



Principal's Desk

In pursuit of Excellence

We normally define Excellence as the condition of surpassing some standards of expectation. Obviously the true pursuit of excellence is in understanding the standard of excellence and then surpassing it. Yet the process is not that simple as Excellence is a moving target and is often very elusive. The fundamental way to achieve excellence is to develop the ability to do one's tasks better each time around. This requires constant upgrading of one's knowledge and skills in various areas of involvement. We need to take charge to improve things for the better. There can be no excellence without action

Excellence is the result of caring about what we do, and of putting our very best effort into what we care about. It is the reflection of our passion and commitment. In essence, excellence is not a skill, it is an attitude. Of course it takes time to create excellence. Over a period of time, we need to internalize the following ideas of excellence - care about what we offer to the world, care about the relationships within our organization and act with empathy. Doing so isn't a daunting process; instead it is the secret of joy in work

Excellence is paramount to any institution as it is truly an investment that gives us a return even long after the efforts have been made. People will judge us by our actions, not our intentions. We can only build a reputation of excellence through our achievements. We need to possess the sense of ownership with regards to accountability and develop true affability. Steve Jobs has rightly put the process of achieving excellence in the following lines - ***'If you are working on something exciting that you really care about, you don't have to be pushed. The vision pulls you.'***

No contribution is insignificant, but it calls for passion and complete involvement which is nicely depicted in a sentence by ***Martin Luther King Jr.*** as - ***"A man is to be called a great street sweeper only if he can sweep streets just as Michaelangelo painted, or Beethoven composed music or Shakespeare wrote poetry."*** Excellence is truly the light in all realms of academics and ...

'If we light a lamp for someone else, it will also brighten our path.'
~ Buddha

Prof. Satheeshchandra S.

Principal

Best NSS Unit State Award



NSS Units of the college awarded with 'Best NSS Unit State Award' and Senior Program Officers Mr. Ganesh V Shendye and Ms. Asha Kiran awarded with 'Best NSS Program Officers State Award' for the year 2018-19 and 2019-20. Senior NSS Volunteers, Mr. Dhanush K P and Mr. Sathyaprasad awarded with 'Best NSS Volunteers State Award' for the year 2017-18 and 2019-20. The award ceremony was held on 12 October 2021 at Yuvanika Auditorium, Youth Empowerment and Sports Department, Government of Karnataka, Bangalore.

Programmes Organised



Workshop on Screenplay writing - Cinematography - Direction

Department of B.Voc in Digital Media and Film Making organized a 12- day workshop on 'Screenplay writing - Cinematography - Direction' in association with Bodhi Productions, Institution of Film and Video Technology, Pune and Aditya Creative Film Makers, Mumbai. A total of 40 students took part in the workshop that was conducted by two resource persons from Mumbai - MK Shankar and Vidya Gowda. The workshop was coordinated by Madhava Holla and Ashwini Jain from department of B.Voc in Digital Media and Film Making.

Workshop on Tally prime

Department of B.VOC in retail and supply chain management organized a workshop on 'Tally prime' in the month of July and August for the duration of 45 days to IV semester students. Mr. Ashwith. H. R, Assistant professor, Department of B.VOC in retail and supply chain management coordinated the programme.

Wall Magazine competition

Extracurricular committee of the college organized Wall Magazine competition for the departments of UG and PG College on 12 October 2021. The event started at 10 AM in the Psychology Lab and it was ended at 12.30 PM. Mrs. Amritha, Lecturer, department of Physics SDM PU College and Ms Chaitra, Dance trainer, SDM Culture Centre was the Judges for the event. The winner of the event was Department of Physics (UG)- COSMOS



Gandhi Jayanthi Celebration

NSS Units of the college in association with Rovers and Rangers Units organised 152nd Gandhi Jayanthi Celebration in the college campus on 2 October 2021. The programme started with the chanting of Raghupati Raghav. Dr P.N Udayachandra, the guest of honour, revered Gandhiji and told students to follow the footsteps of Gandhiji in their life. The celebration was followed by cleanness drive in the campus.



