



# Sri Dharmasthala Manjunatheshwara College, Ujire-574240



## E-Bulletin

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### Principal's Desk

#### **A comprehensive thought process for upgrading standard of education....**

Upgrading the educational standard involves enhancing the quality, accessibility, and relevance of education to meet the demands of today's rapidly changing world. Here are some key approaches to consider:

##### **Curriculum Modernization**

Upgrading the digital Literacy focusing on Integrating subjects like coding, data science, and digital literacy, as well as a focus on emerging fields like AI, renewable energy and biotechnology. Shift from rote learning to critical thinking, analytical skills, and creativity. Include communication, emotional intelligence, and teamwork, as they are crucial for personal and professional success. Teacher Training and Support: Ongoing Professional Development: Offer regular training for teachers to keep up with new teaching methodologies and technology. Mentorship Programs: Pair experienced teachers with new educators for knowledge exchange.

##### **Use of Technology in Education**

Blended Learning: Combine online and in-person classes to provide flexibility. Virtual Classrooms and Resources: Use virtual resources to broaden access to quality content and provide interactive, engaging experiences. Special Needs Education: Create resources and strategies that support students with different learning needs. Financial Aid and Scholarships: Help reduce financial barriers to education for low-income families. Multilingual Resources: Develop resources in multiple languages to support diverse communities and international students.

##### **Evaluation and Feedback Systems**

Alternative Assessments: Move beyond standardized testing to include project-based assessments, peer reviews, and practical evaluations. Regular Feedback: Encourage continuous feedback loops between teachers, students, and parents to refine learning approaches. Experiential Learning: Integrate internships, apprenticeships, and hands-on projects. Entrepreneurial and Life Skills: Teach students skills that prepare them for real-world scenarios, including financial literacy, time management, and adaptability. Global Awareness and Ethics: Educate students on global issues, cultural awareness, and ethical considerations, fostering responsible global citizens. Community and Parent Engagement Parental Involvement: Encourage parents to take an active role in their children's learning and create partnerships with schools.

##### **Community-Based Learning Projects**

Engage students in community service and local projects that apply classroom knowledge to real-world challenges. Implementing these strategies requires collaboration among policymakers, educators, students, and communities. By focusing on these areas, educational systems can better prepare students to thrive in an interconnected, tech-driven world.

##### **Best wishes**

Dr B A Kumara Hegde,  
Principal

## India Elite Education & Institutional Awards 2024



Our college has been awarded with the prestigious India Elite Education & Institutional Awards 2024, National Edition under the 'Best & Most Trusted Degree College of the Year 2024' Karnataka Award under "Quality Education, Excellent Administration & Social Contribution" category for the year 2024. Dr B A Kumara Hegde, Principal and Prof S N Kakathkar, Vice Principal of the College, received the award in a ceremony held at Hotel Taj West End, Bangalore on 25 October 2024.

## Programmes Organised

### Graduation Ceremony



The College Graduation Ceremony was held on 26 October 2024 at Indraprastha Auditorium. Dr D Veerendra Heggade, Dharmadhikari of Shri Kshetra Dharmasthala and President of SDM Educational Institutions presiding over the ceremony, emphasized the need for students to focus on becoming resourceful assets for the nation's constructive growth. He urged the graduates not to limit their learning to their academic pursuits. Instead, they should continuously strive to acquire knowledge in various fields and contribute meaningfully to the nation's progress. He highlighted the vast opportunities provided by technology for learning and personal growth.



Prof S R Niranjana, Vice-Chairman of the Karnataka State Higher Education Council, stressed the importance of skill-based education and intellectual capabilities in the coming decades in his convocation address. He encouraged graduates to focus on skill-based careers and contribute to the nation's development. Prof P L Dharma, Vice-Chancellor of Mangalore University, administered the oath to the graduates and urged them to stay in India and contribute to the nation's growth. He emphasised the importance of sustainable development and encouraged the graduates to think innovatively. The Convocation Ceremony celebrated the student achievements and inspired them to strive for greater heights. Sri D Harshendhra Kumar and Dr Sathishchandhra S, Secretaries of SDM E-Society, Dr B A Kumara Hegde, Principal of the College, Registrars, Deans, HoDs and staff members, students, parents, invitees and guests were present.

### Speax

The Department of Journalism and Mass Communication organised Episode 2 of 'Speax' – a creative platform for storytelling – on 16 October 2024. A total of five stories were narrated on the occasion. Ms Divyashree Hegde, II JMC, Mr Karthik Mulki, II JMC, Ms Manasa Agnihothri, II JMC, Mr Shravan Kumar, II JMC, and Dr Rajashekara Halemane, Associate Professor, Department of Kannada, narrated stories. The stories represented five genres of creative narration. Mr Yashavantha Belthangady from the Yakshagana Centre of the College was the chief guest. Dr Bhaskara Hegde, HOD, delivered the introductory remarks. Ms Nydile moderated the event. A



total of 75 participants attended the programme. Dr Geetha A J coordinated the programme, with Ms Nydile, Mr Sanjay, Mr Karthik Pai, and Mr Athul serving as the student coordinators.



