



Sri Dharmasthala Manjunatheshwara College, Ujire-574240



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Principal's Desk

'Your time is limited, so don't waste it. Don't be trapped by dogma.' - Steve Jobs

I-Phone, laptops and all the electronic items that carry the name of Apple - people remember Steve Jobs. He lived to his words.

In a short span of life, he created an indelible image of quality, precision and style that can not be imitated by any competitors or others. His creation of things is the result of complete dedication and focus.

Dear students, if you want to achieve, be clear about what to achieve and also how to achieve it. Knowing the subject your study is one thing and presenting what you know effectively is another thing. When you blend both. You will be competent and you can create extremely valuable results. The skill is the application of knowledge and with dedication and focus you will reach greater heights and achievements that can not be imitated or stolen.

All the very best wishes.

Dr P N Udayachandra

Dr. P.N. Udayachandra

Principal

Appointment of Dr. S Satheeshchandra as the Secretary of SDM E-Society



We are pleased to know that our former principal, Dr S Satheeshchandra is now appointed as the secretary of Sri Dharmasthala Educational Society, Ujire. While congratulating him on the appointment, the principal, Staff, and the Students wish him every success.

Programmes Organized

AWS Technology and Certification

The Department of Computer Science organised an awareness programme about “AWS Technology and Certification” on 13 June 2022. Mr Purushotham Sampige, Coordinator, Karnataka State Electronic Corporation Ltd, Bengaluru, was the resource person who gave the information regarding the Amazon Web Global certification programme. Students of III BCA got benefited from the programme.

Women’s Health and Hygiene

Women Grievance Redressal cell and Internal Complaint committee of the college organised an awareness talk on ‘Women’s Health and Hygiene’ on 22 June 2022. Dr Ananya Lakshmi Sandeep, Medical superintendent at St. Joseph Hospital, Kakkinje, was the resource person. The resource person emphasised the need to understand what happens to females during their menstruation and how to take care of ourselves during these days. She explained about the female reproductive system, PCOD and PCOS. The

resource person demonstrated how to use a menstrual cup, which is eco-friendly and even better than sanitary napkins. She also told that when to consult a gynaecologist and how to get treatment for the problem. In the end, the resource person clarified the queries of the students. Dr Savitha Kumari, Chairperson of the committee, handed over the memento to the resource person as a token of gratitude; Ms Vinuthe D.M. and Ms Fathima Safira conveners of the programme, guided the students in organising the awareness talk. Around 100 students participated in the talk.

Study Skill Development Programme

The Department of Commerce organised the 'Study Skill Development Programme' in association with Jnanakoota Foundation on 18 June 2022. Mr Naveen Ellangala inaugurated the Programme Director and Founder of Ellangala Academy, Bangalore, Dr P N Udayachandra, presided over the function. Mr Suman Jain and Ms Deekshitha Kumari were the student coordinators.

Student Transformation Programme

The Department of Commerce, in association with HRD and Placement Cell, organised the "Student Transformation Programme" in collaboration with ICT Academy and DXC Technology to implement a unique social initiative to empower deserving and under-privileged 100 students from the final year B.Com. Two hundred forty hours of training comprising 120 hours of offline training and 120 hours of Self Learning. One hundred twenty hours of offline training was conducted in two phases. In Phase- I, 70 hours of Soft skill training and Communicative English training were conducted by Mr Dilip Malla, World HR Board Accredited Master Behavioural Skills Trainer from Hyderabad, from 26 May 2022 to 6 June 2022 at Rathnathreya Hall, SDMPU College, Ujire. In Phase II, 50 hours of MS Office training were conducted by Mr Kishore Srinivasan from Chennai, from 13 June 2022 to 18 June 2022 at SDMIT, Ujire. Mr Harish Shetty, Mr Sachin Hebbar - Programme Mentor, and Ms Pavithra U K were the programme coordinators.

Acting Workshop for Students

The Department of B.Voc in Digital Media and Film Making organised a week-long acting workshop for students from 13 to 18 June 2022. Actors Bindushree AU and Naveen Sanehalli were the resource persons. 50 students attended the workshop. The students performed a short fragmented play 'Bhaavisidare Yella

Untu` during the valedictory ceremony. The students themselves created the short stories of the play and the choreography.

An International Webinar on Wholesome Marketing Kit

The Department of B.Voc in Retail and Supply Chain Management has conducted an International Webinar under a student association named VISHISHTA on "Wholesome Marketing Kit" on 16 June 2022 to BVoc II, IV & VI Semester students. Ms Prity Baleja, Marketing Manager, Sony, Canada, was the resource person. A total of 123 students attended this international webinar. Mrs Madhuri Gowda Assistant professor, Department of B.Voc Coordinated this Webinar.

Competition- 'Biochrome'

The Eco Club of the college has organised a college-level competition, 'Biochrome' in the Botany lab, on 3 June 2022. Twenty teams from different streams have participated and exhibited their talents.

