



Sri Dharmasthala Manjunatheshwara College, Ujire-574240



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Principal's Desk

Service to humanity is the best work of life

The youth, often referred to as the backbone of any society, hold immense potential to drive positive change. Their energy, creativity, and passion make them key contributors to social services. Social services aim to uplift communities, address inequalities, and ensure the welfare of the disadvantaged. When young people engage in social service initiatives, they not only help others but also cultivate leadership, empathy, and a sense of responsibility. Youth play a vital role in various aspects of social services. From volunteering in non-governmental organizations to initiating community development projects, their involvement addresses critical societal challenges such as poverty, education, health, and environmental sustainability. For instance, young individuals can participate in teaching underprivileged children, organizing health camps, or leading environmental clean-up drives. Their innovative mindset and familiarity with technology also allow them to develop creative solutions to persistent issues. Through social media campaigns, mobile applications, and online platforms, they raise awareness about social causes, mobilize resources, and connect people to create a more inclusive and equitable society. Engaging in social services benefits both the youth and society. For the youth, it enhances their personal growth by developing skills such as teamwork, communication, and problem-solving. They gain a deeper understanding of the challenges faced by various communities, fostering empathy and a sense of civic duty. For society, the active participation of young people brings fresh perspectives and enthusiasm.

Their involvement ensures that social service initiatives remain dynamic and forward-looking, addressing the evolving needs of the population. Despite their potential, many young people face challenges in contributing to social services. Lack of awareness, inadequate resources, and limited platforms for meaningful engagement are common barriers. Educational institutions, governments, and non-profit organizations must address these issues by providing opportunities for volunteering, funding youth-led projects, and incorporating social service into school curricula. The youth have the power to transform society through their active participation in social services. By harnessing their energy and creativity, we can build a more compassionate and equitable world. Encouraging young people to take up social service not only shapes their character but also ensures that future generations inherit a society rooted in care, cooperation, and shared progress.

With regards

Dr B A Kumara Hegde,
Principal

Programmes Organised

Constitution Day Celebrations

In association with the Adhivaktha Association, Dakshina Kannada Chapter and Bar Association of Belthangady Taluk, Constitution Day was celebrated at Sri Dharmasthala Manjunatheshwara College, Ujire, on 16 November 2024. Justice Rajesh Rai Kallangal, Honourable Judge of the High Court of Karnataka, inaugurated the Celebration. In his speech, he highlighted the importance of understanding the Rights and Duties given in the Constitution and implementing them in life.



Dr B A Kumara Hegde, Principal of the College, presided over the programme. Dr S Satheeshchandra, Secretary of SDM E-Society, Ujire, was a Guest of Honour. Sri Guruprasad Shetty, President of the South Zone Adivakta Parishat, and Smt Pushpalatha U K, President of the District Adhivakta Parishat, were present. Sri Vasantha Marakada, President of the Belthangady Bar Association, welcomed the gathering. Sri Sham Prasad Kailar, Secretary of DK District Adhivakta Parishat, proposed a vote of thanks. Sri Dhananjaya Rao, Senior Advocate, Mastered the Ceremony.

Deepavali Celebrations



Deepavali, the festival of lights was celebrated at SDM PG Centre on 7 November 2024. Dr S Satheeshchandra, Secretary of SDM E Society was the chief guest. In his speech, he highlighted the importance of the festival and its celebration. Dr B A Kumara Hegde, Principal of the College, presided over the programme. He expressed that available technology and teh facilities in the modern world makes individuals isolated and it is the festivals of the indian traditions that bring humans together. Lakshmi Pooja and Gou Pooja were conducted on the occasion. Dr Vishvanath, Dean of PG Studies, presented the opening remarks. Ms Divyashree Hegde proposed vote of thanks. Ms Kalanvitha Jain mastered the ceremony. **Pilinalike**, a dance of tigers was the centre of attraction.



