



# Sri Dharmasthala Manjunatheshwara College, Ujire-574240



## E-Bulletin

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### Principal's Desk

**Looking forward with new aspirations...**

In the New Year, your primary aim should be to cultivate personal growth and embrace new opportunities. This involves honing your skills, both personally and professionally, to become a more resilient and adaptable individual. You aspire to embark on meaningful experiences that challenge your comfort zone, fostering a sense of self-discovery and fulfillment.

Additionally, you aim to prioritize your well-being by adopting healthier habits and maintaining a balanced lifestyle. By setting achievable goals and remaining open to unexpected possibilities, you hope to navigate the upcoming year with a positive mindset and a commitment to continuous improvement.

On a broader scale, your aspirations extend to contributing positively to the community and making a difference in the lives of others. Whether through acts of kindness, volunteering, or supporting charitable causes, You seek to create a ripple effect of positivity and inspire those around you. Building meaningful connections and fostering a sense of unity are central to your vision for the New Year. By aligning your aspirations with a broader sense of purpose, you aim not only to enhance your personal growth but also contribute to a more compassionate and connected world in the year ahead.

With best wishes.

**Dr B A Kumara Hegde,**  
**Principal**

## Programmes Organised

### International Symposium on the Role And Future of AI in Human Behaviour

- Department of PG Studies and Research in Psychology organised a two-day. International Multidisciplinary Symposium on “The Role and Future of Artificial Intelligence (AI) in Human Behavior” on 4 and 5 December 2023. Dr Niranjana Vanalli, Vive Chancellor of Bengaluru North University, inaugurated the programme. Dr S Satheeshchandra, Secretary of SDM E-Society, was the Chief Guest. Dr B A Kumara Hegde, Principal of the College, presided over the inaugural Session.



As a special presentation, Master Affan Kutty, Grand Master of Rubik Cube, Mumbai, addressed the participants with his special talent for solving cubes of various shapes. The conference witnessed an Expert Panel Symposia (Online), where Dr Asoke Kumar Saha, Professor, Jagannath University Dhaka, Bangladesh, Mr Lakshmoji Rao Challagulla, Senior Director, IT Business Office at QuidelOrtho, San Diego, California, USA and Dr Shreesha Punacha, New Media Educator, Dubai were the panellists. Prof Shalini Urs, Information Scientist, Mysore, moderated the session.



The early morning of the fifth of December witnessed a special lecture by Dr Ravi Margashyam, Global Space Ambassador, NASA, USA. In the expert's Panel Symposia ( offline), Dr Narendra Singh Thagunna, Department of Psychology Padma Kanya Multiple Campus, Tribhuwan University, Nepal, Dr Sandeep Kumar, Professor, Department of Psychology, Banaras Hindhu University, Varanasi, Ms Meghana Sudhindra, SR Software Engineer, Bengaluru and Mr Sumith Dutta, Psychologist & mental health professional, Kolkata, West Bengal were the panellists. Prof (Dr) Ashok H S, Professor and Dean, School of Arts, Humanities & Social Sciences, Chanakya University, Bangalore, moderated the session. Dr Nonappa, Associate Professor, Faculty of Engineering & Natural Sciences, Tampere University, Finland, delivered the valedictory address. Smt Shraddha Amith, Chief Executive Officer, SDM Kdhemavana, Bengaluru, was the Guest of Honour. Dr B A Kumara Hegde, Principal of the College, presided over the inaugural Session. The Symposia witnessed the Research Paper Presentation by the participants, and discussions were held on the relevant topics.



The evening of the Fourth witnessed a special interaction with Ms Anuratha Bhat, Indian Playback Singer, Bengaluru.



The international symposium had four hundred and fifteen registered participants from all over the world. Dr Vandana Jain, HoD of Psychology, was the convenor of the event. Ms Ashwini H, Assistant Professor of Psychology, was the event's Organising Secretary.

### State-Level Workshop on 'Hyper Local Media: Operation and Sustainability'

- The Department of Journalism and Mass Communication, in association with the Media Alumni Association of Mangalagangothri (MAAM) organised a State-Level Workshop on 'Hyper Local Media: Operation and Sustainability' on 29th November 2023 at Seminar Hall of the College.

