



Principal's Desk

Greetings of the new academic year...

The academic year 2024-25 has just begun and students should realise their duties and responsibilities. Students have various duties and responsibilities that contribute to their academic success and personal development. The important ones are as follows

Academic Responsibilities

Attend Classes Regularly: Consistently attending classes helps students stay engaged and understand the course material better.
Complete Assignments on Time:** Meeting deadlines is crucial for academic success and teaches time management.
Study and Prepare for Exams: Regular studying and preparation for exams ensure a deep understanding of the subject matter.
Participate in Class: Engaging in discussions and activities helps enhance learning and contributes to a positive classroom environment.

Behavioral Responsibilities:

Respect Others: Treating peers, teachers, and staff with respect is essential for a harmonious learning environment.
Follow School Rules: Adhering to the institution's rules and policies ensures a safe and organized setting for everyone.
Maintain Integrity: Being honest and upholding academic integrity by avoiding cheating or plagiarism is fundamental.

Personal Development:

Set Goals: Setting short-term and long-term academic and personal goals helps students stay focused and motivated.
Seek Help When Needed: Asking for help from teachers, counselors, or peers when facing difficulties is important for overcoming challenges.
Develop Time Management Skills: Balancing academic responsibilities with extracurricular activities and personal life is crucial.

Community Involvement:

Participate in Extracurricular Activities: Joining clubs, sports, or other extracurricular activities helps in developing various skills and building a sense of community.
Volunteer and Give Back: Engaging in community service or school projects foster a sense of responsibility and empathy.

Self-Care:

Maintain Health: Taking care of physical and mental health by getting enough sleep, eating well, and managing stress is vital for overall well-being.
Balance: Finding a balance between academic pursuits and personal interests ensures a well-rounded and fulfilling student life.

With best wishes

Dr B A Kumara Hegde,
Principal



**Sri Dharmasthala Manjunatheshwara
College, (Autonomous), Ujire - 574240**
(Re-Accredited by NAAC at "A++" Grade)



**INDIA
TODAY**

INDIA'S BEST COLLEGES 2024

Results of the India Today-MDRA 2024 Best Colleges Surveys

We are pleased to announce that
India Today Magazine's survey has
assessed our esteemed institution at the
following ranking at the National level



Congratulations

Courses	Ranking 2024	Ranking 2023
BCA	27	29
MSW	33	29
Mass Communication	25	27
BBA	44	48
Arts	68	65
Science	82	81
Commerce	101	99

Principal

Staff & Students



India

Today - MDRA Ranking

In the latest Edition of India Today, a leading Weekly, has published the latest ranks of the India Today-MDRA 2024 Best Colleges Surveys results. With over 45,000 colleges across India, the 28th annual edition of India Today Group's ranking of best colleges in India. Since 2018, the survey has been done in association with the reputed Delhi-based market research agency Marketing & Development Research Associates (MDRA) and has been widely appreciated for its consistency. For this year, the groundwork was conducted between January and June. Colleges were ranked across 14 streams—Arts, Science, Commerce, Medical, Dental Sciences, Engineering, Architecture, Law, Mass Communication, Hotel Management, BBA, BCA, Social Work and Fashion Design.

During the objective ranking, MDRA carefully attuned to more than 112 performance indicators in each stream to provide the most comprehensive and balanced comparisons of colleges. These indicators were clubbed into five broad parameters—'Intake Quality and Governance', 'Academic Excellence', 'Infrastructure and Living Experience', 'Personality and Leadership Development' and 'Career Progression and Placement'. It is heartening to see almost all the programmes offered by our esteemed SDM College, Ujire, find places in less than the hundredth position in the survey.

