



Principal's Desk

Of structures and systems

We normally marvel at great physical structures like the ancient Pyramids of Egypt which have stood the test of time and harsh environment for over four thousand years. These majestic structures appear almost eternal. But interestingly the intellectual structures last much longer, like the languages we use every day. For example, the Indo European language is said to have evolved at least 6000 years ago and is still very much in vogue. In spite of the onslaughts of technology, it continues to influence the social fabric in a significant way. In fact, even the technology relies heavily on the language.

Changes don't spare physical structures and styles nor does it spare intellectual structures. Yet the change is rather slow and gradual as far as intellectual structures are concerned. Take for example the Chinese script which has been in use for more than three millennia, with very little change.

Even the modern advancements haven't affected it in any appreciable way. In spite of being the most difficult language in the world to learn, it remains the most spoken language in the world. Well established systems are difficult to replace. Education is another system which too has evolved over a long period of time and has become synonymous with civilisation. But unlike the language, the academic system needs continuous change. Reluctance to change will greatly harm that system. Strangely, the human tendency is to perpetuate the system. That's fine for values and culture. The very essence of education is in its continuous progression and fine tuning to suite the contemporary needs. It is the teacher who maintains this dynamism through his creativity and wisdom. Of course it is a Herculean task, but without any alternative.

Prof. Satheeshchandra S.

Principal

Welcoming 2020!



The students of SDM College Ujire welcomed the new year 2020 in a unique way by taking an oath that they shall strive to be the best possible citizens of the country, and that they shall abide by all rules and regulations. Over 2,500 students of the college pledged to be socially responsible, to assure cleanliness all around, to conserve water, electricity and food, and remain resistant towards addictive habits. Also,

five mascots happily loitered around the college, wishing and hugging everyone a happy new year and allowing students and faculty some memorable selfies. Students also created a massive floral rangoli at the entrance in welcome of the year. An 'experience corner' was created at the entrance, where students penned down the best and worst experiences of 2019 for reminiscence. A wall magazine, tracing the special achievements of the college and students in 2019, was released at the occasion.

'Yakshagana Facilitates Emotional Expressions' –

Dharmaadhikari Dr. D. Veerendra Heggade



"Emotional expressions are the essence of life. When art brings forth enhanced emotional expressions, it becomes popular. Yakshagana is an art form that facilitates emotional expression, which is why we are all fond of it", said Dharmaadhikari Dr. D Veerendra Heggade, as he inaugurated the 'Yakshagana - demonstration and

documentation' event at Siddhavana Ujire on the 11 January. The event was jointly organized by Karnataka Yakshagana Academy and SDM College Ujire. The Director of Yakshagana Academy, MA Hegde said "Comedy is an important part of Yakshagana, not just as an entertainment but as effective expression. The dynamics of comedy in Yakshagana must be learnt by future generations, which is why events like these are important." A number of senior Yakshagana artists were present at the event. Over 30 'prasangas' (excerpts) of Yakshagana were demonstrated and documented for two days.

SDMC Ujire Emerge Champions in Net Ball Tournament



SDM Men's Net Ball team has, since 8 years, and the women's team has since 7 years consecutively bagged the championship at the Mangalore University level Net Ball tournament. This year also the championship is brought home to SDM by both teams. University level Net Ball tournament was organized at the Rathnavarma Heggade Memorial stadium which was inaugurated

by Sri Shivaprasad Surya, the Manager of Bank of Baroda, Shishila and presided over by Prof. S. Satheeshchandra, Principal on 10 January 2020. There were 10 teams in the women's section and 8 teams in men's section. A runner up trophy in women's section was bagged by Dhavala College Moodubidre, and in men's section the same was bagged by Dr. RBB team from Kundapura.



'Drone Pratap' at SDM



"Indian education system encourages creativity and innovation. With easily accessible education upto pre-university and dynamic education at post-graduation level, we can enable more students to innovate on international standards", said Drone Pratap, a well-known innovator at Ujire. He was addressing the students of SDM College Ujire on the 4 January 2020. Drone Pratap is a pioneer of

drones, who is a prodigy at the age of 22 by developing over 600 drones. He has been recognized by the government of India as a scientist. He is also a Member of Japan Young Scientists Association and Member of Global Young Scientists Forum. Drone Pratap interacted with the students of SDM and advised them to always remain true to their goals. He also emphasized on the importance of respecting parents. He claims that he is still proud to be called a farmer's son, because hunger taught him the lessons that no classrooms could.