The President of the MAAM Association, Naveen Ammembala and the Honorary President of MAAM Venu Sharma were the guests of honour. The President of the Suddi Group of Companies and Editor of Suddi Bidugade, Dr U P Shivanandh, inaugurated the Workshop. Dr B A Kumara Hegde, Principal of the College, presided over the programme.

The workshop commenced with a session on 'Hyper Local Media Commercial Perspective: Market Strategy for Revenue Model' conducted by Venu Sharma, Management Consultant, Founder and CEO of Myantharathma Organisation, Mangaluru. The second session was led by Sharath Hegde, Head of Shwetha Initiative, Bangalore. He comprehensively overviews the 'Hyper Local Media Creating Thriving Ecosystem.' Suresh Puduvettu, CEO and Chief Editor of Day2Day News, Mangaluru, delivered an insightful lecture on 'Short News in the Digital Age.' Venu Vinod K S, Chief Reporter of Udayavani, Mangaluru, threw light on 'Prospective and Challenges of Hyper-Local Media.'

Students and Staff members of the Department were present on the occasion.



### Recent Advances In Plant Sciences Workshop

- The Department of Botany and the Sasya Sourabha Association organised a workshop focusing on the recent advances in plant sciences on 5 December 2023 at the seminar hall. Dr Pradeep A Navooru from Arogya Clinic, Navoor, inaugurated the workshop in the presence of eminent guests. He gave the event a perfect start with his insight into poems of famous Kannada poets on botanical essence as well as the importance of the field in today's time. Dr Nonappa, an alumnus of the College, currently working as an Assistant Professor at the Faculty of Engineering and Natural Sciences at Tampere University, Finland, was the chief guest. The guests of honour were Dr Narasimhan, Associate Professor, Department of Biotechnology at Manipal Institute of Technology, Manipal, and Dr Vidhusankar Babu, Additional Professor, Department of Plant Sciences at School of Life Sciences, Manipal. Dr B A Kumara Hegde, Principal of the College, presided over the programme. He highlighted the importance of the botanical studies concerned with the medicinal value of plants and the need for further research. Dr Nonappa, who delivered the keynote address, talked about the recent advances in studying breast cancer, using different culturing models, stressing cell biology, tissue culture, microbiology, and genetic engineering. His presentation conveyed a very important message on how the research programme is slowly moving towards a completely animal-testing-free environment and is working with human breast tissue to study the same.

The technical session began with Dr Narasimhan's presentation on Next Generation Botany, which started off simply with elucidating mathematics on pineapple and ended with the concept of 'rewiring photosynthesis' being referred to as the next generation 'fever' of the botanical world. He covered areas focusing on plant stressors, the beauty of tendrils, bio-inspiration (designs inspired by nature), plant robotics, PAR-tailored LED lights and printable black ink manufactured using green technology.

The second technical session was engaged by Dr Vidhusankar Babu, who spoke on "Petals of Transformation". She presented her research on the presence of a natural compound, moscatilin, in the *Dendrobium* orchid species. She studied over 11 species and has excelled in her research with the utmost effort. She has also studied the nastic movements in plants and focused on plant cognition through the melatonin hormone. She carried this research further to study the relationship between aquaporin and melatonin. She also talked about how they are working on ways to graft

monocots and the preservation of their identity. Lastly, she shared the different types of orchids present on the SLS, Manipal campus replicating ballerinas, bees, monkeys and much more, which was an absolutely eye-catching conclusion to her presentation.

The programme brought a lot of insight into where the botanical field is headed and how essential it is to focus on the opportunities in the advancements it offers to benefit society and involve ourselves in evolving together.



### Poster Presentation Competition

- The Department of PG Studies and Research in Chemistry, under the SDM Social Responsibility series, organised a “Poster Presentation Competition” for PG students on 1 December 2023. Ms Bhoomika P from second MSc Organic Chemistry welcomed the gathering. Eight teams from various departments participated in the competition. The main topic that was given for the poster presentation was Save Water, Save Earth, No Plastic For Better Future, No Tobacco For Good Health, Save Energy For Sustainable Life.

Through this programme, the Department believes that the students have gained awareness about the importance of conserving our environment and health to be responsible citizens. Dr Mahesh Shetty, Assistant Professor, Department of Economics and Dr Shresha Naik, Assistant Professor, Department of Biotechnology, judged the competition. The prizes were distributed by Dr Sowmya B P, Assistant Professor, Department of Chemistry and Ms Spurthi R of II MSc Organic Chemistry proposed a vote of thanks.