Ranking Positions of the College Programmes

Courses	Ranking 2024	Ranking 2023
BCA	27	29
MSW	33	29
Mass Communication	25	27
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Arts	68	65
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Follow the link to read the complete article

<https://www.indiatoday.in/india-today-insight/story/the-rarefied-realm-indias-best-colleges-in-2024-2557840-2024-06-25>

Results of the Even Semester Examinations

Even Semester End Examination- May/June - 2023-24 results were announced recently. The classes recorded the following results in percentage. II BA - 65, IV BA - 85, VI BA - 96, II BSc 77, IV B Sc 97, VI B Sc - 97, II B Com - 93, IV B Com - 92, VI B Com - 98, II BBA - 88, IV BBA - 93, VI BBA - 100, II BCA - 87, IV BCA - 94, VI BCA - 97, II B VocSAD - 89, IV B VocSAD -100, VI B VocSAD -100, II BVoc RSCM - 85, IV B Voc RSCM - 97, VI B Voc RSCM- 100, II B Voc DMF - 61, IV B Voc DMF, 100, and VI B Voc DMF - 100.

Programmes Organised

- **Orientation Programme**

The Academic Year 2024-25 got a kick start on 20 June 2024, and students of all undergraduate programmes of all three years arrived on the campus on 24 June 2024. An orientation programme for the freshers was organised on Monday, 24 June. Dr S Satheeshchandra, Secretary of SDM E-Society, was the Chief Guest. In his address, he highlighted the importance of quality education and management initiatives regarding student facilities on campus. Dr



B A Kumara Hegde, Principal of the college highlighted the major activities and achievements of the college and encouraged the students to make the best use of the opportunities available. The programme introduced the Vice Principal, Registrars, Deans, Coordinator of IQAC, Coordinator and Members of the Student Welfare Committee. It also informed the various curricular and cocurricular initiatives, scholarship, library, lab, hostel, sports, cultural centre, and other facilities available, as well as information regarding the rules and regulations, examination tests, evaluation, certification, etc. Student Welfare Committee organised the Programme.

● Placement Programme by Udayavani

In association with the Placement Cell, the Department of Journalism and Mass Communication organised Campus Recruitment by Udayavani on 13 May 2024. Led by Usha Kumari, HR, Udayavani, Manipal Edition, a team including Shobha, Assistant HR, Ravikiran, Video Content Head, Udayavani, Digital Media Section and Kishan Ameen, Video



Content Developer, Udayavani, Digital Media Section. Usha Kumari, HR, Udayavani, Manipal Edition, shed light on the campus recruitment process, providing brief information about job openings within the organisation. She also emphasised the importance of skilled youths for the sustainability and development of print media. A total of 26 students appeared for the written test. The first round of the selection tests took place under two categories: one for print and digital media content developers and another for videography and video editors. Students from the second year of JMC and the final year of B Voc in Digital Media and Film Making participated in the programme.

● Interaction Programme

The Department of Journalism and Mass Communication, in association with the Placement Cell, organised an Interaction Programme and Interview with Sri Ravishankar K Bhat, Chief Editor of Udayavani, on Tuesday, 21 May 2024. The session also included a Q&A segment with the students at the end. The programme also saw the presence of



Usha Rani, HR Head of Udayavani, Nagendra Thrasi, Digital Head of Udayavani, Faculties of Journalism Department and Students from MCJ. Shivakumar of Second MCJ compered the programme, and Someshwar Gurumath of Second MCJ proposed the vote of thanks.

- **Interaction Programme with Surendra Vagle**

The Department of Journalism and Mass Communication, in association with Placement Cell, organised a Placement and Interaction Programme with Surendra Vagle, Resident Editor, Vijayavani Kannada Daily, Mangaluru on 3 June 2024.

Addressing the students, Vagle emphasised the importance of reading newspapers. He discussed

the differences in writing for digital and print media and stressed the need for strong language skills, whether in English or Kannada. A selection test was conducted for the students of Second JMC. A total of 13 students appeared for the written test.



Guest Lectures

- The Department of PG Studies & Research in Psychology organised a guest lecture by Mr Ashwath Shetty on Marketing in Rural Areas and Its Challenges at Agrileaf Export LTD, Barangaya Compound, Nidde, on 11 June 2024. The topic mainly focused on understanding the marketing field and challenges faced by the HRM in rural areas. The programme was coordinated by Ms Ashwini H, Assistant Professor. The beneficiaries of the programme are 12 students of MSc Psychology.

