one day, she made her decision. She looked on the internet and did some research on the best psychiatrist in town. Immediately she took an appointment and went to see her childhood friend who was now a renowned Psychiatrist. Dr. Surekha listened to her patiently. She tried to evaluate Riyas symptoms and after a couple of sittings, concluded that Riya needed counselling. Her mothers' loss had not just created a void in her but had changed her too. Over the months that followed she had been blaming herself for the loss. Dr. Surekha suggested that Riya needs to take up Grief counselling, as it can help her identify and express her emotions. "If you have lost someone who was an integral part of your life, grief counseling can also help you rebuild your routine and identity" she told Riya. She explained to Riya, "you may not just feel saddened by losing a loved one, you may also feel angry at them for leaving you. Maybe you regret something you said to them before they passed away or even the fact that you couldn't help them, or that you could be blaming yourself for the tragedy". Dr. Surekha explained to Riya as to how a grief counselor can help you address your anxiety around these issues, work with you on a plan to tackle them at a pace you're comfortable with and gradually rebuild your routine.

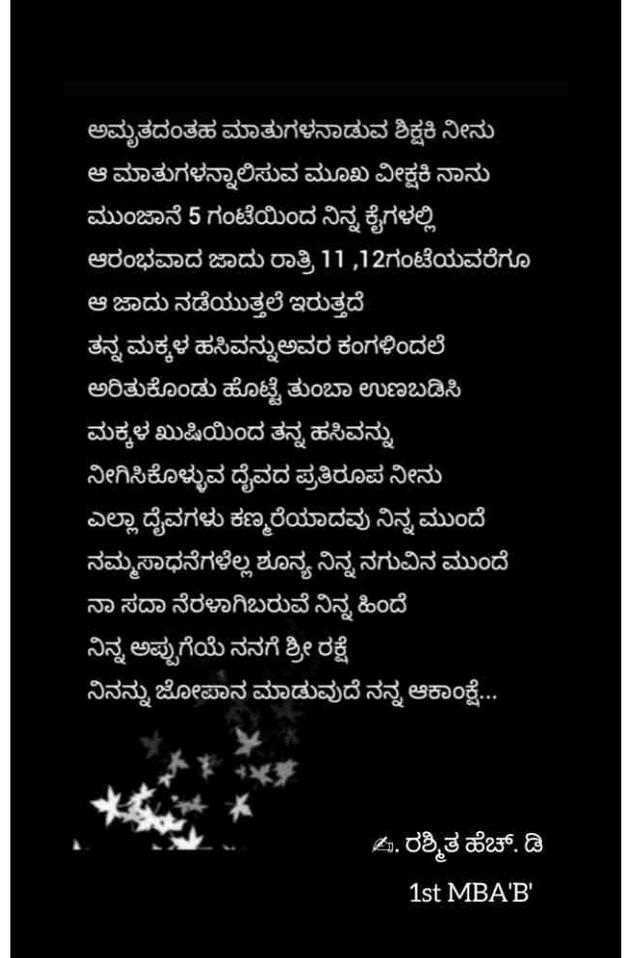
"But..., I don't agree with this...It's confusing...my mother was old...I knew this would happen eventually...it can't be that...there has to be another reason..." said Riya. She couldn't fully comprehend the meaning of what she was told by her friend. Dr. Surekha explained patiently, that, grieving can be a difficult and confusing time. Everyone experiences grief in their own way and on their own time. "Grief counseling can help you with the emotional and practical repercussions of losing a loved one so that you can accept their loss and live a meaningful life." Dr. Surekha kept a loving hand on Riyas shoulder and said, "Don't delay the process...It's just a Memory...You need to learn to live with it"



ಎತ್ತದೆತ್ತಗೆ ಬಾಳ ಪಯಣ  
ಜೊತೆಯಲ್ಲಿದ್ದವರೆಷ್ಟೋ  
ಬಿಟ್ಟು ಹೋದವರೆಷ್ಟೋ  
ನನ್ನಿವೇಶಗಳನ್ನೆಷ್ಟೋ ?  
ಕೊನೆಗೆ ಉಳಿಯುವುದು ಸ್ವಾರ್ಥದ  
ಸಿಹಿ ಕಹಿ ನೆನಪುಗಳಷ್ಟೆ.....

