



Sri Dharmasthala Manjunatheshwara College, Ujire-574240



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Principal's Desk

Be compassionate and empathetic. . . .

Compassion and empathy are important qualities in life because they help us to understand and connect with others. Compassion is the ability to feel empathy for others and to feel moved to help them in their time of need. Empathy is the ability to understand the emotions and experiences of others, and to be able to put oneself in their shoes. Having compassion and empathy allows us to see the world from a different perspective, and to be able to understand and connect with others in a deeper way. This can improve our relationships, and help us to be more compassionate and understanding in our daily interactions. Empathy and compassion are needed in everyday life, especially when interacting with others. Without these two things, it can be difficult to maintain healthy relationships. This is because they help you exhibit kind and loving behavior to your loved ones, which helps reinforce the relationship. For instance, doing something that offends your friend can cause them to feel hurt or angry. When you have empathy, you're more likely to understand what they're upset about, see things from their point of view, and apologize. This demonstration of empathy and compassion can make your friend feel respected, understood, and loved. Empathy reaffirms relationships and keeps the love alive.

If more parents incorporated empathy into their parenting, we may find that more kids grow up to value it. One of the best ways to teach them empathy is by addressing and acknowledging their emotional distress. Showing them how to be compassionate and empathetic is a way to prepare them for showing it to others in the real world. In the business world, empathy and compassion are also needed. When empathy is undervalued in the workplace, it could lead to staff feeling unappreciated or as though they don't matter. For example, being agreeable is a character trait that's valued in the workplace. However, to be agreeable you need to have compassion and understand where others are coming from. Not only do employees need empathy and compassion, but employers also need it, too.

Dr B A Kumar Hegde,

Principal

Programmes Organised

SDM PG Centre Orientation Programme

“The timely integration of both science and humanities would enrich India's academic and industrial sectors through their prominent contributions,” said Dr B H M Darukesh, Associate Director of ISRO, Bangalore. He was speaking after inaugurating the programme of launching the New Academic Year of SDM PG Centre at the CNYS Auditorium, Ujire. The inaugural session was witnessed by a vast gathering of students who opted for the current batch of PG Courses in various Departments at SDM Postgraduate Centre, Ujire on. Dr B H M Darukesh participated actively in the interaction with SDM students. He provided all kinds of details regarding the internal growth of ISRO as well as numerous chances in the scientific area. The students who participated in the programme benefited a lot from this interaction. Dr Satishchandra S, Secretary of SDM Educational Society, was the Chief Guest. While addressing the freshers, he advised the students that academic knowledge and practical application perspective should be enhanced with the unique ability to find solutions to real-world challenges.

Dr BA Kumara Hegde, Principal of SDM College, presided over the programme and said that students should dedicate their post-graduation studies towards expanding their knowledge with curiosity and eagerness to learn new things. Prof S N Kakatkar, Vice Principal of the College, welcomed the gathering and gave introductory remarks. Dr Nefisat and Swathi, Assistant Professors, hosted the



programme. Dr Vishwanath P, Dean of the SDM Postgraduate Centre, proposed a vote of thanks. Staff, students, and parents participated in the special event.

National Seminar

The Department of Psychology, in association with the IQAC of the College, organised a national-level seminar on the account of World Mental Health Day on 10 October 2023. Dr C R Chandrashekar, Retired Professor of Psychology, NIMHANS, Bangalore, was the Chief Guest on the occasion. While speaking on the occasion, he said that the body is like a chariot, according to Psychology. Senses, like five horses, pull this body. Mind is that whip that controls such uncontrollable horses. Dr C R Chandrashekar delivered lectures on Brain and Behaviour, Managing Negative Emotions and Principles of Counselling. Dr B A Kumara Hegde, Principal of the College, presided over the programme. Dr Sudheer K V, Assistant Professor of Psychology and Coordinator of the Seminar, Prof G R Bhat, Coordinator of IQAC Staff and Students of the Department were present. Dr Vandana Jain, HoD of Psychology, welcomed the gathering, and Ms Varsha proposed a vote of thanks. Ms Anupriya Ghosh mastered the Ceremony.



