



# Sri Dharmasthala Manjunatheshwara College, Ujire-574240



## E-Bulletin

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### Principal's Desk

#### Set goals and plan properly

Goal setting and planning are fundamental aspects of personal and professional development. They provide a roadmap for achieving desired outcomes and are essential for fostering motivation, focus, and a sense of accomplishment. By understanding the principles of effective goal setting and planning, individuals can significantly enhance their ability to achieve success. Goal setting is the process of identifying specific, measurable, achievable, relevant, and time-bound (SMART) objectives. This approach transforms vague aspirations into clear, actionable targets. The importance of goal setting can be summarized in several key points. Direction and Focus: Goals provide a clear direction, helping individuals concentrate their efforts on what is important. This focus minimizes distractions and prevents the wastage of time and resources on less critical activities. Motivation: Setting goals creates a sense of purpose and urgency. It serves as a constant reminder of what one aims to achieve, thus fostering motivation and determination to reach the desired outcome. Accountability: Goals establish a sense of accountability. When individuals commit to their goals, they are more likely to take responsibility for their actions and remain committed to the path they have set. Smart Goals: Ensure that goals are Specific, Measurable, Achievable, Relevant, and Time-bound. This framework increases the likelihood of success by providing clear guidelines and realistic expectations. The Role of Planning : Planning is the systematic process of developing strategies to achieve set goals. Effective planning encompasses several stages. Assessment: Evaluate the current situation to understand the starting point and identify potential obstacles. This assessment informs the planning process and ensures that strategies are grounded in reality. Strategy Development: Outline the steps required to achieve the goals. This includes determining resources, setting deadlines, and identifying key milestones. Resource Allocation: Identify and allocate the necessary resources, such as time, money, and personnel. Efficient resource management is critical to successful plan implementation.

Goal setting and planning are critical components of success. They provide a structured approach to achieving desired outcomes, fostering motivation, accountability, and a sense of accomplishment. By employing effective techniques and maintaining flexibility, individuals can overcome challenges and stay on the path to success. Whether in personal endeavors or professional projects, the principles of goal setting and planning are universally applicable and invaluable.

Dr B A Kumara Hegde,  
Principal

## KSET and NET Results - 2024

Ms Shravya S, Mr Manoj S, Ms Sampreetha, Ms Swathi K A, Mr Shivprasad, and Ms Shalini, students from the Department of PG Studies and Research in Commerce, have cleared the Karnataka State Eligibility Test (KSET) conducted by the Karnataka Examinations Authority (KEA) in January 2024. The KSET is a state-level exam that assesses the eligibility of candidates for Assistant Professor positions in higher education institutions across Karnataka.



Ms Amitha Hebbar of II JMC cleared the NET, and Mr Shamprasad H P of II JMC cleared KSET



## MoU Signed

- The Department of Commerce of the College and MyLogic Business Management School signed an MOU for CMA US Course for three years on 11 June 2024. The CMA (Certified Management Accountant) certification indicates expertise in financial accounting and decision-making. The CMA US also helps the students to get professional expertise in making strategic decisions based on financial data and information, which can help an organisation set long-term plans and better allocate finances. Mr Vinod Chandran, Head, MyLogic Business Management School, Dr BA Kumara Hegde, Principal of the College, Dr Rathnavathi K, HoD of Commerce Department and staff members of the Department were present.





## Programmes Organised

### World Environmental Day

Department of PG Studies and Research in Chemistry organised an awareness talk concerning World Environmental Day on 6 June 2024 at SDM PG Centre, Ujire. Dr Krishna Prasad P A, Associate Professor of Civil Engineering, SDM Institute of Technology, Ujire, was the resource person. The participants were enlightened about the “Human- Environment Relationship” by the resource person Dr Krishna Prasad P A. He also emphasised the ill effects of human greed on nature. The programme was conducted under the able guidance of Prof Vishwanatha P, Dean, PG Studies and HOD of the Department of Chemistry. Dr Shashiprabha, Secretary of Conchem, and Dr Rajesh N Hegde, Joint Secretary of Conchem, guided the students. Mr Harshith from 1st MSc-Chemistry welcomed the gathering. Ms Sonakshi from 1st MSc-Organic Chemistry Mastered the Ceremony, and Ms Seema P Bangera from 1st MSc Chemistry proposed the vote of thanks.