SDM Nenapinangala Programme

- SDM Nenapinangala Programme was organised on 27 June 2024. Dr Prabhakara Shshila, a proud alumnus and a writer, was the guest of honour. While addressing the gathering, he emphasised the job opportunities available currently to skilled people in multiple languages, especially Kannada. He emphasised the ethical questions of writers and their writing. Dr Shishila handed over a scholarship to a Ms Chitravati of III BSc, a meritorious student on the occasion. Dr B A Kumara Hegde, Principal of the college, presided over the programme and congratulated Dr Shishila. Sri Pitambara Heraje, President of the SDM Alumni Association, Sri Thimmappa Gowda, an alumnus of the college, Faculty members and students of the Department of Kannada were present. Dr



Bhojama K, HoD of Kannada, welcomed the gathering and Mr Maneesh, a Student of the Department, proposed the vote of thanks. Dr Divakara K mastered the ceremony. The occasion also included the installation ceremony of *Kannada Sangha*, the department's student association.



- The Department of PG Studies & Research in Psychology organised a guest lecture on “Building professional competence in counselling” on 01 June 2024 at SDM PG Centre, Ujire, on account of the PEACE Association valedictory. The resource person was Mrs Bhakya Lakshmi, a student counsellor at St. Aloysius PU College, Mangaluru. Ms Ashwini Shetty, Assistant Professor of Psychology, co-ordinated the programme.

Filed Visits

- The Department of PG Studies & Research in Psychology organised a field visit to Central Jail and KMF Kulashekara Mangalore on 4 June 2024. At Central Jail, students presented social responsibility extension activities. Ms Ashwini H, Assistant Professor in Psychology, coordinated the visit. Thirty-eight students of II MSc Psychology benefitted from the programme.



- The Department of PG Studies & Research in Psychology organised a field visit to Agrileaf Export LTD, Barangaya Compound, Nidle on 11th June 2024. The visit aimed to understand the marketing field and challenges faced by the HRM in rural areas. The field visit was coordinated by Ms Ashwini H, Assistant Professor. 12 students of II MSc Psychology marketing specialisation benefitted from the programme.



Alumni Interactions

- The Department of PG Studies and Research in Commerce organised an Alumni Interaction for II & I M Com students on 31 May 2024. Ms Shubhalakshmi, Senior Associate, Exl Pvt. Ltd Bangalore was the resource person.



- On Monday, the Department of PG Studies and Research in Journalism and Mass Communication organised an alumni interaction session with Harshitha, an Anchor and Programme Producer at Public Music. During the session, she shared her experience of her college days in SDM, emphasising the significance of content writing across multiple platforms. She highlighted the essential qualities needed for a successful VJ and explained her day-to-day schedule as a VJ at Public Music. She also encouraged students to seize every opportunity that comes their way. She shared her challenges while switching from News 18 Kannada to anchoring at Public Music. With this, she advised students to develop the quality of adaptability. Dr Bhaskar Hegde, HOD along with other faculty members of the department of JMC and students of first and second MCJ were present during the session.

Sports

- Swapna from II BA won the silver medal, and Sangeetha A M III B Com won the bronze medal at the Khelo India National Zonal League Women Weight lifting championship that was held at Madhya Pradesh from 18 June 2024 to 21 June 2024.



Swapna Y J



Sangeetha AM

- The Department of Physical Education and NCC jointly organised International Yoga Day on 21 June 2024. Our college's sports students and NCC cadets participated in the event.