಼. ರಶ್ಮಿತ ಹೆಚ್. ಡಿ

1st MBA'B'



ಅಮೃತದಂತಹ ಮಾತುಗಳನಾಡುವ ಶಿಕ್ಷಕಿ ನೀನು  
ಆ ಮಾತುಗಳನ್ನಾಳಿಸುವ ಮೂಖ ವೀಕ್ಷಕಿ ನಾನು  
ಮುಂಜಾನೆ 5 ಗಂಟೆಯಿಂದ ನಿನ್ನ ಕೈಗಳಲ್ಲಿ  
ಆರಂಭವಾದ ಜಾಡು ರಾತ್ರಿ 11,12ಗಂಟೆಯವರೆಗೂ  
ಆ ಜಾಡು ನಡೆಯುತ್ತಲೆ ಇರುತ್ತದೆ  
ತನ್ನ ಮಕ್ಕಳ ಹಸಿವನ್ನುಅವರ ಕಂಗಳಿಂದಲೆ  
ಅರಿತುಕೊಂಡು ಹೊಟ್ಟೆ ತುಂಬಾ ಉಣಬಡಿಸಿ  
ಮಕ್ಕಳ ಋಷಿಯಿಂದ ತನ್ನ ಹಸಿವನ್ನು  
ನೀಗಿಸಿಕೊಳ್ಳುವ ದೈವದ ಪ್ರತಿರೂಪ ನೀನು  
ಎಲ್ಲಾ ದೈವಗಳು ಕಣ್ಮರೆಯಾದವು ನಿನ್ನ ಮುಂದೆ  
ನಮ್ಮಸಾಧನೆಗಳೆಲ್ಲ ಶೂನ್ಯ ನಿನ್ನ ನಗುವಿನ ಮುಂದೆ  
ನಾ ಸದಾ ನೆರಳಾಗಿಬರುವೆ ನಿನ್ನ ಹಿಂದೆ  
ನಿನ್ನ ಅಪ್ಪುಗೆಯೆ ನನಗೆ ಶ್ರೀ ರಕ್ಷೆ  
ನಿನನ್ನು ಜೋಪಾನ ಮಾಡುವುದೆ ನನ್ನ ಆಕಾಂಕ್ಷೆ..

಼. ರಶ್ಮಿತ ಹೆಚ್. ಡಿ

1st MBA'B'

ಮನಸಿನ ನೋವು ನೋಯಿಸಿದವರ  
ಮನಸಿಗೆ ಮನವರಿಕೆ ಆಗದಿದ್ದಾಗ  
ಮತ್ತೊಬ್ಬರಿಗೆ ಮನವರಿಕೆ ಆಗದಿದ್ದಾಗ  
ಮತ್ತೊಬ್ಬರಿಗೆ ಹೇಗೆ ಮಾನವರಿಸುವುದು ಮಂಕೆ

಼. ರಶ್ಮಿತ ಹೆಚ್. ಡಿ

1st 'MBA'



# Ramakrishna Mission launches Swachhata Janasamparka Abhiyan

It aims at reaching out to 5,000 people in 40 wards requesting them to segregate waste at source

The Hindu Bureau

BANGALORE

Ramakrishna Mission on Thursday launched a Swachhata Janasamparka Abhiyan, which is a campaign to create awareness among people in slums across the city on municipal cleanliness and segregation of waste at source.



Handbills being distributed to students during the launch of Swachhata Janasamparka Abhiyan at St. Ann's College of Business, Manipal.

The campaign inaugurated in the presence of Swami Ramakrishna, President, Ramakrishna Mission, Manipal, at St. Ann's College of Business, Manipal. The mission has planned to reach out to at least 5,000 people during the campaign.