## Nano Jatha

The Department of PG Studies and Research in Chemistry organised Nano Jatha on 11 June 2024, sponsored by the Karnataka Science and Technology Promotion Society and Centre for Nano and Soft Matter Sciences, Bengaluru. Dr Satheeshchandra S, Secretary of SDM Educational Society, Ujire, narrated the wonders of nano in his inaugural address. Dr B A Kumara Hegde, Principal of the College, addressed the need to develop curiosity among young students in his presidential remarks. Dr B L V Prasad, Director, Centre for Nano and Soft Matter Sciences(CeNS), Bengaluru, began the session by exaggerating how the nano is a magical point on the scale, which was followed by Nano-cluster, nylon cloth with silicon particles, super hydrophobic substances. Dr Aarti S Bhatt, Assistant Professor of Chemistry, NMAM Institute of Technology, Nitte, Karkala, began the mesmerising session with the use of nanoparticles in Li-ion batteries, which was further succeeded by the application of nanoparticles in solar cells and photovoltaic cells.



In the afternoon session, nine experiments were demonstrated to the students, which approached the practical application of nanomaterials. A quiz competition was conducted, which helped nourish the students' knowledge. Dr Vishwanatha P welcomed, and Dr Sowmya B. P proposed a vote of thanks for the inaugural function. Dr Shashiprabha welcomed, whereas Dr Naveen Kumar expressed gratitude for the valedictory programme. Dr Nefisath P mastered the ceremony. Students from different colleges and all the staff members of the Department of PG Studies and Research in Chemistry were present at the Nano Jatha.

### Special talk on Scope and Structuring of Scientific Publications

Research and Development Cell organised a Special Talk on the Scope and Structuring of Scientific Publications from Project under Promotion of Research Activities by Dr Sudhakar Y N, Assistant Professor (Senior Scale), Department of Chemistry, Manipal Institute of Technology, Manipal, on 8 May 2024. The main objective of the programme is to motivate the students to publish articles in reputed journals resulting from their project work and Dissertation. Dr Sudhakar Y N informed the outlay and contents of an article.

Dr Vishwanatha P, Dean PG Studies, Dr Sowmya B P, Director, Research & Development Cell, Dr Shashiprabha, Coordinator of the programme and members of Research and Development Cell were graced the programme with their presence.

Ms Kalpitha T V, I M Sc Organic Chemistry, welcomed the gathering, and Ms Nandana M, I M Sc Organic Chemistry, proposed a vote of thanks. Mr Khushi R Gowda, I M Sc Organic Chemistry, was the master of ceremony. About 150 students participated in the programme.



Dakshina Kannada, Karnataka, India



### A Special Talk on “Scope & Opportunities in Physics”

- Department of PG Studies and Research in Physics organised a special talk on “Scope & Opportunities in Physics” on 8 June 2024. The resource person, Dr Praveen K C, Scientist, Laboratory for Electro-Optics Systems (LEOS)ISRO, Bengaluru, delivered a special talk about “Classroom to Cleanroom”- Journey as a student towards professionalism. The talk gave insight into various future career opportunities in R & D, including ISRO for Physics graduates. The session was followed by student interaction. The programme was coordinated by Dr Raghavendra S, HoD of PG Studies and Research in Physics. The students from both I and II M.Sc Physics actively participated and benefited from the programme. It was special to note that interested students from SDM PU College attended the programme and were accompanied by Ms Sandhya, Physics Lecturer, SDM PUC, Ujire.



- Department of PG Studies and Research in Social Work, SDM PG Centre has organised a programme on “Awareness Training on Fire Safety, Health Safety and Disaster Management”. The programme was inaugurated by Dr B A Kumara Hegde, Principal of the College. Mr Sathyaraj, a Professional Fire and Safety Officer, was the resource person. He gave training and demonstration of emergency risk management and safety and prevention measures. Dr Vishwanatha P, Dean, PG Studies, presided over the programme. Dr Ravishankar K R, HOD of PG Studies and Research in Social Work, was the chief guest. Around 180 students from MSW, M Com and MA English departments participated in the programme.