### Valedictory and MOU Exchange Ceremony

- The Department of B Voc in Digital Media and Film Making organised an exchange internship programme between the department students and students of Alva's College Moodubidre. The students of the college underwent an Animation Internship at Alva's from 23rd November to 02nd December 2023, while the students from Alva's underwent a filmmaking internship at the College for the same duration. The valedictory ceremony of the internships and the exchange of MOU between the Departments took place on 4 December 2023. Mr Vivek Alva, Management Trustee of Alva's Education Foundation and Mr Pooran Varma, CEO-IT and Hostel Administration, SDM Educational Society, were the chief guests of the event. Dr B A Kumara Hegde, Principal of the College, presided over the programme and handed over the MOU to the HODs of Journalism and B Sc in Animation from Alva's College. Mr Suveer Jain, Course Coordinator of B Voc and Mr Madhava Holla, HOD of B Voc in Digital Media and Film Making, were present. Ms Ashwini Jain, Assistant Professor in B Voc in Digital Media and Film Making, coordinated the event.





### Campus Bird Watching

- The Department of Botany, under the banner of Eco - Club and Sasyasourabha, conducted a Campus Bird Watching programme on 30 November 2023. Around 35 birds were identified on the College campus. The identification is done based on the bird's call and morphology. Birds like Red-whiskered bulbul, red-vented bulbul, Purple-rumped Sunbird, Black Drongo and Green Warbler were commonly found. Rare and endemic species were also spotted. The White-throated Kingfisher and Malabar Grey Hornbill were the main attraction.

Ms Swathi, Assistant Professor, Department of Botany coordinated the programme and guided the students to identify different types of birds. Overall, the programme was successful, and students had a great experience exploring the world of birds. Around 20 students actively participated in the programme and learned about the birds, various bird calls, and their habitats.



## Workshop Organised

workshop on 'News, Media and Marketing' on 10th November 2023 at SDM PG Centre, Ujire. The workshop featured the Division Editor of Mangalore Bureau, Surendra Wagle and the Chief Sub-Editor of Vijayavani, Mangalore, Balamurli Krishna, as the resource persons. Surendra Wagle specifically addressed the role of journalists in the print media. He said, 'A Journalist must be multitasking and possess strong skills such as hold on language and ability to perceive new things. He also emphasised how to develop sources for the news stories.'

Addressing the gathering, Balamurli Krishna threw light on the insights of news editing and the operation of the news desk. The students were given practical tasks in the afternoon session. The Programme was coordinated by Dr Hampesh K S, Assistant Professor, Department of Journalism and Mass Communication. Dr Bhaskar Hegde, HOD of Journalism and Mass Communication, welcomed the guest and proposed a vote of thanks. Student of 2nd JMC Shivakumar compered the event.



- The Department of B Voc in Retail and Supply Chain Management organised a two-day Workshop on "Unlock Excel: Beginner in Advance" on 28 and 29 November 2023 for second-year Retail and Supply Chain students. Thirty-one students participated in this workshop. Mr Shashank B S, Assistant Professor in the department, coordinated the workshop.

- The Department of PG Studies and Research in Social Work organised a two-day workshop on “Life Skills Education for Sustainable Development” for I MSW students on 6 December 2023 at Seminar Hall - 1, SDM PG Centre, Ujire. Mr Sumith Dutta, Psychologist and Mental Health Professional in Kolkata, West Bengal, was the resource person. Forty-nine students of I year MSW benefitted from the workshop.



## Research Awareness Interaction Programme

- The Department of PG Studies and Research in Chemistry organised an awareness interaction programme on 5 December 2023. A Multidisciplinary researcher, Dr Nonappa, Associate Professor, Faculty of Engineering and Natural Sciences, Tampere University, Finland, enlightened and motivated the students with his talk about his experiences and his pathway towards success in the field of his research. Dr Nonappa inspired students and informed them about how he managed to grow in his field of interest despite his poor financial background. He also mentioned that “Chemistry is the centre of all science” in his talk. He also shared how he managed to engage in his hobbies despite his busy schedule. Dr Nonappa mentioned that there are many fellowships available to carry out Research in India and abroad and stressed that students make use of them for higher studies.