'Law alone cannot bring change' – Nagesh Murthy BK



Bar Association, Belthangady, and Women Grievance Redressal Cell, Student Grievance Redressal Cell of SDM College, organized an Awareness programme on "How to curb sexual harassment against women and children?" on 31 December 2019. Mr. Nagesh Moorthy B. K., Chief Civil Judge and President Taluk Legal Authority,

Belthangady, addressed the student community and said, "Crimes against women has always been a part of our history and is being continued. Law alone cannot curb it; attitude of the society must be changed". Ms. Swarnalatha, Senior Advocate, said that "Law which enables us to fight against injustice must never be misused". K. M. Anand, Civil Judge, Belthangady, Sathish K. G., Additional Civil Judge, Kiran Kumar G. K., Assistant Public Prosecutor, Vasantha Markada, Vice president, Bar association, Belthangady, K. Srikrishna Shenoy, Chief Secretary, Bar Association, Belthangady, Mumtaz Begum, Senior Advocate, Belthangady, Prof. S. Sateeshchandra, Principal, SDM College, Ujire, Mr. Somashekhar Shetty, Student Chief Welfare Officer and Ms. Lalitha, Student Welfare Officer, Ms. Shubharani P. S., Coordinator, Women Development Cell, were present.

Release of e-Chiguru



"Life will seem much easier if your profession and passion are the same. Journalism is a field where most professionals are extremely passionate, which is a big ray of hope for you", said Prof. S. Sateeshchandra, the Principal of SDMC Ujire. He was addressing the students of Journalism as he released the novel edition of e-Chiguru created by the students of Journalism.

e-Chiguru is a digital news bulletin created by students, which shall be circulated every month at SDM. Prof. Bhasker Hegde, the HOD of Journalism was present at the event and stated that the initiative will help students stay in pace with the digital developments of the Journalism world. Editors and student team of e-Chiguru were present at the occasion.

Safety of Women – How to present ourselves?



Women Development Cell, in association with Women Grievance Redressal Cell and Student Grievance Redressal Cell of SDMC, organized a programme on “Safety of Women - How to present ourselves?” on 4 January 2020. The resource person was Bharati Suresh Patgar, Anganawadi Supervisor, Women and Child Development Project, CDPO Office, Kumta. She said that women have been described by poets and writers as symbol of beauty but unfortunately this ‘beauty’ is under threat. There are few ways in which women can safeguard themselves in this society. Ms. Shubharani P. S., Ms. Vinutha and Ms. Vanitha coordinated the programme.

National Youth Day



The NSS units of the college organised Youth Day on account of Sri Swami Vivekananda Jayanthi in the college on 12 January 2020. The program was inaugurated by Sri. Ganapathy Shastri, Tahasildar, Belthangady Taluk and he addressed the students to contribute by joining in Swachh Bharath, Say No to Single Use Plastic programmes and other Government initiatives for the growth of the nation. Dr. Satheesh Kumar, Associate Professor in Economics, Head, Department of Commerce, MAHE, Manipal was the resource person and he delivered a talk on ‘Role of Youth in Nation Building’ with life experiences, stories and ways in which youth can become part of a country’s growth. The program was presided over by Prof. S. Satheeshchandra. The program was attended by 150 NSS Volunteers, NCC Cadets and students.

Commerce Books Release



Three Commerce books authored by the Commerce department faculty were released at Dharmasthala. Dharmadhikari Dr. D Veerendra Heggade, the President of SDME Society released the books on 9 January 2020. The HOD of Commerce Department Dr. P N

Udaychandra and the HOD of Commerce department from Government College Belthangady Dr. Kushalappa N have jointly authored 'Human Resource Management'. Dr. PN Udaychandra from SDM and the faculty of Commerce from Besant College Mangalore, Dr. Praveen Kumar have jointly authored 'Retail Management'. Dr. Rakesh T N and Dr. Lakshminarayana KS from Department of Commerce have jointly authored 'Agricultural Marketing'. All three books were released at the occasion. The text books have been published by Himalaya Publications Bangalore. They are authored in adherence to the syllabi of 1st year degree students. The books constitute elaborate explanations of topics with ample examples and accompanying question banks.

Enrollment of students into Voters' List



"All students must register themselves and avail suffrage rights, thus making themselves a vital part of the developmental pace of the country", said the Chief Election Officer of Puttur, YatishUllal. He was addressing the students of SDM College Ujire on the 7 January 2020 as a resource person. The Election Commission of India has

launched a program known as 'MinchinaNondani' to enroll youngsters above 18 years of age into the voters' list. 80 students of SDM College have availed application forms for enrollment under this scheme. The Tahsheeldar of Belthangady, Ganapati Shastry and the Principal of SDM College Ujire, Prof. S. Sateeshchandrawere present at the occasion.