Clean India Program

NSS Units organised “Clean India Program” and conducted Shramadana in and around the campus of our college on 10 October 2021, collected around 12Kgs of Plastic Waste. 6 Volunteers participated in the activity.



Guest Lectures

- The Department of PG Studies and Research in Commerce organised guest lecture series by Ms Sushmitha, Lecturer, Govt first grade College, Belthagady on the topic organizational behaviour on 15 September 2021 through Google meet platform from 10.00am to 1.00 pm for II semester M.com and M.Com (IBM) students
- The Department of PG Studies and Research in Commerce organised guest lecture series by Ms. Ankitha , Jr Process Associate, Continuservesoftech India Pvt. Ltd., Bangalore on the topic Management Of Life Insurance from 16September 2021 to 18 September 2021 through Google platform from 10.00am to 1.00 pm for II semester M.com and M.Com (IBM) students.
- The Department of PG Studies and Research in Commerce organised guest lecture series by Ms. Shilpa ,Representative Talent Acquisition, Concentrix Technology , Bangalore on the topic Financial market and services from 29 September 2021 to 01 October 2021 through Google platform from 10.00am to 1.00 pm for II semester M.com and M.Com (IBM) students.

Staff Publications

- Dr. Sanmathi Kumar HOD and Assistant Professor, Department of History published a research Article titled "The Poets of Hoysala Inscriptions" (pg.No-43-46) in International Journal of Multidisciplinary Educational Research® -- ISSN No 2277-7881,UGC approved Journal: Serial No:41602, published by Sucharitha Publications IJMER, VOLUME 10, Issue 9(5), September 2021, Visakhapatnam.
- Dr. Shashiprabha, Assistant Professor, PG Department of Chemistry published a research paper entitled, 'Development of an Eco-Friendly Toner/Print Remover Using Aqueous Acetone', in International Journal of Engineering Technology Research & Management, 2021, Vol.5(9), p. 324-328 (ISSN: 2456-9348).
- Dr. Sudheer K V, Assistant Professor Department of psychology and Ms. Smruthi N Raj II BA published a research paper titled "Psychosocial benefits of Life Values in Contemporary Social System: An Analytical Review" in Research Nebula, An International online Multidisciplinary Research Journal, SJIF: 7.399.

Staff Achievements

- Mr Sooryanarayana Bhat, Assistant Professor, Department of English delivered a talk on 'Improve your communication skill' for the members of Communicative English Fora organized by Student welfare committee on 30 October 2021.
- Dr. Sampathkumar B P, HOD, Department of Kannada participated as chief guest in "Kannada Habba" Organised by Alva's Institute of Engineering & Technology, Moodbidri held on 8 October 2021.
- Dr. Sanmathi Kumar HOD and Assistant Professor Department of History delivered an online National level Virtual Guest Lecture on 'Ajila Dynasty of Tulunadu' Webinar lecture on 9th October 2021 organized by Department of PG studies in History and Archaeology & IQAC in association with Manusha University College Mangalore.

- Dr. A Jayakumar Shetty, Associate Professor, Department of Economics is nominated by Mangalore University as University nominee for the BOS in Rural Development of School of Social Work (Autonomous), Mangalore for the year 2020-2023.
- Dr.A. Jayakumar Shetty, Associate Professor, Department of Economics delivered a guest talk on “Break Even Analysis” for PMEGP batch at RUDSETI on 29 September 2021.
- Dr. A. Jayakumar Shetty, Associate Professor, Department of Economics was invited to deliver a lecture on “Mentoring: Theory and Practice” in FDP organised by IQAC of SDM Law College Mangalore on 9 October 2021.
- Dr. Mahesh Kumar Shetty, Assistant Professor Department of Economics has applied for a research project titled “Livelihood Trough Employment Generation: An Evaluation Study Of Pradhan Mantri Mudra Yojana (PMMY)” for the Azim Premji University Research Funding Programme 2021(application APU/2021/03952) on 30 September 2021
- Dr. Vandana Jain, Assistant Professor Department of Psychology participated as a resource person on the topic “Teen’s Mental Health”, Organized by the SDM PU College, Ujire on 12 October 2021.