Dr Vishwanatha P, Dean of PG Studies and Head of the Department expressed gratitude towards Dr Nonappa for sharing his experience. Ms Amitha from II MSc Organic Chemistry welcomed the gathering. The programme was concluded with a vote of thanks by Ms Spoorti R, II MSc Organic Chemistry. Dr Shashiprabha, Assistant Professor and Secretary of CONCHEM, the faculty members of the Chemistry Department and the students were present.



## Interaction Session with Dr Niranjana Vanalli

- 'Media field will welcome with red carpet if one has technical expertise along with knowledge of language', said Dr Niranjana Vanalli, Vice-Chancellor of Bengaluru- North University. He interacted with the students at the session initiated by the Department of Journalism and Mass



Communication on 4 December 2023 at AV 1 of SDM PG Centre. He released the brochure for the national seminar. 'Love towards life paves the way for plenty of subjects to write features. He said further that one should learn to look at things from different angles. Dr Bhaskar Hedge, HOD of Journalism and Mass Communication, Lecturers and students were present.

## Day Celebrations

- The Department of PG Studies and Research in Chemistry organised an awareness programme on National Pollution Prevention Day on 7 December 2023. The session began with Ms Sonakshi and Ms Varshitha's presentation on pollution and effective ways to combat it. Later, the programme continued with the presentation by Supriya K on Sustainable measures to control pollution, followed by Bindhya M C, which dealt with the use of Green chemistry to combat pollution. Throughout the programme, students created awareness among the audience by means of their presentation.
- Nandini K welcomed the session while Parvati Avaraddi delivered the vote of thanks. All the staff members and students of the Department of Chemistry were present at the session.

## Guest Lectures

- The Department of Kannada organised a guest lecture on "Tradition and Individual Talent for II B A optional students on 1 December 2023. Dr Manjusri, HoD of PG Studies and Research in English was the resource person. Dr Bojamma, HoD of Kannada, coordinated the programme.



- The Department of PG Studies and Research in Commerce organised a Guest Lecture on "Eye Opener for Prospective Accountants" for the II M Com IBM and Finance students on 17 November 2023. The resource persons for this guest lecture were Mr Padmakumar, Accountant of the College and Mr Divakar Patwardhan, Accountant of the College.

In this session, he provided a lot of information about the accounting field and the opportunities available in the current scenario. They also gave information to the students regarding the banking sector, internet banking, and advanced tax payments. They also stressed the importance



of knowing one's job and having knowledge regarding verifying bills, collecting receipts and preparing monthly bank reconciliation statements.

- Department of Commerce organised a Special Talk on Artificial Intelligence for Business Administration for the students of III B.Com on 28 November 2023 in association with SDM Rotary Career Guidance & Placement Centre. Dr Vivek Mishra, Associate Professor at Alliance



University, Bangalore, was the Resource Person. Dr Lakshminarayayana K S, Assistant Professor of Commerce, coordinated the programme.

- The Department of Computer Science organised a special talk on 'Career Development and Job Opportunities in IT Industry' for BCA final-year students on 28 November 2023. Mr Nithin Nayak, Software Engineer Trainee Hash Infotech, Kulashekhar, Mangaluru, Ms Deepthi K, COO Hash Infotech, Kulashekhar, Mangaluru, were the resource persons for the programme.

Mr Nithin Nayak held an informative session where he spoke about how IT sectors work and the importance of skills contained in each student to grab the opportunities. Topics like perks of the IT Field and the future of each sector in IT designations i.e. as a developer, tester, programmer, etc, were covered. BCA Year Students benefitted from the session.



## Alumni Interactions

- The Department of PG Studies in Social Work organised an Alumni Interaction on 09th December 2023 by an alumnus of the department, Mr Uday Kumar Rai, HR Manager, Reliance Trendz, Mangalore Division, wherein He shared his work experience and highlighted the present changing trends in Human Resource Management and Social Work practice. He also stated that working with passion and an attitude of gratitude will aid people to fly high.

## Department Visit

- Open Electivdents of II MSc. Chemistry visited the Home Science Laboratory, Department of Home Science. Ms Shobha S, Assistant Professor and HOD of Homes Science explained the principles and methods of cooking. She displayed and explained the importance of different utensils used in cooking. Dr Shashiprabha and Mr Ashoka, Assistant Professors of the Department of PG Studies and Research in Chemistry, accompanied the students.