Sighting a Comet

Department PG Students and Research in Physics records the sighting of a comet. Mr Harshavardhan G Hegde and Mr Shreeram Marathe, I MSc Physics, Under the guidance of the department captured an extremely rare astronomical event - a comet C/2023 A3 (Tsuchinshan-ATLAS) which is sighted once in 80,000 years, using the Newtonian telescope at the Department, It was recorded with a digital camera of the Department of BVoc in Digital Media and Film Making, on 27 October 2024 at Barangaya, Nidale. This event was discovered by the Tsuchinshan Observatory (Purple Mountain Observatory) in China and later observed by the ATLAS system in South Africa on 9 January 2023. Its closest Approach to Earth was on 12 October 2024, at approximately 70.7 million km (0.47 AU). When near perihelion, it moved at about 92,000 km/h relative to the Sun.



Launch of Student Start-ups

The Department of BVoc in Retail and Supply Chain Management organised the “Launch of Student Start-ups” on 14 October 2024. A total of 15 start-ups of final-year students of BVoc in Retail and Supply Chain Management were launched. These start-ups were launched by Mr Mohammed Bashil Khader, Director, Deccan Group of Companies, Mangalore, and Dr B A Kumara Hegde, Principal, SDM College (Autonomous), Ujire. Mr Ashwith H R, Head, coordinated the event.



Inaugural Programme of Spoken English Classes

The Department of PG Studies and Research in English, in association with Akanksha Charitable Trust, Puttur, and Balanja Educational Trust, organised an inaugural programme of “Spoken English Classes” for the students of Government Higher Primary School, Balanja, on 9 November 2024. Dr Manjushree R, Head, Department of PG Studies and Research in English, SDM College (Autonomous) PG Centre, Ujire, inaugurated the programme. This is a continuous 3-month programme to improve English proficiency among rural school students. The spoken English classes will be handled by the selected number of students from the Department of PG Studies and Research in English, SDM College (Autonomous) PG Centre, Ujire. In her inaugural speech, the inaugurator said that English language learning has played a greater role in the all-round development of the students. Mr Mallikarjuna R, an English Teacher at Government Higher Primary School, Balanja, coordinated the event. The programme was attended by Ms Kavitha N,

Member, Akanksha Charitable Trust, Puttur, Mr Ratnaraj Jain and Mr Pramod Jain, Members, Balanja Educational Trust, Ms Renilda Joyce, Headmistress, Government Higher Primary School, Balanja, and Mrs Sulochana, Headmistress, Government High School, Balanja, Mr Vignesh Aithal and Mr Manu A R, Assistant Professors, and students of the department.



Workshops/Training Programmes

- The Department of BVoc in Retail and Supply Chain Management, in association with ED Cell, SDM College (Autonomous), Ujire, organised Three Day Entrepreneurship Development Boot Camp titled “From Idea to Impact: A Boot Camp for Future Entrepreneurs” from 14 October to 16 October 2024 for all the UG and PG final



year students of SDM College (Autonomous), Ujire. Mr Mohammed Bashil Khader, Director, Deccan Group of Companies, Mangalore, inaugurated the boot camp. Dr B A Kumara Hegde, Principal, SDM College (Autonomous), Ujire, was the president. There were totally eight speakers namely, Mr Mohammed Bashil Khader; Mr Praveen Gore, Founder, Teloquence Private Limited; Mrs Archana Pai, Co-Founder, Sandya Fresh, Ujire; Mr Aravind, Founder, Delta Packaging Solutions Pvt Ltd, Moodbidri; Mr Nithyananda

Navara, Ajay Bottles, Ujire; Mr Manwith Kumar S N, Founder, Aqua Splash Auto Detailing; Mr Ajeya, Director, RUDSET Institute, Ujire; and Mr Krishna Murthy Bhat Kakunje, Managing Director, Accelerab Solutions Pvt Ltd, Moodbidri. Mr Ashwith H R, Head, coordinated the event. Mrs Swathi B and Mr Suman Jain, Assistant Professors, ED Cell, SDM College (Autonomous), Ujire, and Mr Suveer Jain, BVoc Course Coordinator, were also present during the occasion. A total of 50 students participated in the boot camp.