Staff Participation

- Dr. Mallikarjuna N, Assistant Professor, Department of Hindi attended one day National Workshop “Hindi ke kshetra me Rojgar” on 30 September 2021 organized by Shri Panchama Khemaraj College, Sawantavadi, Maharashtra. EERPMS ID -23963
- DR Mallikarjuna.N Assistant professor, Department of Hindi attended three Days National Workshop on "NEP2020:Navin Abhikalpan" organized by Madhav University, Pindwada, Rajasthan.28 to 30 September 2021 EERPMS
- DR Mallikarjuna.N Assistant professor, Department of Hindi attended the International webinar "Hindi Ka Antararashtreeya Swaroop" on 30 September 2021 organized by P N Das College. Shantinagar, Pargana, West Bengal.

- DR Mallikarjuna.N Assistant professor, Department of Hindi attended the International webinar on "Vaishveekaran ke Yug me Anuvaad ka Mahatva" organized by Dept of Hindi Shri Shivaji College. Baarshi, Maharashtra on 30 September 2021.
- Dr. Mallikarjuna N, Assistant professor, Department of Hindi attended two days International webinar on "Gandhian philosophy. Global peace and Inclusive Development" organized by RSR Government Degree College Barkot. Uttarakhand on 2 and 3 October.2021.
- Dr. Mallikarjuna N, Assistant professor, Department of Hindi attended International Webinar "Unsung Heroes in colonial India" organized by Kaliachak College. Sultanganj, Malda, West Bengal on 5 October 2021.
- Dr. Mallikarjuna N Assistant professor, Department of Hindi attended the International Conference "Tourism for Inclusive Growth" organized by D A V College Hoshiarpur, Chandigarh, on 6 October 2021.
- Dr Mallikarjuna.N Assistant professor, Department of Hindi attended the National webinar "Tulanatmak Anusandhan ke vivid Pariprekshya" organized by M V P S 's Arts Commerce and science College Nashik, Maharashtra on 30 September 2021.
- Dr Mallikarjuna.N Assistant professor, Department of Hindi attended the National webinar "Samakaleen sanskrit sahitya vivid Aayaam" organized by Government Bangad P G College, Pali,Rajasthan on 1 October 2021.
- Dr Mallikarjuna. N Assistant professor, Department of Hindi attended the National webinar "Gandhi Chintan Evam Aazadi Ke Vivid Aayaam" organized by Gandhi Memorial National P G College, Ambala cant on 2 October 2021.
- Dr Mallikarjuna. N Assistant professor, Department of Hindi attended the National webinar "Hindi Sahitya Aur Cinema ka Antardwandwa" organized by Khudiram Bose central College, Kolkata on 4 October 2021.

- Dr Mallikarjuna. N Assistant professor, Department of Hindi attended the two days National webinar "21vi Sadi Ke Hindi Sahitya Me Stree Vimarsh" organized by Smt Suraj Devi Ramchand Mehta women's College, Khamgaov, Buldana, Maharashtra on 4 and 5 October 2021.
- Dr Mallikarjuna N Assistant professor, Department of Hindi attended the National webinar "Climate change and its impact on human" organized by Kamaraj College Thoothukudi Tamilnad on 8 October 202.
- Dr Mallikarjuna.N Assistant professor, Department of Hindi attended the National webinar on "Granthalay ka mahatva" organized by Tamilnadu Librarian's.com, Chennai 10 October 2021.
- Dr Mallikarjuna.N Assistant professor, Department of Hindi attended the National webinar on "Karyalayee Hindi me Computer ka Prayog " organized by Dept of Hindi Baliram patil Arts Commerce and science College, Kinvat, Nanded, Maharashtra on 12 October 2021.
- Ms. Shruti Mankikar Assistant professor, Department of Hindi, attended National level Webinar on "Tulanatmaka Anusandhana KeVividha Paripreksha" organaized by Kala, Vigyana Evam Vanijiya Mahavidhayalaya Ozer, Nasik Maharastra on 30 Septembae2021.
- Ms.ShrutiMankikar Assistant professor, Department of Hindi, attended Two Days National level Webinar on "Vishaya: 21 Vi SadiKe Hindi Sahitya Me Stree Vimarsh" organaized by Shrimati Suraj Devi Ramachanda Mohata Mahila Mahavidhyalaya Khamagav, Bulathana (Maharastra) on 4 October and 5 October 2021.
- Dr. Sanmathi Kumar HOD & Assistant Professor Department of History attended One Day International Webinar on Unsung Heroes in Colonial India on 5 October 2021 organized by Department of History Kaliachak College Sultanganj, Malda, West Bengal, India.
- Dr. Sanmathi Kumar HOD and Assistant Professor Department of History Ujire participated in One day Interdisciplinary National Level webinar on Quality initiatives in Higher Education on 20 September 2021 organized by Department of Industrial Microbiology, Guru Nanak Khalsa College Yamunanagar Haryana under the aegis of Directorate General Higher Education, Haryana.