## NSS Activities

- NSS Units organised 'International Volunteers Day' on the theme 'Role of Volunteers in Social Change' on 5 December 2023. Pruthvisha Dharmasthala, Advocate and Senior NSS volunteer, was the resource person. Sixty volunteers were present at the event.
- NSS units visited the Government Higher Primary School, Guripalla campsite, for the annual special camp on 6 December 2023. NSS POs and volunteers were present in the preliminary meeting with school HM and SDMC members.
- NSS Units conducted an Advisory Committee Meeting on 7 December 2023 at 10 am in the Board Room of the College. Mohan Kumar, Proprietor of Lakshmi Groups & Coordinator, Team



Baduku Kattona Banni, Ujire, and James Abraham, Senior Faculty of RUDSETI, Ujire, were invited as external members. Dr B A Kumara Hegde, Principal, Prof S N Kakathkar, Vice Principal, Dr Lakshminarayana K S, Senior NSS Officer, Mr Yakshith, Senior NSS Volunteer and present NSS POs and volunteers were present.

- 20 NSS volunteers took part in food serving units at Sri Janardhana Swamy Temple at Ujire on the occasion of “ ಧರ್ಮಸ್ಥಳ ಲಕ್ಷದೀಪೋತ್ಸವ ಪಾದಯಾತ್ರೆ” on 8 December 2023.
- Marking the Constitution Day Celebrations, 11 NSS volunteers from the College participated in various competitions held at Government Women’s First Grade College, Balmatta, Mangalore. Volunteers got first prize in group song and third prize in ಸ್ವರಚಿತಕವನವಾಚನ.

## Bendre Andare...

- The Students of SDM Theater Training Centre performed a play, “Bendre Andre”, on the life story of Jnanapita Awardee Da Ra Bendre on the occasion of Dr B Yashovarma Samsmarane Yashobhivayakti Programme at Ravindra Kalakshethra in University College Mangaluru on 3 December 2023. Mr Yashwanth Belthangady, the theatre trainer, under the guidance of Mrs Sonia Yashovarma, directed the play.



## Sports

- The College men's chess team won first place in the MIUC Chess Championship held at Dr B B Hegde College Kundapura on 1 and 2 December 2023. Team players were Sheik Mohammad Irfan, Rahul Jain, Suprith Jain, Sandesh, Gokul Krishna, and Hari Prasad MC.



- The College Men Kabaddi team won First place in the MIUC Kabaddi tournament held at GFCC Thenkanidiyur, Udupi, on 4 December 2023. The Team players were Mohammed Afreed, Prajwal, Hruthik, Dhanush, Yashawanth Gowda, Chethan, Samrudh, Pranay and Chidanand.



- The College Men's Athletic team won second place in the MIUC Athletic Championship held at GFGC Ajarakhadu, Udupi, from 4 to 6 December 2023. The Team players were Darshan, Sumanth, Manoj, Ramesh, Divakar, Akash, Manju, Kishan, Vijay Kumar, Razil, Abhishek and Ramappa.



## Staff Achievements

- Dr Lakshminarayana K S, Assistant Professor, Department of Commerce, participated as a Chairperson at Presenter Symposia in the Two-Day International Multidisciplinary Symposium on "The Role and Future of Artificial Intelligence (AI) in Human Behaviour" held on 4 and 5 December 2023, organised by the Department of PG Studies and Research in Psychology.
- Ms Malini Anchan, Assistant Professor, Department of Commerce, was invited as a chief guest at the "Self Defence with Self-Confidence," a training programme on 3 November 2023, organised by Rovers and Rangers Unit, SDM College, Mangalore.
- Ms Malini Anchan, Assistant Professor of Commerce, was a resource person for the Paurathva Training Camp organised by SDM College of Education (B Ed), Ujre, regarding Yakshagana Prathikshike, at Rathnamanasa Boys Hostel on 18 October 2023.
- Dr Ganaraja K, HOD of Economics and Rural Development, participated as a Chairperson at Presenter Symposia in the two-day International Multidisciplinary Symposium on 'The Role and Future

of Artificial Intelligence (AI) in Human Behavior' organised by the Department of PG Studies and Research in Psychology of the College on 04 and 05 December 2023.