- The Department of BVoc in Retail and Supply Chain Management organised a workshop on “LOGO Designing” on 15 October 2024 for III Semester BVoc students. Mr Indhudhar Kini, Assistant Professor, Department of BVoc in Digital Media and Film Making, SDM College (Autonomous), Ujire, was the resource person.



Mr Shashank B S, Assistant Professor, coordinated the event. A total of 45 students attended the workshop.

- The Department of BVoc in Retail and Supply Chain Management organised a three-day workshop on “Unlock the EXCEL: Beginner to Advance” from 7 October to 9 October 2024 for III Semester BVoc students. Mr Pradeep K, Assistant Professor, Department of PG Studies and Research in Statistics, SDM College (Autonomous), Ujire, was the resource person. Mr Shashank B S, Assistant Professor, coordinated the event. A total of 45 students attended the workshop.



- The Library and Learning Resources Committee hosted the Infosys Springboard Student Enablement Programme on “Applied Generative AI” from 6 November to 8 November 2024. Around 80 students from various PG departments attended the sessions streamed at AV-01 using SenseBoard. Dr Raghavendra S, Head, Department of PG Studies and Research in Physics, and Mr Pradeep Kumar, Assistant Professor, Department of PG Studies and Research in Statistics, coordinated the programme.



Guest Lectures

- The Department of Commerce organised a guest lecture on “Self-Employment” on 15 October 2024 for final year BCom A and B sections students. The resource persons were Mr Lohith Kumar and Mr James. Ms Fathima Safira and Dr Bhanu Prakash B E, Assistant Professors, coordinated the session.



- The Department of PG Studies and Research in Journalism and Mass Communication organised a guest lecture on “Challenges, Responsibilities, and Ethical Considerations inherent in Crime Reporting” on 21 October 2024. The resource person was Mr Sunil Dharmasthala, Assistant News Editor of Republic Kannada, Bangalore. The speaker engaged students with real-world insights and case studies from his extensive field experience. In his lecture, he emphasised the complexities that crime reporters face, including establishing credible sources, the nuances of covering crime scenes, and the meticulous preparation required to report such sensitive topics accurately and responsibly. About 26 I MCJ students attended the session. Mr Sunil Kumar, Assistant Professor, coordinated the event. Mrs Samhita S Mysora, Senior Production Associate of the department, also shared her observations on the impact of crime reporting in today’s media landscape.



- The Department of PG Studies and Research in Psychology, in association with the Centre for Multidisciplinary Development Research (CMDR), Dharwad, organised a guest lecture series on “Perceived Occupational Stresses and their Management in Agri-Enterprise” on 19 October 2024. The resource person was Dr Basavaprabhu Jirli, Director, Centre for Multidisciplinary Development Research (CMDR), Dharwad. The resource person shared his insights linking agriculture and psychology. He also highlighted the causes of stress in agriculture and ways to tackle them.



- The Department of PG Studies and Research in Social Work organised an “Online Education in Social Work” event on 5 November 2024. The resource person was Mr Amith Jain, Assistant Professor, Department of Electronics and Communication Engineering, SDM Institute of Technology, Ujire. The speaker delivered an insightful and informative presentation on the evolving landscape of social work, focusing on current trends, emerging opportunities, and essential skills for securing employment in this dynamic field.



Alumni Interactions

The Department of PG Studies and Research in Chemistry organised an alumni interaction by Ms Swathi, Research Associate, Syngenta, Goa, and Ms Chandini, Research Associate, Syngene Scientific Solutions, Hyderabad, on 4 November 2024. The speakers shared their industry experiences and research applications. The session provided valuable insights into industry expectations, career opportunities, and research applications, inspiring students to pursue research careers.