Gandhi Jayanthi Celebration

The coordinators and students of the Rovers and Rangers Unit and National Service Scheme celebrated the Gandhi Jayanthi on 2 October 2023 to mark the 154th Birth Anniversary of Mahatma Gandhiji. The programme started with the chanting of *Raghupati Raghav* song by all. Mr Gridar Kallapur, Executive Director RUDSETI, Ujire, was the programme's chief guest of the programme. Dr B A Kumara Hegde, Principal of the College, presided over the programme.



Awareness Against Corruption

The Student Welfare Committee organised an Awareness Against Corruption programme at the College on 11 October 2023. Sri Kaveriappa K T, Retired KAS Officer, as a resource person, briefed about the prevention of corruption and requested the youths to work together to protect the nation. Prof S N Kakathkar, Vice Principal of the College, presided over the programme. Mr Nataraj HK, Coordinator of the Student Welfare Committee, was the Staff in charge of this programme. One hundred eighty students from various streams attend the programme.



Special Talk

SDM-Rotary Career Guidance and Placement (HRD) Centre organised a Special Talk on “Dr APJ Abdul Kalam Life: Mission & Vision” for NSS Volunteers & UG Students on 09 October 2023 at Seminar Hall in SDM College, Ujire. Mr Jayaprakash Rao, Personal Secretary of Dr APJ Abdul Kalam and former Chief PRO DRDO Ministry of Defense GOI, was the resource person for the programme. 187 NSS Volunteers and UG Students benefited from the programme.



NSS Unit Activities Inauguration

The inaugural ceremony of NSS annual activities 2023-24 was held at Seminar Hall-1 on 15 September 2023. Ms Usha Kiran Karanth, President of Ujire Gram Panchayat, inaugurated the programme by lighting the lamp. Dr B A Kumara Hedge, Principal of the College, presided over the programme. An orientation programme for the first-year NSS volunteers followed it. Mr Dhanush K P and Mr Sathya Prasad P, NSS National RD parade participants, were the resource persons. One hundred forty-eight volunteers benefited from the programme.

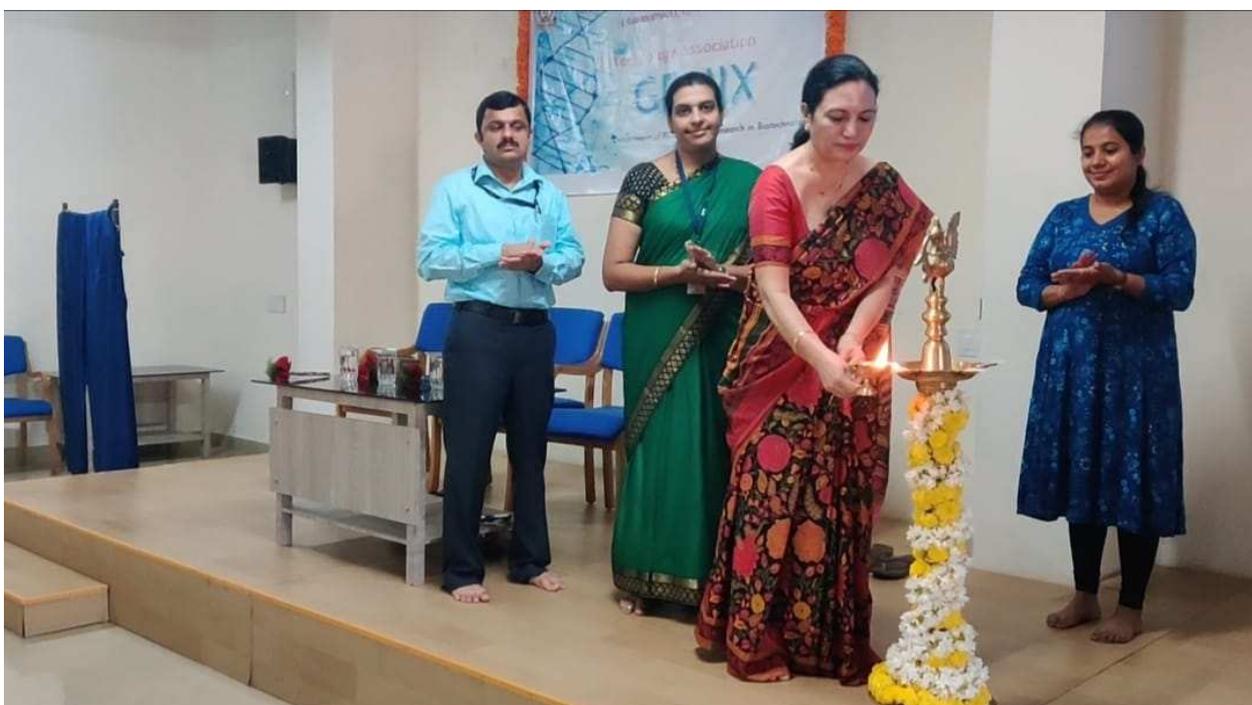
Sankhya Sangama Association Inauguration