# ಮಾದಕ ಮುಕ್ತ ಜೀವನ, ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಸಲಹೆ

ತೊಡಿಯಾಲೈಲು, ಡಿ.26:

ಮಾಡಿದಂ ಕಾಲೇಜ್ ಆಫ್ ಬ್ಯುಟಿಕಲ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಫೋನ್ ಗ್ರಾಫಿ ಯೋಜನೆ ಸಂಚಾರ ಫಾರ್ ಮ್ಯಾನೇಜ್ ಮೆಂಟ್ ಕ್ಲಬ್ ಆರಂಭಿಸಿ, ಮೂಲತಃ, ಇದರ ಉದ್ದೇಶವೆಂದರೆ ವಿದ್ಯಾರ್ಥಿ ಸಂಘದ ಸದಸ್ಯರೊಡನೆ ವಿದ್ಯಾರ್ಥಿ ಮಂಡಳಿ ಮುಕ್ತ ಜೀವನಕ್ಕೆ ಪ್ರೋತ್ಸಾಹಿಸುವುದು.



ಮೂಡಿದಂ ಮದಕ ಮುಕ್ತ ಜೀವನಕ್ಕೆ ಪ್ರೋತ್ಸಾಹಿಸುವುದು ಸಂಘದ ನಡವಳಿ ಮತ್ತು ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಸಲಹೆ ನೀಡುವುದು. ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಮಾದಕ ಮುಕ್ತ ಜೀವನಕ್ಕೆ ಪ್ರೋತ್ಸಾಹಿಸುವುದು ಮತ್ತು ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಸಲಹೆ ನೀಡುವುದು.

# ದೇಶದ ಆರ್ಥಿಕತೆ ವೇಗವಾಗಿ ಬೆಳೆಯುತ್ತಿದೆ: ಕ್ಯಾ. ಬ್ರಜೇಶ್ ಚೌಟ



ಮಾಡಿದಂ ನಗರ ಮಂಡಳಿ ಮತ್ತು ಮಹಿಳಾ ಅರ್ಥಿಕ ಸೇವಾ ಕೇಂದ್ರವು 2024-25ರ ಮಧ್ಯದ ವರ್ಷದ ಆರ್ಥಿಕತೆ ಬಗ್ಗೆ ಮಾಹಿತಿ ಕಾರ್ಯಕ್ರಮವನ್ನು ಆಯೋಜಿಸಿ, ಅಲ್ಲಿ ಕ್ಯಾ. ಬ್ರಜೇಶ್ ಚೌಟ ಮಾತನಾಡಿದರು.

# ಎಸ್ ಡಿಎಂ ಸಾತಕೋತ್ತರ ಕೇಂದ್ರ ಎನ್ ಎಸ್ ಫೌಟರ್ ಉದ್ಘಾಟನೆ



ಮಾಡಿದಂ ನಗರ ಮಂಡಳಿ ಮತ್ತು ಮಹಿಳಾ ಅರ್ಥಿಕ ಸೇವಾ ಕೇಂದ್ರವು ಎಸ್ ಡಿಎಂ ಸಾತಕೋತ್ತರ ಕೇಂದ್ರ ಎನ್ ಎಸ್ ಫೌಟರ್ ಉದ್ಘಾಟಿಸಿತು.

# ಎಸ್ ಡಿಎಂ ಪಿಜಿ ಸೆಂಟರ್‌ನಲ್ಲಿ ಯೋಗ ದಿನಾಚರಣೆ



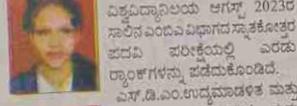
ಮಾಡಿದಂ ಕಾಲೇಜ್ ಆಫ್ ಬ್ಯುಟಿಕಲ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಫೋನ್ ಗ್ರಾಫಿ ಯೋಜನೆ ಸಂಚಾರ ಫಾರ್ ಮ್ಯಾನೇಜ್ ಮೆಂಟ್ ಕ್ಲಬ್ ಆರಂಭಿಸಿ, ಮೂಲತಃ, ಇದರ ಉದ್ದೇಶವೆಂದರೆ ವಿದ್ಯಾರ್ಥಿ ಸಂಘದ ಸದಸ್ಯರೊಡನೆ ವಿದ್ಯಾರ್ಥಿ ಮಂಡಳಿ ಮುಕ್ತ ಜೀವನಕ್ಕೆ ಪ್ರೋತ್ಸಾಹಿಸುವುದು.