Industrial Visits/Field Visits

- The Department of BVoc in Retail and Supply Chain Management conducted an industrial visit to “Coco-Guru Coconut Industries Pvt Ltd, Puttur” on 15 October 2024 for the second-year BVoc students. Mr Praveena D and Ms Shravya S, Assistant Professors, accompanied the students. About 42 students participated in the visit. The students were given a tour of the factory and learnt about the manufacturing process and marketing strategies. They also learnt about the import and export patterns that are followed in the industry. Mr Praveena D coordinated the visit.



- The Department of PG Studies and Research in Commerce organised a field visit for I MCom and I MCom (IBM) students to Deccan Plast Industries Pvt Limited, Mangalore, and Dakshina Kannada Co-operative Milk Producers Union Ltd on 9 November 2024. In the Deccan Plast Industries, the students observed the manufacturing process, product range, quality control, etc. Then, the students visited the Dakshina Kannada Co-operative Milk Producers Union Ltd, where they learnt about the milk procurement process, processing and packaging, quality assurance, etc.



Internships

The Department of BVoc in Retail and Supply Chain Management organised a 15 Day Internship for first-year BVoc students from 1 October to 15 October 2024 at Siri Outlets. A total of 39 students undertook the internship. Mr Shashank B S, Assistant Professor, was the coordinator.



Community-Oriented Programmes

Unity Run and Administration of Oath programme on account of 'National Unity Day'



The NSS Units Organised the 'Unity Run' and 'Administration of Oath' programme for National Unity Day at Nethaji Subhash Chandra Bose Awasiya School -Muguli Belthangady Taluk on 31 October 2024. A total of 30 students from the school participated, and 15 NSS volunteers assisted.

Staff Publications

- Ms Fathima Safira, Assistant Professor, Department of Commerce, published a research paper titled "The Effect of Cash Conversion Cycle on Company Earnings and Profitability" in AESSRA, the Journal 'Economic Affairs' indexed by Scopus, ISSN Online 0976-4666, Print 0424-2513, Vol 69(1), PP 1-7, March 2024.
- Dr Shashiprabha, Assistant Professor, Department of PG Studies and Research in Chemistry, published a research paper titled "Synthesis and Characterization of some Novel Sulfonate and Carbonate Prodrugs of Atovaquone, accomplished with Better Solubility" in Mapana Journal of Sciences, Vol. 23(3), UCG CARE list I, ISSN: 0975-3303, November 2024.

- Dr Shashiprabha, Assistant Professor, Department of PG Studies and Research in Chemistry, published a research paper titled “Isolation, Characterization, and Synthesis of some Process-origin Impurities of Atovaquone, a renowned Anti-malarial Drug” in Mapana Journal of Sciences, Vol. 23(3), UCG CARE list I, ISSN: 0975-3303, November 2024.
- Ms Ashwini H, Assistant Professor, Department of PG Studies and Research in Psychology, published an article titled “Kanasugalige Vasthavada Sambanda” in Niranthara Pragathi, a monthly magazine, ISSN 2582-533X, Volume 21, Issue 3, November 2024.
- Ms Ashwini S Shetty, Assistant Professor, Department of PG Studies and Research in Psychology, published a research paper titled “Cognitive Functioning and Emotional Regulation: The Levels of Digital Screen Use in relation to Socio-demographic Factors” in the African Journal of Biomedical Research, Scopus indexed – Q3 factor, Web of Science indexed journal, Vol. 27, No.3, October 2024, page no. 952-966.