The Department of PG Studies in Statistics organised an inaugural function of "Sankhya Sangama Association" and a Talk on "Exploring Pathways: Navigating Careers in Statistics" on 7 October 2023 at A.V Room -1, SDM PG Centre Ujire. Dr Savitha Kumari, HOD of PG Studies in Statistics, welcomed the gathering. Dr B A Kumara Hegde, Principal of the College, inaugurated the Association by lighting the lamp. Mr Dayananda Ubrangala, Data and Applied Scientist at Microsoft, Bangalore, Resource person of the programme, released the Wall magazine "MuSigma" on the occasion. Dr Vishwanatha P, Dean, SDM PG Centre, staff and students of the Department were present.



Genix Association Inauguration

The Department of PG Studies in Biotechnology organised an inaugural function of the Genix Association on 13 October 2023. Ms Padmashree Jain, a proud alumna of the college, currently working in the Dept of Research and Development, Genei Laboratories Pvt Ltd, Bengaluru, inaugurated the Association and delivered a talk about Career Opportunities and Challenges in Biotechnology. Dr Shalip A P, Registrar of Administration, presided over the programme. Dr Prarthana J, HOD, Staff and Students of the Department were present. A Wall magazine was released during the programme.



Literary Association Inauguration

The Department of PG Studies and Research in English organised the inauguration of the Literary Association for the academic year on 05 October 2023. Mr Vikram Nayak, HoD, English, Excellent PU College, Moodbidre, was the Chief Guest who addressed students and discussed the importance of Literature, followed by a few activities and guiding students on how to choose the career that is suitable for them. Professor Gajanana R Bhat, Head of English, inaugurating the programme, released the Wall Magazine. Dr Manjushree R, HOD, Department of PG Studies and Research in English. She discussed the dimensions of the Department curriculum, Approaches to Literary Studies, and Creative Writing. Mr Vighnesha Aithal, Assistant Professor, discussed English for communication and English Teaching in India. Mr

Manu A R, Assistant Professor, dealt with Translation and its scope, Research, and publications for First MA English students.



Ice-breaking Session

The Department of PG Studies and Research in Commerce organised an Ice-breaking Session for the newly admitted first-year M Com and M Com (IBM) students at Rural Development and Self Employment Training Institute (RUDSETI) on 06 October 2023 to help them get to know each other. Mr Abraham James, Senior Faculty of RUDSETI, briefed about the functions of the Institute to the students, including the various types of training they provide. Several activities focused on listening, concentration and a productive conversation were conducted. Mr Abraham James and Ms Anusooya, Senior Faculties of RUDSETI, conducted all these activities. Mr Manoj S proposed a vote of thanks. Staff and Students of the Department participated actively in the programme.