- Dr Mahesh Kumar Shetty H, Assistant Professor of Economics, was invited as a jury member for the film song competition organised by SDM PU College Ujire on 29 November 2023.
- Ms Malini Anchan, Assistant Professor, Department of Commerce, participated and presented a research paper titled, "Impact of digitalisation on agribusiness- A study with reference to Belthangady Taluk" at the two day International Conference on "Digitalisation for Sustainable Development" organised by the Department of Commerce and Business Administration, Field Marshal K.M. Cariappa College, Madikeri on 16 and 17 June 2023.

## Staff Publications

- Ganavi D and Dr Vasantha Kumar, Assistant Professors of the Department of Chemistry, published a paper entitled "Pyrazole-Imidazopyridine Hydrazones: Synthesis,  $\alpha$ -Glucosidase,  $\alpha$ -Amylase Inhibitory Activity and Computational Studies. Chemistry Select. Volume 8, issue 30, 2023.
- Ms Malini Anchan, Assistant Professor, Department of Commerce, published a research paper titled, "Impact of digitalisation on agribusiness - A study with reference to Belthangady Taluk" in the Journal of the Asiatic Society of Mumbai, with ISSN: 0972-0766, UGC Care List Group 1, Impact Factor: 5.29, Vol.97, No.08, August 2023.
- Ms Ashwini Jain, Assistant Professor, Department of B.Voc in Digital Media and Film Making, published an article titled 'An invitation impossible to accept in Tulunadu' in Deccan Herald state newspaper on 23rd November 2023. The article features the story of the tradition of calling out to 'Baleendra' in Tulunadu during the festival of Deepavali.

## Staff Participation

- Dr Mahesh Kumar Shetty H, Assistant Professor of Economics, participated in the International Multi-Disciplinary Symposium on 'The Role and Future of Artificial Intelligence in Human Behavior' organised by The Department of PG Studies and Research in Psychology of the College on 4 and 5 December 2023.
- Mrs Divya, Mrs Ganavi D, and Mrs Sangeetha B, Assistant Professors of Chemistry, attended a 7-day Faculty Development Programme on "Innovative teaching strategies and tools in the digital age" via online mode held from 20 to 26 November 2023 organised by Scrollwell Academy in collaboration with Ministry of Educations Institution, Innovation council, Gulzar Group of Institutes, Ludhiana, Punjab.
- Dr Dhaneshwari, Associate Professor, Department of PG Studies and Research in Social Work, attended and presented a paper on 'ICT Enabled Student Psychology Library Utilisation Analysis - A Technology Enabled Attempt to Promote Library Use' at the International Symposium on 'The Role and Future of Artificial Intelligence AI in Human Behaviour' organised by Department of PG Studies and Research in Psychology held on 4 to 5 December 2023.
- Dr Athul S Semitha, Assistant Professor, Department of PG Studies and Research in Social Work, was a Joint Organizing Secretary at the two-day International Multidisciplinary Symposium on "The Role and Future of Artificial Intelligence (AI) in Human Behavior" organised by the Department of PG Studies and Research in Psychology of the College, on 4 and 5 December 2023.

## Student Achievements

Mr Subramanya and Ms Yuktika bagged silver medals in the South West Zone Inter University Men and Women Weight Lifting Championship held at Hyderabad from 9 to 12 December 2023.

## Student Participation

- The students of the Department of B.Voc in Digital Media and Film Making have completed internships at various professional organisations in digital media and film from 23 November to 02 December 2023. Fifty students have undergone internships at organisations like Alva's College Moodbidre, Market Bird Mangalore, Adrushta Photography, Sabweb Creations Udupi, and more.
- Mr Sumukha Upadhyaya, II M.Sc. Statistics delivered a student lecture series on "Role of Data Analytics in Movie Industry" organised by The Department of PG Studies and Research in Statistics under Co- curricular committee on 29 November 2023. He spoke about how data analytics are used in title testing, trailer testing, Distribution and marketing. At the end, there was a discussion among the participants and the speaker regarding the topic. Ms Nithyapoorna, II M.Sc Statistics, hosted the Master of Ceremony. The Department faculties attended the student lecture. Around 50 students from various PG Departments attended the programme.