Interclass Management and Cultural Fest

The Department of Commerce organised an 'Interclass Management and Cultural Fest' on 17 June 2022. Five Core and five Non-core events were conducted with an overall championship award. The programme was inaugurated by Dr S Satheeshchandra, Deputy Secretary, SDME Society, Ujire. Dr P.N Udayachandra, Principal of the college, presided over the function. Sri M Y Harish, EO, SDME Society, Ujire was the Chief Guest for Valedictory, Dr A Jayakumar Shetty, Vice Principal of the college, presided over, and Ms Shakuntala, Dean of Commerce, was the Guest of Honour. Dr Rathnavathi K, Head of the Department was present. There were over 200 participants in the event. Dr Laxminarayan K.S. was the staff Co-coordinator.

Intra Collegiate Commerce Fest – MATHANA 2K22



The Department of PG Studies and Research in Commerce has organised an 'Intra Collegiate Commerce Fest - MATHANA 2K22' on 10 June 2022. The fest was inaugurated by Mr Giridhar Kallapur, Executive Director, RUDSETI, and Mr M Y Harish, Executive Officer, SDME Society Ujire, was Chief Guest for Valedictory Ceremony. Eighteen teams participated in the fest, and team Toyota won the overall championship.

Internship

The Department of B.VOC in Retail and Supply Chain Management has organised an Internship at Metro Cash & Carry India Pvt Ltd, Bangalore, for 20 days for final year B.Voc Students. The programme intended to understand the overall working process of the retail outlet. Mr Praveena D, Assistant Professor, Department of B.VOC in retail and supply chain management, coordinated the internship.

A Workshop on Audio Recording and Editing Techniques

The Department of PG studies in Journalism and Mass Communication organised a workshop on 'Audio Recording and Editing techniques' on 17 June 2022. Ms Akshatha Raj Perla, Casual Assignee, AIR Mangalore, participated as a resource person and taught the students the techniques of audio recording and editing. Dr Bhaskar Hegde, HOD welcomed the gathering. Faculties and students participated. Mrs Geetha A J, Assistant Professor, was the coordinator.

Nipun and State Award Exam



The Rovers and Rangers unit of the college organised a training programme on the "Nipun and State Award Exam" at the seminar hall on 23 June 2022. The guest of honour and resource person of the programme was Mr Bharath Raj K (ASOC) Bharath Scouts and Guides Mangalore and the president of the programme was Dr P N Udayachandra, Principal SDM College Ujire. 74 Rovers and Rangers benefited from the programme. The senior students were felicitated during the programme.

Azadi Ka Amrit Mahotsav

NSS Units of the college organised e- lecture Series on 75 Freedom Fighters and Indian Achievers on account of the "Azadi Ka Amrit Mahotsav" programme of the Government of India. Ms Bhoomika, II B.Com 'A' delivered lecture no- 58 on the topic "Arunima Sinha - The Mount Everest of Will Power and Positive Attitude" on 15 June 2022. Eighty-four members were in the programme, and 75 NSS Volunteers participated. Ms Manu Jain K P, I B.Com 'A' delivered lecture number -59 on the topic "Matangini Hazra - The Old Lady Gandhi" on 17 June 2022. Dr Padmanabha, Assistant Professor, Department of Journalism and Mass Communication, was the Chief Guest. Seventy-two members were present in the programme, and 60 NSS Volunteers also participated. Ms B Nayana, II B.Com 'A' delivered lecture number - 60 on the topic "Milkha Singh - The Flying Sikh" on 20 June 2022. Ms Akshatha B, Assistant Professor, Department of Mathematics, was the Chief Guest. One hundred two members were present in the programme, and 85 NSS Volunteers participated. Mr Preethesh, II BCA, delivered lecture number- 61 on "Sam Manekshaw - India's First Field Marshal" on 22 June 2022. Mr Harish Shetty, Assistant Professor, Department of Commerce, was the Chief Guest. One hundred members were present in the programme, and 81 NSS Volunteers participated. Ms Supreetha, II B.Com C delivered lecture number- 62 on the topic "Deepa Malik - The Story of a Paralympic Champion" on 24 June 2022. Mrs Geetha A J, Assistant Professor, Department of Journalism and Mass Communication, SDM College, Ujire, was the Chief Guest. Ninety-four members were present in the programme, and 81 NSS Volunteers participated. Ms Varnitha Gopal Poojari, II B.Sc B delivered lecture number- 63 on the topic "MC Mary Kom OLY - The Pride of India" on 27 June 2022. Dr Sowmya B P,

Assistant Professor, Department of Chemistry, was the Chief Guest. One hundred sixteen members were present in the programme, and 71 NSS Volunteers participated.

Interactive Patriotic Lecture and Exhibition

In association with the Extra-curricular Committee, NSS Units of the college organised an 'Interactive Patriotic Lecture and Exhibition' Programme on 20 June 2022. Sri T.N Ramakrishna, President, and Managing Trustee, Rashtra Gourava Samrakshana Parishath delivered the talk. M. Harish M Y, SDME Society, Ujire, was the guest of honour. 75 members attended the programme.