# ಅಂತಾರಾಷ್ಟ್ರೀಯ ಇ-ಕಾನ್ಸರನ್ಸ್ ಚಾಲನೆ



ಮಾಡಿದಂ ನಗರ ಮಂಡಳಿ ಮತ್ತು ಮಹಿಳಾ ಅರ್ಥಿಕ ಸೇವಾ ಕೇಂದ್ರವು ಅಂತಾರಾಷ್ಟ್ರೀಯ ಇ-ಕಾನ್ಸರನ್ಸ್‌ನಲ್ಲಿ ಭಾಗವಹಿಸಿತು.

# ಎಸ್ ಡಿಎಂಗೆ ಅವಳಿ ರ್ಯಾಂಕ್



ಮಾಡಿದಂ ನಗರ ಮಂಡಳಿ ಮತ್ತು ಮಹಿಳಾ ಅರ್ಥಿಕ ಸೇವಾ ಕೇಂದ್ರವು ಎಸ್ ಡಿಎಂಗೆ ಅವಳಿ ರ್ಯಾಂಕ್ ನೀಡಿತು.

# ಮಹಿಳಾ ಸಬಲೀಕರಣದಿಂದ ಪ್ರಗತಿ

ಮಾಡಿದಂ ನಗರ ಮಂಡಳಿ ಮತ್ತು ಮಹಿಳಾ ಅರ್ಥಿಕ ಸೇವಾ ಕೇಂದ್ರವು ಮಹಿಳಾ ಸಬಲೀಕರಣದಿಂದ ಪ್ರಗತಿ ಸಾಧಿಸಿತು.

# 'ಮಾನಸಿಕ ಆರೋಗ್ಯ, ಯೋಗಕ್ಕೆ ಮುಕ್ತ ಆಧ್ಯತೆ' ರಾಷ್ಟ್ರೀಯ ಸಮ್ಮೇಳನ

ಮಾಡಿದಂ ನಗರ ಮಂಡಳಿ ಮತ್ತು ಮಹಿಳಾ ಅರ್ಥಿಕ ಸೇವಾ ಕೇಂದ್ರವು ರಾಷ್ಟ್ರೀಯ ಸಮ್ಮೇಳನದಲ್ಲಿ ಭಾಗವಹಿಸಿತು.



ಮಾಡಿದಂ ನಗರ ಮಂಡಳಿ ಮತ್ತು ಮಹಿಳಾ ಅರ್ಥಿಕ ಸೇವಾ ಕೇಂದ್ರವು ರಾಷ್ಟ್ರೀಯ ಸಮ್ಮೇಳನದಲ್ಲಿ ಭಾಗವಹಿಸಿತು.



# COLLEGES UNDER SDME SOCIETY (R.)



SDM College of Ayurveda and Hospital, Hassan



SDM Institute of management Development, Mysore



SDM College of Dental Science, Dharwad



SDM College of Physiotherapy, Dharwad



SDM College of Engineering & Technology Dharwad



SDM College of Ayurveda and Hospital, Udupi



SDM Arts, Commerce & Science College, Ujire



SDM College of naturopathy & Yogic Science, Ujire



SDM Institute of Technology, Ujire



SDM College of Medical Sciences & Hospital, Dharwad



SDM & MMK Mahila Maha Vidyalaya Mysore



SDM law College, Mangaluru



SDMCBM PG Centre for Management Studies & Research, Mangaluru



Rural Development & Self Employment Training Institute, Ujire