### Maatu-Manthana - Debate programme

The Department of Kannada, in association with the Internal Quality Assurance Cell, organised the 'Maatu-Manthana' debate programme on the "Effective Use of Social Media and Its All-Round Impact on Humans and the Environment" on 4 October 2024. Presiding over the function, Dr B. A. Kumara Hegde, Principal of the College, stated in his presidential remarks, "Social media has positively changed many people's lives, but it also has negative impacts and has changed people's lives negatively as well, so the user should be well aware of how and for what reason to use it." Mr Sooryanarayana Bhat, Mr Suveer Jain, Dr Padhmanabha, and Dr Geetha A. J., Assistant Professors of the college, along with students Ms Manasa Agnihotri, Mr Sharannappa, Ms Chinthana, and Mr Ranga Swamy, actively participated in the debate. Dr Divakara K, Assistant Professor, Department of Kannada, coordinated the programme. Dr Bojamma, HOD, Department of Kannada, delivered the welcome note, and Prof G R Bhat, HOD, Department of English and President of IQAC, concluded the session with his vote of thanks.

### Wall-Magazine Competition

The Department of Postgraduate Studies and Research in Chemistry, under the banner of CONCHEM, hosted a Wall-Magazine Competition on 19 October 2024. Mr Ashoka, an Assistant Professor, coordinated the event. Students from eight different lab batches participated enthusiastically, showcasing their creativity and knowledge in chemistry. The event emphasised teamwork, research skills, and creative thinking, encouraging students to present complex scientific concepts in an engaging and accessible way.



### Student Faculty Orientation programme

The Student Faculty Orientation programme was conducted for the selected student faculty members at SDM PG Centre, Ujire, on 16 October 2024. Dr Shalip A P, Registrar (Administration) of the College, oriented the students on the etiquette of student-faculty in the classroom. She shared her experiences as a teacher, and her session was very enlightening, impressing the audience with her elegant personality and communication skills. Later, Dr Akshatha K., Coordinator of the Co-curricular Committee, explained the documents to be maintained by the student-faculty and outlined the guidelines to be followed during their tenure. Dr Sujay, a member of the Co-curricular Committee, was present during the programme. Ms Thejaswini, a second-year MSW student, coordinated the event.

### Panel Discussion on Women's Empowerment

The Women Empowerment Cell of the college organised a panel discussion on 'Women Empowerment: Issues and Challenges' with sub-themes on *Women and Sports*, *Women and Business*, *Women and Health*, and *Women and Education*. The event brought together a diverse group of experts, including Dr Bojamma K. N., HOD, Dept. of Kannada, as the Moderator, Dr Naganna D. A., Assistant Professor, Dept. of Kannada, Mr Nataraj H. K., Assistant Professor, Dept. of Political Science, Ms Swathi B., Assistant Professor, Dept. of MSW, and Ms Ashwini Jain, Assistant Professor, Dept. of B.Voc in Digital Media and Film Making, as the panellists. Additionally, Mr Abhiram (Final B.Com), Mr Steve Savio Cornelio (Second BBA), Ms Manasa P. Agnihotri (Final BA), and Ms Ganashree V. Shetty (Final B.Sc) participated as student panellists, sharing their insights and experiences on the subject. The programme was coordinated by Ms Fathima Safira and Ms Lydia, with 45 students in attendance.



## Guest Lectures

- The Department of Commerce organised a guest lecture on "Self-Employment" by Mr Lohith Kumar Jain and Mr James at Seminar Hall 1 on 15th Oct 2024 for final year BCom A and B, co-ordinated by Ms Fathima Safira and Dr Bhanu Prakash B E.
- The Department of Computer Science organised a technical talk on "Unboxing AI" for BCA and B Sc (Computer Science) students of our college on 4 October 2024. Dr S Ruban, Associate Professor and HOD, PG Department of Software Technology, St. Aloysius Deemed to be University, Mangalore, was the resource person. Mr Shailesh Kumar, HOD of Computer Science, presided over the programme. Around 150 BCA and B Sc (Computer Science) students actively participated in the session.





## NSS Activities

- **Orientation programme on the 'Yuva Siri' (Paddy Cultivation) programme:** An orientation programme for NSS Volunteers on the 'Yuva Siri' programme was held on 14 October 2024. Sri Lakshmi Mohan, Coordinator of 'Baduku Kattona Banni', briefed the NSS Volunteers about the programme and distributed the costumes to them. A total of 120 volunteers were present. Dr Mahesh Kumar Shetty, H NSS Programme Officer, was present.
- **NSS Camp 2024-25 Site Visit:** The NSS programme Officer and Volunteer leaders visited the NSS Annual Campsite at Govt. Higher Primary School Kallaje, Indabettu on 15th October 2024.
- **NSS Units - Pre-Paddy Cultivation programme (ನೇಜಿ ತೆಗೆಯುವ ಕಾರ್ಯಕ್ರಮ):** NSS volunteers participated ' ನೇಜಿ ತೆಗೆಯುವ ಕಾರ್ಯಕ್ರಮ ' at Ananthody Temple premises Belalu on 17 October 2024 in association with ' Baduku kattona Banni' team. A total of 60 volunteers participated.