Food Fest

Department of Home Science organized food fest named as 'Foodies Corner' in the Home Science lab on 31st December 2019. The chief guest for the programme was Dr. Radhakrishna Shetty, Assistant Professor, Mahaveera College. Prof. Satheeshchandra S., Principal, SDM College, inaugurated the programme. The chief guest said that "Food must never be confined to being solution to hunger. Students must explore the dynamics of the food industry and venture into ethical food business". The students of the department presented a variety of food items at the food festival and sold them at reasonable prices. Dr. Jayakumar Shetty, Ms. Shobha and Dr. Daneshwari coordinated the programme.

Guest Lectures

- Department of Economics organized a guest lecture on “NGO Initiatives in Rural Experiment: SKDRDP Model” by Mr.Rajesh, Faculty, SKDRDP-CRE, Belthangady, on 1 January 2020.
- Department of Psychology organized a guest lecture on “Emerging Professions and Research Areas in Psychology” by Ms. Manasa Ashok, Research Assistant, Indian Research Center, Mysore, on 31 December 2019.
- Department of Home Science organized a guest lecture on “Personality Development and Classroom Behavior” by Ms. Ashwini Shetty, Head, Department of Psychology, SDM PU College, Ujire, on 1 January 2020 for I and II year home science students. She spoke about adolescent’s behavior, area of adjustments, common problems faced by adolescents, reasons for suicide, how to correlate one’s mind and body in a task, and also about peers adjustment.



Educational Visits

- Department of PG Studies in Chemistry organized an educational visit to Pune from 7 January to 12 January 2020. Five faculty members and seventy one II MSc students of the department visited the following places: Hikal Research & Technology Centre, where students attended a presentation on ‘Safety and Research and Technology’, followed by visit to various laboratories. They gained knowledge on working in synthesis lab, hybrid lab, kilo lab and validation lab; Indian Institute of Science Education and Research (IISER), where students learnt various opportunities available for postgraduates in research as well as in popularizing sciences. Research scientists demonstrated the handling of NMR, LC-MS, MALDI and HPLC instruments; and National Chemical Laboratory (NCL), where students were given demonstrations on sample characterization techniques such as SEM, TEM, Raman spectroscopy, Single crystal X-ray crystallography.



- Department of Physics organized a field visit to Pilikula Science Planetarium, Mangalore, for III BSc students on 29 December 2019. Around 40 students were benefitted by the programme.
- Department of PG Studies in Commerce organized an industrial visit to Hyderabad from 3 January to 6 January 2020 for the II M Com students. A visit to Hindustan Coca-Cola Beverages Pvt. Ltd., Moula Ali, Hyderabad, gave an opportunity to the students to learn about the assembly line production and quality management service implemented in the plant. Further, a visit to the Birla Mandir, Charminar and Golconda Fort gave an opportunity to explore the cultural and historical importance of Hyderabad. In addition, a visit to Birla Planetarium and Science Centre helped the students to aware about the scientific inventions and development in India.
- Department of Journalism organized a visit to a Film Production Shooting location at Samse on 1 January 2020 for the B.Voc. students. Students' team interacted with the film Director of Gaalipata, Mr. Yogaraj Bhat, and they also got an opportunity to act in a college scene related to a film.

Extension Activities

Department of Home Science organized an extension activity at SDM Primary School, Belal, on 1 January 2020. The resource person was Mr. Swasthik Kanyadi, Department of PG Studies in Journalism, SDM College, Ujire. The resource person delivered a talk on "Social Responsibilities". 8th and 9th standard students were the beneficiaries. I BA Home Science students coordinated the programme.

Staff Achievements

- Mr. Sureshbabu K.N., Assistant Professor, Department of PG Studies in Commerce, completed his PhD viva on the topic "A Study on Non-performing Asset Management in Urban Co-operative Bank select Public and Private Sector Banks with special reference to Coastal Karnataka" under the guidance of Dr. Sureshramana Mayya, in Bharathiar University, Coimbatore, on 10 January 2020.
- Dr. Kumara Hegde B. A., Department of Botany and Biotechnology, participated and chaired a session in the National Conference on 'Challenges of Higher Education, Teacher Initiatives' organized at SDM College of Law, Mangalore, on 11 January 2020.
- Dr. Sanmathi Kumar, Associate Professor, Department of History, presented a paper entitled "Protection and Conservation of Indian Historical Monuments in Section III: Modern India" at the

Eighteenth session of the Indian History Congress at Kannur University, Kannur, Kerala, from 28 to 30 December 2019.