- Dr. A. Jayakumar Shetty, Dr.Ganaraja K, Dr. Mahesh Kumar Shetty H and Mr. Abhinandan Jain have attended National Webinar on 'Changing Contours in Development' organised by The department of Economics, St. Aloysius College Mangalore on 4 October 2021.
- Dr. Sudheer K V, Assistant Professor Department of Psychology and Ms. Smruthi N Raj II BA participated in One Day International Interdisciplinary E-Conference on the topic "Benefits of Life Values in Contemporary Social System", and presented a research paper entitled "Psychosocial benefits of Life Values in Contemporary Social System: An Analytical Review", Organized by Dept. of English and Marathi, Kala MahavidhyalayaMalkapur, Akola, Mahastra on 30th September 2021.
- Dr. Sudheer K V, Assistant Professor Department of Psychology participated in Virtual International Multidisciplinary Research Conference and presented a research paper entitled "Impact of E-learning on the Achievement motivation and Academic anxiety among SSLC students of Dakshina Kannada during Pandemic Period", Organized by Government College, Tripunithura, Kerala on 9 October 2021.
- Dr. Sudheer K V, Assistant Professor, Department of Psychology participated in a Webinar on "Scientific Writing: Journal Selection Tool and Techniques for Research Publication" Organized by the Department of Civil Engineering, Dr.N.G.P. Institute of Technology, Coimbatore in association with Indian Geotechnical Society, Coimbatore Chapter on 6 October 2021.
- Dr. Sudheer K V, Assistant Professor Department of Psychology delivered a Radio talk on the topic "Manasika Smasyegalumattu Manasika Arogya" in Radio Ninadaon 7 October 2021.
- Dr.Sudheer K V, Assistant Professor Department of Psychology participated in Virtual Orientation Program (FDP) on the topic "Counseling and Mentoring: Theory & Practice" on 11 October 2021 organized by student performance monitoring committee, SDM College (Autonomous), Ujire.
- Dr. Sudheer K V, Assistant Professor Department of Psychology and 25 II BAVBSc psychology students participated in a National Webinar on "Mental health in an unequal world", Organized by the PG Department of Psychology, SDM College, Ujire on October 13, 2021.
- Dr.Vandana Jain, Assistant Professor Department of Psychology attended a National Webinar on "Mental health in an unequal world", organized by the PG Department of Psychology, SDM College, Ujire on October 13 2021.