Workshops Organised

Department of PG Studies and Research in Psychology organised a 2-day workshop on Supportive Psychotherapies and HR Training Skills by Mr Sheethalakshmi Siva Kumar, Managing Director Life Coach, Psychologist and Trainer, EMOCAR, on 11 and 12 October 2023, at SDM PG Centre. This programme benefited 78 students along with four faculties.

Social Responsibility Initiatives

The Social Responsibility Initiatives Committee conducted an awareness programme on saving water at Government High School, Kalmanja, on 14 September 2023. In this programme, students provided information about rainwater harvesting and the necessity to save water for the 8th and 9th standard students. Four students participated in this event.

Kalavaibhava Show at Bhajana Workshop

The SDM Kalakendra's students presented an exceptionally delighting *SDM Kalavaibhava* at the 25th-year Bhajana training workshop conducted by Sri Dharmasthala Manjunatheshwara Bhajana Parishat, with the support from Sri Kshetra Dharmasthala, from 8 September 2023 to 4 October 2023, in Amruthavarshini Sabha Bhavan.

The Yakshagana Ballet at Bhajana Kammata Training Workshop

The students of SDM Yakshagana Kendra showcased a Yakshagana performance named "Tarani Sena Kalaga" at 25th-year Bhajana training workshop conducted by Sri Dharmasthala Manjunatheshwara Bhajana Parishat, with the support from Sri Kshetra Dharmasthala, from 8 September 2023 to 4 October 2023, in Amruthavarshini Sabha Bhavan.

NSS Activities

NSS Units of the College organised campus cleaning activity as a part of Swachata Abhiyan and collected litter from the campus and at Ujire streets on 16 September 2023. 76 Volunteers participated in the programme.

NSS Units conducted a *Grantamitra* programme at SDM Secondary School, Ujire, on 16 September 2023. Four volunteers participated in the programme.

NSS Units organised the 'Suvarnavana' Cleaning programme on 16 and 17 September 2023. Seven volunteers participated in the activity.

NSS Units of the College organised various competitions such as Craft, singing, poster making, face painting and speech on 21 and 22 October 2023, marking the special occasion of the NSS Day Celebration. Fifty-two volunteers participated in various competitions.

NSS Units conducted a 'Grantamitra' programme at SDM secondary school, Ujire, on 22 October 2023. Six volunteers and Seventy-three students were present during the programme.

NSS volunteers performed a street play, in association with the Lions Club Belthangady, on the content 'Water Conservation' to create awareness among the public at Ujire Bus Stand (Near Ujire Circle) on 24 September 2023, marking the NSS Day Celebration. Ten volunteers participated in the street play, and ten volunteers assisted in the event.

NSS Day was celebrated at Seminar Hall-1 in SDM Degree College, Ujire, on 25 September 2023. Dr T Krishnamurthy, Former Principal of SDM Residential PU College, was the chief guest. Dr B A Kumara Hegde, Principal of the College, presided over the programme. On the occasion, Mr Raju, a cleaning staff of Ujire Panchayath, was felicitated for his service rendered. Various cultural programmes by the volunteers followed. One hundred seventy-five volunteers attended the programme.

Field Visit

- The Department of Retail and Supply Chain Management of the B Voc Programme organised an Industrial visit to Coco-Guru Coconut Industries Private Limited, Puttur, for their second-year students on 30 September 2023.



The Manager of the Industry briefed them about the company and the brand and guided a tour within the factory, where students observed the various stages of production and packaging. Mr Praveen D, Assistant Professor, B.Voc Department, coordinated the programme. A total of 31 students with two faculties participated in this Industrial Visit.