- Ms. Nanda Kumari K P, Associate Professor, Department of Chemistry, attended one day National Conference on 'Challenges of Higher Education: Teacher Initiatives – Quality curriculum Ethics' organized by KRMSS in collaboration with Mangalore University, Mangalagangothri and NAAC, held at SDM College of Business Management, Mangalore on 11 January 2020.
- Ms. Geetha A. J., Assistant Professor, Department of Journalism, presented a paper entitled "Social and Ethical Responsibilities of Higher Education Institutions: A review" in the National level NAAC Seminar held at SDM Law College on 11 January 2020.
- Mr. Ravishankar K. R., Head, Department of PG Studies in Social Work, attended One Day State level Workshop on 'Initiatives for Rural Development' at Christ University on 4 January 2020.
- Dr. A. Jaya Kumar Shetty, Department of Economics, was invited to deliver a lecture on "Challenges of Entrepreneurs: Product Diversification and Product Differentiation" for PMEGP batch at RUDSETI, Ujire, on 29 December 2019.
- Dr. A. Jaya Kumar Shetty, Department of Economics, was invited to deliver a lecture on "Rural Employment and Entrepreneurship" at the Annual Special Rural Camp organized by the Department of Social Work, Government First Grade College, Car Street, Mangalore, at DKZPHP School, Mittabthagilu, Killur, on 14th January 2020.
- Dr. S. N. Kakathkar, Department of Physics, participated in the interaction programme held under UGC PARAAMARSH scheme, organized at Gurudeva College, Belthangady, on 4 January 2020.
- Dr. Shalip, Head of the Department of Political Science, was invited to deliver a lecture on "Impact of Savithribai Phule on Indian Education System" to SDM PU students on 8 January 2020.
- Dr. Kumara Hegde B. A., Head, Department of Botany and Biotechnology, delivered a talk on "New Resolutions for the New Year" at SDM PU Residential College, Ujire, on 1 January 2020.
- Dr. Kumara Hegde B. A., Head, Department of Botany and Biotechnology, delivered a talk on "Humanitarian Values of Kuvempu" on the occasion of Vishwamanavatha Dina celebration at SDM PU Residential College, Ujire, on 2 January 2020.
- Dr. Kumara Hegde B. A., Head, Department of Botany and Biotechnology, delivered a talk on "Swamy Vivekananda's Life and Message" on the occasion of National Youth Day celebration organized at SDM BEd College, Ujire, on 13 January 2020.

- Dr. B. P. Sampath Kumar, Associate Professor, Department of Kannada, delivered a talk on “Ambigara Choudayyana Vachanagalli Vaicharikate” organized by Ambigara Choudayya Adyanana Peeta, Mangalore University, held at Government First Grade College, Belthangady, on 9 January 2020.
- Dr. B. P. Sampath Kumar, Associate Professor, Department of Kannada, delivered a talk on “Kuvempu Vyaktitva mattu Barhagalli Vaicharikte” organized by the Department of Kannada, SDM College, Ujire, in association with Rastrakavi Kuvempu Pratistana, Kuppali, held at Government First Grade Women’s College, Ajjarkadu, Udupi, on 11 January 2020.
- Ms. Nefisath P., Assistant Professor, Department of PG Studies in Chemistry, was invited as a resource person to deliver a talk on “History of Periodic Table” on the occasion of celebration of International Year of Periodic Table, organized by the Department of Chemistry, SDM PU College, Ujire, on 3 January 2020.
- Ms. Chitra B. C., Assistant Professor, Department of PG Studies in Social Work, attended as a resource person for the Faculty Development Programme on ‘Entrepreneurship for Academicians’ organized by SDMIT, Ujire, on 11 January 2020. She delivered a talk on “Effective Communication and Human Relations”.
- Dr. Sanmathi Kumar, Associate Professor, Department of History, attended a One Day State level Workshop on ‘Revised NAAC Format’ under UGC PARAAMARSH organized by IQAC of SDM College at MMK & SDM Mahila Mahavidyalaya, Krishnasmurthypuram Mysuru, on 10 January 2020.
- Dr. Sudheer K. V., Assistant Professor, Department of Psychology, attended as a resource person and delivered a talk on “Adolescent Matters and Parenting Matters” at Indraprastha English Medium School, Uppinangadi, on 4 January 2020.
- Ms. Prarthana J., Head, Department of PG Studies in Biotechnology, attended a One Day State level Workshop on ‘Revised NAAC Format’ under UGC PARAAMARSH organized by IQAC of SDM College at MMK & SDM Mahila Mahavidyalaya, Krishnasmurthypuram Mysuru, on 10 January 2020.
- Dr. Padmanabha, Mr. Madava Holla, and Mr. Krishnaprashant, Department of Journalism, attended a week long Workshop on ‘Film Production Technique’ held at Udupi, conducted by FTII Pune from 7 January to 16 January 2020.