- Mr. Praveena D, Ashwini Jain ,Ms.Yojana Kiran Kumar, Mr. Shivaraj B G, Mr. Sammed Jain, Mr. Ashwith.H.R Assistant Professor, Department of B.Voc Participated in the three Day National Level Faculty Development Program on "Creative Thinking and Quality Publications" from 29 September 2021 to 01 October 2021, organized by Sairam College of Engineering, IQAC-SSCE, Department of Science & Humanities Bangalore, in association with ICT Academy.
- Mr. Madhava Holla, Department of B.Voc in Digital Media & Film making has Participated in 3 day National Level faculty development programme on Creative Thinking and Quality Publication organized by Sairam College of Engineering Bangalore & IQAC_SSCE, Department of Science & Humanities, in association with ICT Academy from 29 September to 1 October 2021.
- Mr. Madhava Holla Assistant Professor, Department of B. Voc participated in National level webinar on Challenges and opportunities in App Driven Journalism organized in Association with IQAC on 28th July, 2021.
- Mr. Ashwith H R, Assistant Professor, Department of B. Voc participated in two days Faculty Development Program on "Academic Writing and Research Methods" organized by PG Department of Management Studies and Research(MBA), Srinivas Institute of Technology, Valachil, Mangaluru on April 8 & 9th 2021.
- Mr. Ashwith.H R, Assistant Professor, Dept of B.Voc in retail and supply chain management has Participated in the two day National Level Seminar on "Contemporary Issues in IPR in India" from 20 September 2021 to 21 September 2021, organized by Department of Post Graduate Studies and Research in Commerce and Internal Quality Assurance Cell, Sahyadri Commerce and Management College, Shimoga, Karnataka.
- Ms. Sharada, Physical Education Director, participated in the International workshop on research methodology organized by World statistical data analysis Research association from 17 September to 2 October 2021.
- Dr Yuvaraja U, Assistant Professor, PG Department of Economics attended three Days FDP on 'Basics of Research Statistics organized by A2Z Edu Learning Hub on 1st, 2 to 3 October 2021.
- Dr Yuvaraja U, Assistant Professor, PG Department of Economics has attended

- National Level Webinar on Mental Health in an Unequal World on account of World Mental Health Day 2021, organized by the department of PG studies and Research in Psychology, on 13th of December 2021.
- Dr. Athul. S. Semitha, Dr. Chitra BC and Ms. Swathi B, Prof. Ravishankar KR, and Mr.Suveer Jain, Assistant Professors, PG Studies in Social Work, SDM PG Centre, Ujire has participated in 3 Days National Level Faculty Development Programme on “Creative Thinking and Quality Publications” organized by IQSC-SSCE, Department of Science and Humanities, SAI RAM College, Bangalore held on 29 to 1 October 2021.
- Dr. Athul. S. Semitha, Assistant Professor, PG Studies in Social Work has participated in National Level Webinar on “Mental Health in an Unequal World” organized by Department of PG Studies & Research in Psychology, SDM College (Autonomous), Ujire held on 13 October 2021.
- Dr. Athul. S. Semitha, Assistant Professor, PG Studies in Social Work, has participated in National Level Virtual Conference on “Accelerating Urban Action For A Carbon-Free World on the occasion of World Habitat Day 2021” organized by Climate Reality Project - India, APSWDP and CHITKARA College of Education held on 4 October 2021.
- Dr. Akshatha K, Assistant Professor, PG Studies in Social Work, has participated in National Level Webinar on “Mental Health in an Unequal World” organized by Department of PG Studies & Research in Psychology, SDM College (Autonomous), Ujire held on 13 October 2021.
- Dr. Chitra B C, Assistant Professor Department of PG Studies in Social Work, SDM College, Ujire has delivered a resource talk on 9 October, 2021 topic titled Effective Communication & Human Relations for RSETI(Rural Self Employment Training Institute) trainees of tailoring. There were 35 participants in the team. The Resource person spoke about why communications need to be effective.7Cs of communication. Videos supporting the factors were shown and related activities were demonstrated.

Students Achievements

- Mr. Hrithik H. A, I B.Sc, NSS volunteer participated in Pre - RD State Level Selection Camp Representing Mangalore University at VTU, Belagavi on 28 and 29 September 2021.
- Mr.Krishnaraja, NSS volunteer volunteered for the vaccination held at PHC, Ujire and assisted health officials in the registration and recording process of vaccination on 29 October 2021.
- Ms. Rajeshwari Nejikar, II B.Sc C and Ms. Swathi, II B.Sc C, NSS Volunteers participated in District Level Quiz Competition on account of World Aids Day at Besant Women's College, Mangalore on 12 October 2021.
- 60 NSS Volunteers participated in Viveka Vani, Lecture Series on Swami Vivekananda organised by Swami Vivekananda Study Centre, Mangalore University and Rama Krishna Ashrama, Mangalore on 12 October 2021.