- The Retail and Supply Chain Management Department of B Voc organised an Industrial Visit to Campco Co-operative Pvt Ltd on 30 September 2023 for the second-year students. Thirty-One students and two faculty members participated in the Visit. The Director of the Industry briefed about the company and the brand and provided a guided tour within the factory. Students observed various stages of production and packaging of the products. Mr Shashank B S, Assistant Professor of the Department, coordinated the visit, and Ms Madhuri Gowda, Assistant Professor of the Department, accompanied the students.



- The Retail and Supply Chain Management Department of B Voc organised an Industrial Visit to Deccan Plast Industries Pvt Ltd on 27 September 2023 for the first-year students. Fifty students and two faculty members participated in this Industrial Visit. The Director of the industry briefed about the company and the brand, which was followed by a guided tour within the factory where students observed various stages of production and packaging. Mr Praveena D, Assistant Professor of the Department, coordinated the visit, and Mr Ashwith H R, Assistant Professor of the Department, accompanied the students.
- The Retail and Supply Chain Management Department of B Voc organised an Industrial Visit to 'Agri Leaf', Barangaya, Belthangady taluk, for III SEM B.Voc students on 03 October 2023. Mr Ashwith H R, Head of the Department, organised the Visit. All students of the class participated in the visit.
- The Department of PG Studies and Research in Commerce conducted a one-day field visit to Agrileaf (Palm leaf plate factory), Car Museum and some other places in Dharmasthala for both the

First-year and Second-year M Com students on 13 October 2023. Mr Ashwath Shetty, HR Department, a staff of Agrileaf, explained the various activities of the factory. Mr Vijay, Sales and Purchase Department, a staff of Agrileaf, explained the marketing strategies.

- The Department of PG Studies and Research in Social Work organised a visit to SDM Yoga and Nature Cure Hospital, Dharmasthala. The purpose of the visit was to familiarise students about the organisation.
- The Department of PG Studies and Research in Social Work organised an orientation visit to RUDSET Institute Ujire. The purpose of the visit is to familiarise students about the organisation.
- The Department of PG Studies and Research in Social Work organised an orientation visit to the Centre for Potential Rural Assistance, Belthangady. The purpose of the visit is to familiarise students about the organisation.
- The Department of PG Studies and Research in Social Work organised an orientation visit to Akhila Karnataka Jana Jagruthi Vedike. The purpose of the visit is to familiarise students about the organisation.

Floor and Layout Design Programme

The Department of B.Voc in Retail and Supply Chain Management organised the "Floor & Layout Design" programme for the first-year students on 03 October 2023. Students were divided into teams and were instructed to design the store and layout of the retail outlet. Mr Praveena D, Assistant Professor of the Department, coordinated the event. A total of 50 students participated.



Guest Lectures

The Department of PG and UG Statistics organised a guest talk by Dr T P M Pakkala, Adjunct Professor, Department of Statistics, Mangalore University, Mangalore, on "Skills to be acquired by statisticians to work in companies" at PG Seminar Hall-1 on 10 October 2023. Seventy-four students of I MSc, II MSc, II BSc, and III BSc statistics participated in the Lecture.



Debate

Mr Ashwith H R, Head of the B.Voc Department in Retail and Supply Chain Management, organised a Debate on 'Investing too much on advertisement is good or not' for II SEM B.Voc on 03 October 2023.

Internship Presentation

- The Department of P.G. Studies and Research in English conducted an Internship Presentation. Dr Geetha A J, Assistant Professor, Department of PG Studies and Research in Journalism, was the Chief Examiner. Dr Manjushree R, HOD, Department of PG Studies and Research in English, guided the students. Mr Manu A R, Assistant Professor, Department of PG Studies in English, coordinated the programme.