### **PrathiBimba – Personality Development Programme**

Department of PG Studies and Research in Social Work, SDM PG Centre has organised a workshop on “PrathiBimba – Personality Development Programme”. The programme was inaugurated by Dr Vishwanatha P, Dean, SDM PG Centre, Ujire. Dr Ravishankar KR, Ms Thejaswini, Ms Swathi, Ms Harini, and Ms Rakshitha (I MSW students) were the resource persons and were given training on Personal Hygiene and



Personal Development. Mr Prakash Shetty, PDO, Grama Panchayath Ujire, was president of the programme. Mr Prakash Kamath, Principal, Women's ITI, Ujire and Dr Ravishankar KR, HOD, Department of PG Studies and Research in Social Work, were the chief guests in the programme. Around 48 students of Women ITI participated in the programme.

### **Valedictory Programme of Student Lecture Series**

The Cocurricular Committee organised the Student Lecture Series valedictory programme on 12 June 2024 at SDM PG Centre. Dr B A Kumara Hegde, Principal of the College, was the chief guest. Dr Vishwanatha P, Dean of PG Studies, presided over the programme. 23 student lecturers from the PG Programmes and B Voc sections attended the programme. The chief guest spoke about the significance



of the Student Lecture Series and shared his lecturing experience. He also distributed certificates to the students. Ms Medha Hegde from the MSW Department and Mr Shreyas from the M Com Department shared their experiences as student Lectures. Ms Priya of the MSW Department Mastered the Ceremony. Dr Akshatha K and Dr Sujay coordinated the programme.



## Valedictory of CONCHEM Programmes

Department of PG Studies and Research in Chemistry organised the valedictory programme of the departmental association CONCHEM on 12 June 2024. Dr Savitha Kumari, Dean of Sciences, SDM College (Autonomous), Ujire was the chief guest. Dr Savitha Kumari addressed the students of the I and II year and stressed the importance of the association of the department. She admired the students for their active participation in various programmes conducted under the CONCHEM banner. Dr Savitha Kumari congratulated the winners of different competitions conducted and distributed the prizes. President of the programme, Prof Vishwanatha P, Dean of PG Studies and Head of the Department, praised the members of the association for their effort in conducting various events throughout the year and applauded the winners of various competitions. "More number of learning-centric programmes should be conducted in the coming days" he added. Prof B Shivarama Holla, former HOD, was also present in the programme and wished the outgoing students the best of luck. Miss Sonakshi was the Master of Ceremony, and Miss Parvati proposed a vote of thanks. Mr Khushi Gowda welcomed the gathering and introduced the chief guest while Miss Thejashree read out the names of the winners.



## Bheeshmasthanamaana

Theatre actors of SDM Kalakendra staged *Bheeshmasthanamaana*, a play depicting the life and death of the Character from Mahabharatha - Bheeshma at Sri Siddavana Gurugula on 13 June 2024. The play, written by Sri Skanda Bhargava, was designed and directed by Sri Yashavanth Belthangady. Madan provided Music for the play. The play was watched by Smt Hemavati V Heggade, Sri D Harshendra Kumar, Smt Supriya Harshendra Kumar, Smt Sonia Varma, Dr B A Kumara Hegde and others.



## Alumni Interactions

- The Department of B Voc in Retail & Supply Chain Management organised an Alumni interaction for its IV Semester students on 7 May 2024. Ms Deeksha K D of batch 2020-2023 spoke about Systems Applications and Products in Data Processing (SAP). Mr Praveena D, Assistant Professor of the department, organised the event.
- The Department of B Voc in Retail & Supply Chain Management organised an Alumni Interaction for its I Semester students on 29 April 2024. Ms Deeksha A of batch 2020-2023 spoke about skill sets to be acquired. Mr Ashwith H R, Assistant Professor of the department, organised the event.



## Industrial Visit

- The Department of B Voc in Retail and Supply Chain Management organised an Industry Visit to 'Vinayaka Rice Mill', Belthangady, for the I-year students on 2 May 2024. A total of 47 students participated in this visit. Mr Ashwith H R coordinated the visit programme.



- Department of B Voc in Retail and Supply Chain Management organised an Industry visit to 'Sandhya Fresh', Ujire for the I year students on 4 May 2024. A total of 47 students participated in this Industry visit. Mr Ashwith H R coordinated the visit.



- Department of B Voc in Retail and Supply Chain Management organised an Industry Visit to 'Amruth Textiles' and Mahaveera Textiles Ujire for the I-year students on 5 May 2024. A total of 20 students participated in this Industry visit. Mr Ashwith H R coordinated the visit.