Yoga Demonstration Programme

NSS Units, in association with the Department of Physical Education and NCC Army Wing, organised a Yoga Demonstration Programme on account of International Yoga Day on 21 June 2022. Twenty-two volunteers participated in the event.

A Special Lecture Programme

NSS Units organised a special lecture programme on account of International Yoga Day on 21 June 2022. Dr Sujatha Dinesh, Dean, SDM College of Naturopathy and Yogic Science, Ujire delivered the talk on "Yoga and Its Applications". Thirty-seven volunteers participated in the event.

Guest Lectures

- The Department of Economics organised a guest lecture on 'Economic ways to treat pollutants' on 21 June 2022. Dr Rajesh N Hegde, Assistant Professor of Chemistry and Mr Ranjith, Lab Instructor, Soil Testing Centre, were the Resource Persons. Dr A Jayakumar Shetty, HOD of Economics and all the department faculty were present during the programme. Dr Ganaraja K coordinated the programme.
- The Department of B.Voc in Retail and Supply Chain Management conducted a guest lecture under a student association named VISHISHTA on "Adolescent Health" on 1 June 2022 to BVoc II, IV & VI Semester students. Mrs Ramya B, Counsellor, Taluk General Hospital Belthangady was the resource person. A total of 123 participants attended this guest lecture. Mr Praveena D Assistant professor, Department of B.Voc, Coordinated the Guest Lecture.

Social Responsibility Initiatives



The Department of PG Studies and Research in Commerce organised an extension activity on account of 'World Environment Day' on 06 June 2022 at the Government High School, Nada, Belthangady. 18 M.Com students participated in this awareness programme, and 130 students of Nada High school students were beneficiaries of this programme.

Staff Achievements

- Ganesh V Shendye, Assistant Professor, Department of Botany published a research paper in the Q3 journal, citing Shendye GV, Thamizhseran N. Endophytic bacterial metagenomics and phosphate solubilization activities in an endemic legume *Humboldtia brunonis* Wall' in Journal of Applied Biology & Biotechnology. 2022. 10(6).
- Dr AJaya Kumar Shetty, Associate Professor and Vice-Principal, published an article on MSME Day in UPAYUKTA online journal.
- Mr Ganesh V Shendye, Assistant Professor, Department of Botany, participated as a resource person in the NSS Orientation programme organised by NSS units of SDMIT Ujire.
- Mr Harish Shetty, Assistant Professor, Department of Commerce, attended as a resource person to the "Azadi Ka Amrithamahothsava" 61st Lecture organised by NSS Units of SDM College, Ujire on 22nd June 2022.
- Dr Padmanabha N.K, Assistant Professor, Department of Mass Communication and Journalism, delivered a guest lecture on 'Indian Cinema: Native Cultural Significance' at the Department of Journalism and Mass Communication, Alva's College Moodabidire on 27 June 2022.

Staff Participation

- Dr Mallikarjuna.N, Assistant professor. Department of Hindi attended the International Conference on " Vishnu Prabhakar; Rachanaatmakata Ka Samaaveshee Sansaar" organised by Vishwa Hindi Sangathan, Delhi, on 20 June 2022.
- Dr Mallikarjuna N, Assistant professor Department of Hindi, attended the International Level Webinar on " Sant Kabir Aur Vaishvik Pariprekshya" organised by K L E' S Lingaraj College (Autonomous) Belagavi on 23 June 2022.
- Dr Mallikarjuna N, Assistant professor, Department of Hindi, attended a National Level Webinar on "Raashtreeya Shiksha Neeti- 2020 Aur Aatmanirbhar Bharat " organised by Shiksha Sanskriti Utthaan Nyaas, Bhopal On 25 June 2022.

Sports Achievements

- Mayur D R, III B.Com, Chinmay Hegde, III BCA, Vishruth H R, III B.Com, Sugan MC, III B.Com, Nithin Kumar N, III BA, Preetham V P, II B.Com, Karthik K, I B.Com, Chinthan B C, I B.Com, Yashvanth Thelkar VC, I B.Com, Mohan Raj, I BA, Pavan, I BA, won the Mangalore University Inter-Collegiate Men Netball championship held at GFCC Vamadapadav on 26 June 2022.



- The Department of Physical Education, NSS, and NCC celebrated International Yoga Day at SDM Secondary School, Ujire, on 21 June 2022.



Students Achievement

The students of the Department of PG studies and Research in Commerce participated in an Inter-collegiate Management Fest, EDIFY – 2022, organised by Manel Srinivas Nayak Institute of Management, MSNIM Besant Campus, Bondel, Mangalore, on 28 June 2022. Ashwath Kumar of II M.com (IBM) and Sriram of II M.com won first place in the Business Quiz event, and Maya Maruthi Doltade and Manvitha of II M.com won first place in the Human Resource Event.



CPL Dileep and CPL Thejaswini have won the overall championship of 'Vijay NCC Fest' held at St Agnes College, Mangalore, on 1 June 2022. The fest included drill tests, model making, a talent hunt and stress interview. CPL Dileep topped all the four events while CPL Thejaswini drill test, model making and stress interview and became runner-up in the talent hunt.