Radio Talk

The SDM Counseling Cell, on account of World Mental Health Day, organised a radio talk on 10 October 2023. Dr C R Chandrashekar, Retired Senior Psychiatrist and Professor of NIMHANS spoke about "Mental Health Awareness". Dr Sudheer K V, Coordinator of Counseling Cell, coordinated the event.



Alumni Interaction

- The Department B.Voc - Retail and Supply Chain Management organised an Alumni interaction by Mr Shiljo Varghese [2019-22 batch] for the I Sem students on 05 October 2023. He interacted with students and spoke about higher education opportunities after B.Voc, work life in the corporate world and the process of going abroad (Canada) for higher education. Mr Ashwith H R, Head of the Department, coordinated the interaction.

- The Department of PG Studies in Biotechnology organised an Alumni Interaction by Mr Vijay Patil, Research and Development, Perfect Day India Pvt. Ltd, Bengaluru and Ms Prathibha Nayak, Bhami's Research Lab Pvt. Ltd., Mangaluru, for the students on 7 October 2023. They interacted with the students and gave them a clear idea of facing the interviews and work environments, focussing on CV building, interview preparation, and steps one has to pass through before securing a position. They also clarified the queries of students. Dr Manoj Godbole, Associate Professor of the Department, coordinated the programme.
- The Department of PG Studies and Research in English had organised an alumni interaction by Mr Ranganatha A R, Assistant Graduate, Teacher in English, Kajake, for MA English students. He spoke on "Dr B R Ambedkar: Annihilation of Caste". Mr Ranganatha shared his in-depth knowledge of Dalit Literature and mainly gave ideas to the students about the importance of "Annihilation of Caste". Discussion and interaction regarding the topic helped students to Understand Dalit literature. Dr Manjushree R, HOD of PG Studies and Research in English coordinated the programme.

Staff Achievements

- Dr Mahesh Kumar Shetty H, Assistant Professor of Economics, attended a programme as a chief guest for the NSS Annual Day inaugural function of SDM PU College, Ujire, on 08 October 2023 at SDM High School Perinje, Belthangady Taluk.
- Dr Mallikarjuna N, HOD of Hindi, attended a programme as a chief guest and inaugurated Hindi Day celebrations organised by the Department of Hindi at SDM P U College, Ujire, on 03 October 2023.
- Dr Shalip, Registrar (Administration) and HOD of Political Science, participated in a programme as a resource person for the inauguration of the student forum "SYNERGY: The H.R Forum for Excellent You" organised by the Department of PG Studies and Research in Social Work on 11 October 2023.

- Dr Manjushree R, HOD of PG Studies and Research in English, participated as a resource person for the Session Research in Language and Literature at the one-day State-level Workshop on Research Methodology conducted by Government First Grade College Siddakatte on 07 October 2023.



- Dr Shalip, Registrar (Administration) and HOD of Political Science attended a programme as the President for the “Genix Association” inaugural event organised by the Department of PG Studies and Research in Biotechnology on 13 October 2023.
- Ms Ashwini H and Ms Sindhu V, Assistant Professors of PG Studies and Research in Psychology coordinated a programme, “Path finder: An awareness Campaign”, organised on account of mental health day for PG students on 9 October 2023 at SDMC PG Centre. This programme benefited more than 500 students.

- Dr Nagaraja Poojari, Assistant Professor of Economics & Rural Development, attended a one-week online National Level Faculty Development Programme on “Leadership Essential for Personal and Professional Growth,” organised by Goble University, Siddhpur, Gujarat, from 25 September to 1 October 2023.
- Dr Nagaraja Poojari, Assistant Professor, Department of Economics & Rural Development, SDM College, Ujire, attended and completed successfully the G-20 Online National Level Quiz Competition on Economic Planning organised by the Sri Sharada College for Women (Autonomous), Salem, on 22nd September 2023.