- Department of B Voc in Retail and Supply Chain Management organised an Industry Visit to 'Delta Packaging Solutions' and 'Power Point Batteries' Moodbidri for the II year students on 8 May 2024. A total of 31 students participated in this Industry visit. Mr Ashwith H R coordinated the visit.





## Staff Publication

Dr Ganaraja K published an article titled 'Growth and Instability Analysis of Pepper with Reference to Production and Price' bearing ISSN 2320-7907 (online) 0976-0652 (offline) in UGC care listed 'SDMIMD Journal of Management'.

## Staff Paper Presentation

Ms Mamatha K and Mr Harshith Kumar Shetty N, Assistant Professors in the Department of PG Studies and Research in Commerce, presented a research paper titled "Impact Of Digital Banking On the Profitability of Old Private Sector Banks In India" at the Two-Day International Conference on Business and Banking Revelations in Industry 4.0 Era, organised by the Department of Commerce, Mangalore University, Konaje, held on 6 and 7 June 2024.

## Staff Achievements

- Mr Ashwith H R, Assistant Professor in the Department of B Voc in Retail and Supply Chain Management, was invited to participate in the 'One-day panel discussion on social media aspects of criminal psychology' held at Manipal Law School (MLS), Manipal Academy of Higher Education (MAHE), Bengaluru campus on 24 April 2024.
- Mr Praveena D, Assistant Professor, Department of B Voc in Retail & Supply Chain Management, was invited to deliver a special talk on "Career Guidance Training" to II PUC Students of Vivekananda Educational Institutions Mundaje on 7 June 2024. This training programme was organised by the Department of MSW, SDM PG Centre Ujire.
- Mr Ashwith H R, Assistant Professor in the Department of B Voc in Retail and Supply Chain Management, judged the event " Stand-up comedy" on 29 April 2024—an inter-department competition titled 'Sanchaya' organised by the College Hobby Circle.
- Mr Ashwith H R, Assistant Professor in the Department of B Voc in Retail and Supply Chain Management, judged the "Stress Interview" event on 30 April 2024. It was an inter-college UC fest called 'Ekashunyam' organised by the Department of BCA, SDM College, Ujire.

- Mr Praveena D, Assistant Professor in the Department of BVoc in Retail & Supply Chain Management, successfully completed the certificate course “Overview of Personality Development Training” conducted by Infosys Springboard on 16 May 2024.
- Mr Praveena D, Assistant Professor in the Department of BVoc in Retail & Supply Chain Management, successfully completed the certificate course on “Basics of Business Communication” on 17 May 2024, conducted by Infosys Springboard.

## Staff Participation

- Mr Ashwith H R, Assistant Professor in the Department of B Voc in Retail and Supply Chain Management, participated in the constitutional law lecture series programme titled ‘Constitutional Law and Social Justice’ held at Manipal Law School (MLS), Manipal Academy of Higher Education (MAHE), Bengaluru campus on 4 May 2024.
- Mr Praveena D, Assistant Professor Department of B Voc in Retail & Supply Chain Management, attended a one-day Faculty Development Programme on 31 May 2024 on "Innovative Teaching Method" organised by SDMIMD Mysuru.

## Students Achievements

- A total of 16 Students of the Department of PG Studies and Research in Commerce participated in “MANGUM-2024 THE MANTHANA”, a National Level Commerce and Management Fest held at Mangalore University on 6 and 7 June 2024 and bagged Overall Runners of the Management Events. Shreyas and Shravya S participated in the Business Quiz event and bagged 1st prize (Winners). Mr Manoj S and Ms Sampreetha participated in the Marketing event and bagged 2<sup>nd</sup> prize(Runners). Ms Nishmitha and Ms Padmini participated in the Face painting event and bagged 2nd prize(Runners). Ms Poorvika and Ms Sahithya Aithal participated in the HR event and reached the finals. Mr Shrivasa B K and Ms Shalini participated in the Finance event and reached the semifinals. Mr Sanath, Ms Uma and Mr Akhil participated in the Best Management Team event. Anand Narayanan participated in the Best Manager event. Ms Likhitha and Ms Amrutha Dongre participated in the Brand Rangoli event.