Staff Publication

- Mr Praveena D, Assistant Professor, Department of B Voc in Retail and Supply Chain Management, has authored the book "Fundamentals of Entrepreneurship Development". The book has been published in Scientific International Publishing House (SIPH) with ISBN No 978-93-6132-043-9. Dr B A Kumara Hegde, Principal of the College, released the Book on 19 June 2024.
- Ms Ganavi D and Dr Vasantha Kumar, Assistant Professors of Department of Chemistry have published a paper entitled "Synthesis, Crystal Structure, Hirshfeld, DFT, Molecular Docking, Dynamics Studies, and Anti-cancer Activity of 1-Substituted-2-(4-(diethylamino)-2-hydroxyphenyl)- 1H-benzo[d]imidazole-5-ethyl carboxylates" in Journal of Molecular Structure volume 1314, 2024,138657.
- Mr Harshith Kumar Shetty N, Assistant Professor, PG Department of Commerce, published a paper titled 'Impact of Social Media Marketing on Consumer Behaviour: A Comparative Study of Traditional Marketing Channels and Digital Platforms' in BOHR International Journal of Advances in Management Research 2024, Vol. 3, No. 1, pp. 6-11.
- Mr Harshith Kumar Shetty N, Assistant Professor, PG Department of Commerce, published a paper titled 'Impact of Foreign Direct Investment on the Indian Telecom Sector: An Analysis' in ComFin Research, vol. 12, no. 2, 2024, pp.63-69.
- Ms Ashwini H, Assistant Professor of Psychology, published a research paper on "Impact of Lifestyle on Psychological Strain and Motivation among Student Athletes" in the International Journal of Research and Analytical Review/ IJRAR. ORG E-ISSN 2348 -1269, P-ISSN 2349- 5138 May 2024, Volume 11 and issue 2.
- Ms Ashwini H, Assistant professor, has written a general article on Money usage, Hostel and Child Development with the title "Makkalannu Vasathi Shalege Serisuthiddire?" which was published in Niranthara Pragathi monthly magazine (ISSN 2582 -533X) of June 2024 (Volume 20, Issue10).

Staff Achievements

- Dr Akshatha K, Assistant Professor, Department of PG Studies and Research in Social Work, chaired the session for the paper presentation during the National Conference on Sustainable Environment-Youth as Catalyst for Change held on 25 June 2024.
- Dr Shalip, Registrar of Administration, participated as chief guest for the "Inauguration of various clubs" at Residential PU College, Ujire, on 26 June 2024.



- Dr Raghavendra S, Head, Department of PG Studies and Research in Physics, participated as a Chief guest for the inauguration of "Spectra Association 2024-25" organised by the Department of Physics, SDM PU College, Ujire, on 26 June 2024. Also, he delivered a talk on interesting aspects of and career opportunities in physics.



- Ms Ashwini H, Assistant Professor of Psychology, participated as a resource person and delivered a talk on “Together towards Tomorrow, Parenting Style, mobile de-addiction and coping strategies on 8 June 2024 in an orientation programme for parents of 3rd, 4th and 5th Students organised by SDM English Medium School, Ujire, at SDM CNYS Hall, Ujire. The beneficiaries of the programme are 200 parents.


- Ms Ashwini Shetty, Assistant Professor, Department of PG Studies & Research in Psychology, participated as a resource person and delivered a talk on “Kinder Connections” to parents on 08 June 2024 at Ratnamanasa, Ujire.


- Dr Akshatha K, Assistant Professor, Department of PG Studies and Research in Social Work, attended as a resource person and gave an awareness programme for the parents of 8 to 10 standard students. She spoke about who adolescents are, the challenges they face at home, school and society, their needs, and the role of the parents and family environment in providing a healthy and happy environment for the children.
- Dr Akshatha K, Assistant Professor, Department of PG Studies and Research in Social Work, attended as a resource person and gave an awareness programme for the parents of 5 to 7 standard students. She spoke about who children are, the challenges they face at home, school and society, their needs, role of the parents and family environment to provide a healthy and happy environment for the children.

Students Achievements

- Ms Vaishnavi K R, I M.Com, and Ms Deeksha, I M Com students of the Department of PG Studies and Research in Commerce, participated and presented a paper titled “Impact of Social media influencers on consumer behavior” in two-day International Conference on “Sustainable Global Business Development: Breaking barriers and empowering change” organised by Mahatma Gandhi Memorial College, Udupi on 13 and 14 June 2024.
- Ms Sahithya Aithal (I M Com IBM), Ms Anagha A M (I M Com IBM) and Mr Shrivasa B K (I M Com IBM), students of the Department of PG Studies and Research in Commerce, has participated and presented paper titled “A Study on the Perception & Preference of Consumers Towards Green Products” in two-day International Conference on “Sustainable Global Business Development: Breaking barriers and empowering change” organised by Mahatma Gandhi Memorial College, Udupi on 13th and 14 June 2024.