Staff Paper Presentations

Mr Praveen D and Ms Madhuri Cowda, Assistant Professors in Retail and Supply Management, presented a paper titled “Savings and Investment Pattern of Salaried Class People with Special Reference to Dakshin Kannada District” at an International Conference held at Srinivas Institute of Technology, Mangalore on 12 October 2023.



Staff Participation

- Ms Deekshitha Kumari and Ms Vinutha D M, Assistant Professors of Commerce, participated in a one-day National level Conference MANEGMA-2023 on "Recent trends in Management, Social Science and Technology," held at Srinivas University Pandeshwar on 30 September 2023.
- Dr Mahesh Kumar Shetty H, Assistant Professor of Economics, participated in a one-day National Level Workshop on 'Mental Health and Counselling: Nurturing the Skills' organised by the Department of Psychology SDMC Ujire in association with IQAC on 10 October 2023.
- Ms Apeksha Jain, Assistant Professor of Physics, attended an International Conference on Physics of Materials & Nanotechnology (ICPN-2023) organised by the Department of Physics, Mangalore University, Mangalagangothri, from 21 to 23 September 2023.
- Ms Ganavi D, Assistant Professor, Department of Chemistry, attended the Rovering and Rangering one-day beginners course held on 6 October 2023 at Bharath Scouts and Guides Bhavan Lalbagh, Mangalore.