- **'ಯುವ ಸಿರಿ' ರೈತ- ಭಾರತದ ಐಸಿರಿ' Program:** NSS Units in association with Badukau kattona Banni team and Rotary club Belthangady Organised a historical event 'ಯುವ ಸಿರಿ - ರೈತ ಭಾರತದ ಐಸಿರಿ' a large scale paddy cultivation programme comprising of 650 participants in traditional costumes at Sri Anantha Padmanabha temple premises Ananthody, Belalu On 20th October 2024. The programme intended to create awareness among the younger generation to be involved in agricultural activities to support the farming community. A total of 250 NSS volunteers participated.



- **Participation in State level workshop on 'Volunteers to leaders - Life skills for Success':** NSS volunteers Kum. Kavitha and Mr Nevil Naveen Moras participated in a State level workshop on 'Volunteers to leaders - Life skills for Success ' at Y.M.K. Auditorium- Yenepoya Institute of Arts, Science, Commerce and Management College Koolur, Mangalore on 20 October 2024.

## Staff Publications

- Dr Rajesh N. Hegde and Dr Vishwanatha P. published a paper titled “E5-((3-phenoxyphenyl)diazenyl)quinolin-8-ol (PPDQ): A Novel Promising Anticorrosive for Mild Steel in Acid Media, and a Pharmacologically Potent Antidiabetic, Antioxidant Azo Dye” in *Orbital: Electron. J. Chem.* 2024, 19(3), 198-204. DOI: <http://dx.doi.org/10.17807/orbital.v16i3.21006>
- Ms Fathima Safira, Assistant Professor of Commerce, published a paper titled "The Effect of Cash Conversion Cycle on Company Earnings and Profitability" by AESSRA, the Journal "Economic Affairs" indexed by Scopus, ISSN Online 0976-4666, Print 0424-2513, Vol 69(1), PP 1-7, March 2024.

## Staff Achievements

- Dr Sudheer K. V., Coordinator of the Counselling Cell, addressed the 9th standard students of SDM Kannada Medium High School, Ujire, on “Mental Health - Why and How” on 22 October 2024.
- Mr K. Indudhar Kini, Assistant Professor of Digital Media and Filmmaking, was the resource person for a workshop on Logo Designing on 10 October 2024. The event was organised by the Department of B.Voc in Retail and Supply Chain Management of the College,
- Ms Mamatha K. and Mr Harshith Kumar Shetty N., Assistant Professors, participated as judges for the HR round at the “One-Day Inter-Collegiate Commerce and Management Fest - Pinnacle,” organised by the Department of Commerce on 28 September 2024.

## Staff Participation

- Dr Priya Kumari S. V., HOD and Associate Professor, and Ms Masuda, Assistant Professor, Department of PG Studies and Research in Commerce, participated in the “One-Day Symposium Towards Strengthening M.Com programme ” conducted by the Department of Commerce, Mangalore University, Mangalagangothri, in association with IQAC on 24 October 2024 at Srinivas Mallya Auditorium.
- Mr Prasad Kumar, Assistant Professor of Commerce, participated in the One-day National Conference on “Developing skills for a Sustainable Future -Enhancing Employability ” and presented a paper titled “Relevance of Instalments on Consumer Durable Purchases-A Case Study” held at the Padua College of Commerce and Management Nanthur, Mangalore on 29th October 2024.
- Dr Athul S. Semitha, Assistant Professor, Department of PG Studies and Research in Social Work, participated in the International Eco-Visionary Dialogue on Advancing Sustainable Urban Future (IEDASUF) held on 9 October 2024. The event was organised by the Association of Professional Social Workers and Development Practitioners in collaboration with The Climate Reality Project India and South Asia, Asia Climate Change Education Centre, UNESCO MIL Alliance, Department of Management Science, IIT Kanpur, India, and ADSAYO, Azerbaijan.
- Ms Mamatha K. and Mr Harshith Kumar Shetty N., Assistant Professors, Department of PG Studies and Research in Commerce, participated in a five-day Faculty Development Programme on ‘Recent Advancements in Research Methodology and IPR’, conducted by the IIC and Research Cell of JIS University from 23 to 27 September 2024.
- Ms Mamatha K. and Mr Harshith Kumar Shetty N., Assistant Professors, Department of PG Studies and Research in Commerce, participated in a six-day Faculty Development Programme on the theme ‘Advanced Research Methodology and Data Analysis’, held from 9 to 14 September 2024, organised by the School of Economics and Commerce (SOEC), CMR University, Bengaluru.



## Student Achievements

- 3 Students of batch 2023-24 from the Department of PG Studies & Research in Commerce have cleared the UGC National Eligibility Test (NET) conducted by the National Testing Agency. Mr Manoj S, Mr Shivaprasad, and Ms Shalini appeared for the UGC NET in June 2024 and cleared it with admission to PhD only.



**Mr. Manoj S**



**Ms. Shalini**



**Mr. Shivaprasad**

- Ms Ayisha Shameema of III BCA delivered a talk on “Internet of Things and its Applications” in the programme *Student Lecture Series* held on 18 October 2024.