- Ms. Shobha S., Assistant Professor, Department of Home Science, was invited as a resource person to deliver a talk on “Nutritious Food and Social Responsibilities” to the local residents in Vimukthi Centre, Laila, Kashibettu, on 28 December 2019.
- Mr. Prasad Kumar, Assistant Professor, Department of Commerce, attended a One Day Workshop on ‘Second Semester CBCS B.Com. Programme’ held at St. Aloysius Evening College, Mangalore, on 3 January 2020.
- Dr. Sanmathi Kumar, Associate Professor, Department of History, visited Sri Ramakunjeshwara College, Ramakunja, as a guide for NAAC Orientation programme to Mentee Institutions under UGC PARAAMARSH scheme, on 2 January 2020.

Staff Publications

- Dr. Sanmathi Kumar, Associate Professor, Department of History, published a research paper entitled “Nationalism in Literature” in the International Journal of Multidisciplinary Educational Research® - ISSN No. 2277-7881, Impact Factor: 6.014, IC Value: 5.16, ISI Value: 2.286. Research Unique Number: 17.7.2013.49 (UGC Approved Journal), Peer Reviewed & Refereed International Journal, Indexed & Listed at: Ulrich’s Periodicals Directory®, ProQuest. U.S.A. International Regd. published by Sucharitha publication Ijmer, Volume 8, Issue 12(1), December 2019, Visakhapatnam, 530016, Andhra Pradesh, on 14th January 2020.
- Dr. Shashikant Kurodi, Assistant Professor, Department of PG Studies in English, published his English poem “My Body My Rules” in the POETCRIT, an International Bi-annual Journal of Literary Criticism and Contemporary Poetry, Volume 33, No. 1, Jan-June 2020, ISSN:0970-2830.
- Dr. Shashikant Kurodi, Assistant Professor, Department of PG Studies in English, presented his Kannada poem “Prakruti” in an International Multilingual Poets’ Conference held at Karnataka Hindi Prachar Samiti, Bangalore, on 12 January 2020, which has been published in an edited Kannada Anthology of the Conference ‘Kavyamrutha’, ISBN: 978-93-89194-25-8.
- Dr. Ganaraja K., Assistant Professor, Department of PG Studies in Economics, published a research paper on “Pedagogy for Fostering Civic Consciousness: A Study” in the International Journal of Social and Economic Research, Volume- 09, Issue-04 (Oct-Dec) 2019, Pp 28-34, bearing ISSN:2249-6270.

Students' Achievements

- Six rovers and six rangers organized a programme on 'Drug Bank Awareness' and collected unused medicines from Kannada Medium School and CBSC English Medium School, Ujire, on 6 January 2020.
- Ms. Pruthvisha of III BCA participated in the State level IT Fest 'Pinnacle - 2020' and secured second place in the stand-up comedy event held at St. Philomena College, Puttur, on 10 January 2020.
- Mr. Chandhan, Mr. Anvith, Ms. Pragathi, Mr. Abhijith, Mr. Sanchith, Ms. Deepthi, Ms. Shwetha, Ms. Thrisha, Mr. Aravind, Mr. Shreevasta, and Ms. Gowthami of III BCA participated in the State level IT Fest 'Pinnacle - 2020' held at St. Philomena College, Puttur, on 10 January 2020.
- Mr. Sumanth and Mr. Goutham of II BSc secured first place in the State level Quiz competition on the topic 'Environment and Water Conservation' organized by Aakashavani, Mangalore, on 2 January 2020.
- Five rovers participated in the State level Service Camp held at Annie Besant Training Center in Doddabalapura, Bangalore, from 17 December to 22 December 2019.
- NSS volunteers organized Educational programmes for the students of Government Primary School, Mundathodi, under adopted school initiative, on 4 January and 11 January 2020.