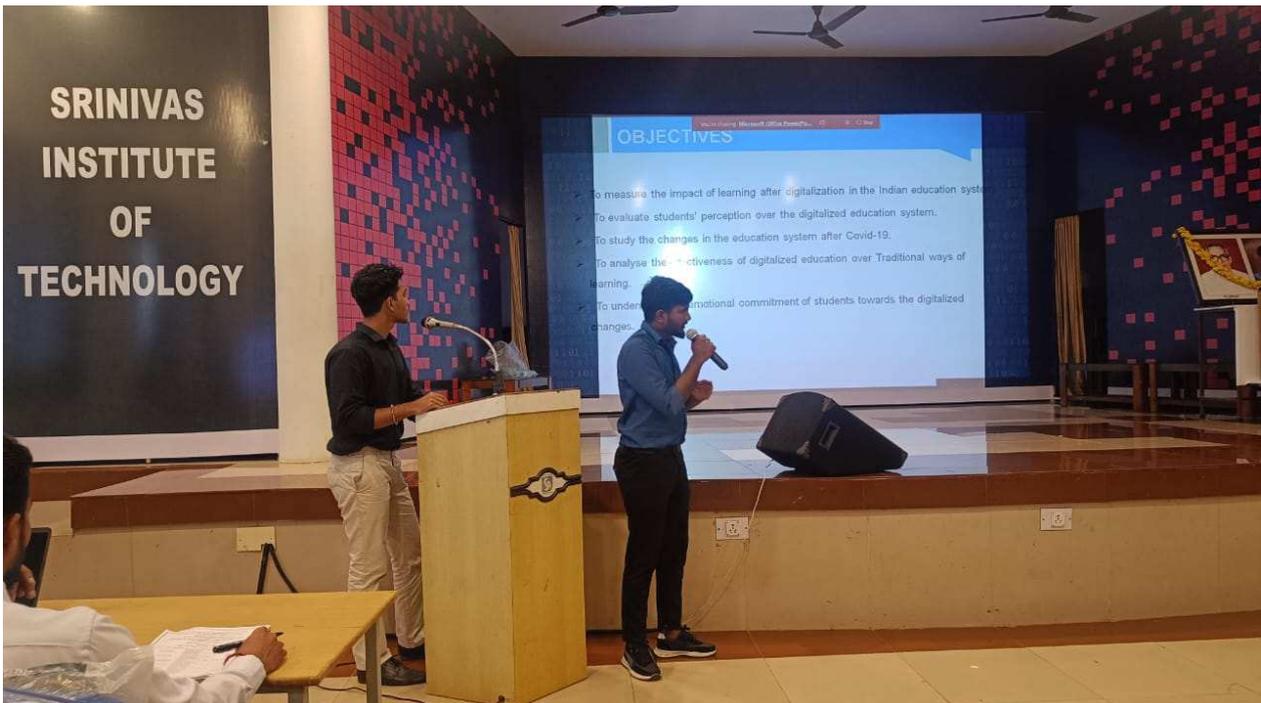
Student Achievements

- The following students of the College bagged several medals at the State-level Dasara Athletic Competition held at Chamundi Vihar Stadium in Mysuru from 9 to 12 October 2023. Mr Aksha and Mr Darshan P R of I BA, bagged gold medal and silver medal in 110 mts hurdles tournament, respectively. Mr Nischith Rai (Gold Medal), Mr Ajay (Silver Medal), Mr Harshith (Silver Medal), Mr Rajesh (Bronze Medal) and Ms Sangeetha (Silver Medal) in the Weight Lifting tournament.
- Students from Yakshagana Kendra of SDM College, Ujire, participated in the 'Yaksha Pranava-2023,' an inter-college Yakshagana competition organised by Yaksha Kailasa on 8th October 2023 at Sri Somanatheshwara Devasthanam in Ullala taluk. In this competition, students gave a performance titled 'Tarani Sena Kalaga,' and secured 3rd Prize. A total of 9 teams participated in this competition. In the individual category, Ms Sakshi M K bagged the first place in the 'Main Female Character' category.

- 10 Rovers and 16 Rangers of the College received the NIPUN (District Award) for the year 2022-23 from Dakshina Kannada district Commissioner Mr Mullai Muhilan, on 24 September 2023 at Mangalore.



- Mr Jeevan M N and Mr Sooraj K C, final year students of B.Voc in Retail and Supply Management, presented a paper titled “Digitalization In The Indian Education System With Special Reference to Dakshina Kannada” at an International Conference held at Srinivas Institute of Technology, Mangalore, on 12 October 2023.



- Ms Anusha M K and Mr K Udith Raj, second-year students of B.Voc in Retail and Supply Management, presented a paper entitled “Impact of Online Reviews and Influencers on Consumer Buying Behavior with Special Reference to Students of Dakshina Kannada District” at an International Conference held at Srinivas Institute of Technology, Mangalore, on 12 October 2023.



- Ms Dhanyatha and Ms Divyashree, first-year students of B.Voc in Retail and Supply Management, presented a paper titled “A Study on Consumer Behavior on Online Shopping with Special Reference to Dakshina Kannada” at an International Conference held at Srinivas Institute of Technology, Mangalore, on 13 October 2023.
- Mr Yashwanth of III B.Com C did a class Presentation on the subject titled “Indian Accounting Standard Topic Balance Sheet Analysis.” He presented the balance sheet analysis and conveyed analysis of the Balance Sheet with ratio analysis on 13 October 2023.
- Shivakumar of 2nd MA JMC started the first Student Lecture Series of the odd Semester of 2023-24 on 05 October 2023 by presenting “Media Consumption: A Unique Perspective”. Around 30 students of various departments were benefited by attending this lecturer. Dr Akshatha K, Assistant Professor and Coordinator of the Co-curricular Committee were present during the programme.

- Ms Rashmitha from II M.Sc Physics delivered a student lecture on “The Chromatic Wonders of Our Blue Atmosphere” on 11 October 2023. Ms Soujanya Ramesh Patagar, II 36 students from various PG departments attended the programme. Dr Sahana K, Associate Professor, Department of PG Studies and Research in Physics, was present in the session. Ms Sowmya K, Assistant Professor, Department of PG Studies and Research in Physics, was the programme in charge.



Students Participation

The Students of SDM College Ujire participated in the Rato Quiz 2023 competition organised by the Rotary Club of Mangalore in association with the Rotaract Club of SDM PG Centre for Management Studies and Research on 23 September 2023 at SDM College Mangalore.