Staff Achievements

- Mr Prasad Kumar, Assistant Professor, Department of Commerce, presented a research paper titled “Relevance of Instalments on Consumer Durable Purchases - A Case Study” at the One-Day National Conference on ‘Developing Skills for a Sustainable Future - Enhancing Employability’, held at Padua College of Commerce and Management, Nanthur, Mangalore, on 29 October 2024.
- Ms Ashwini S Shetty, Assistant Professor, Department of PG Studies and Research in Psychology, delivered a radio talk on the topic “Mental Health: A Gentle Reminder” at All India Radio, Akashavani, Mangalore, on account of World Mental Health Day, on 13 October 2024.
- Mr Ashwith H R, Head, Department of BVoc in Retail and Supply Chain Management, attended the BOE meeting of the Department of BVoc in Retail and Logistics Management, St Aloysius College, Mangalore, on 14 October 2024.

- Mr Sooryanarayana Bhat P, Department of English, was a moderator of a Technical Session at a one-day national-level seminar on the Present Status of Language Education and Future Possibilities organised by Vivekananda College Puttur on 14 November 2024.

Student Lecture Series

- Mr Nikhil M P, II MSc Biotechnology, delivered a lecture on “From Cocoons to Couture: The Art and Science of Sericulture” under the Student Lecture Series on 14 October 2024. The speaker highlighted the types of sericulture, processing, manufacturing, and their applications. Dr Sujay M M, the staff member in charge of the co-curricular committee, coordinated the event. Students from various PG departments attended the session.



- Ms Anusha K, II MCom, delivered a lecture on “Cross-Border Banking” under the Student Lecture Series on 7 November 2024. The speaker focused on cross-border banking services, their functions, advantages, disadvantages, opportunities, and the challenges associated with these services in a globalised economy. Dr Akshatha K, Coordinator of the co-curricular Committee, and Ms Masuda, Assistant Professor, Department of PG Studies and Research in Commerce, coordinated the session. Students from various PG departments attended the session.

Sports Achievements

- South Zone Inter University men's kabaddi championship was held at SRM University Chennai from 30 October to 04 November 2024. Mohammed Afreed, Sushanth Shetty and Gagan Gowda of our college won the bronze medal in this tournament.



- The Mangalore University Intercollegiate Swimming Championship was held at Dr Satheesh Pai and Dayanda Pai First Grade College Mangalore on 7 November 2024. Ms Moulyashree S from III BA won Bronze medals in 800 mts freestyle, 400 mts freestyle, and 100 mts breaststroke and silver medals in the 200 mts breaststroke. Our college won third place overall in this championship.



- The Mangalore University Intercollegiate Cross Country Championship was held at KSS College Subramanya on 29 and 30 October 2024. Our college men's cross-country team won the runner-up prize, and our women's team won third place.



Men Cross Country Team



Women Cross Country Team

- The Mangalore University Inter Collegiate women's Volleyball championship was held at Dr G Shankar First Grade College Udupi on 4 and 5 November 2024. Our college Women's volleyball team won the championship with Kolkebil Chandrashekar Shetty Rolling Trophy and Kum. Priyanka was awarded best all-rounder, and Kum. Haarinakshi was awarded the best setter.



- Mangalore University's intercollegiate women's Kabaddi championship was held at Besant Women's College Mangalore on 8 and 9 November 2024. Our college women's kabaddi team won runner-up honours in this championship, and Kum Sumaia Anjum was awarded the best catcher.



- Mangalore University Intercollegiate Men's Chess Championship was held at Sri Sharada Vidyalaya Talapadi Mangalore on 12 and 13 November 2024. Our college men's chess team won the championship with the Gulabi Shivaram Nonda Rolling Trophy. Mr Pavan C Rao won the fourth board prize, and Mr Suprith Jain won the fifth.



- NCC Navy PO Cadets Anujna Y T, III BA participated in the Special National Integration Camp from 18 October to 30 October 2024 in Gujarat. On account of Rashtriya Ekta Diwas, she performed Yakshagana at a cultural event held in the presence of Prime Minister Sri Narendra Modi ji. Also, she received the Director General Appreciation Award from Director General Lt Gen Gurbirpal Singh.



Student Paper Presentations

- Ms Vaishnavi P U, I MSc Organic Chemistry, presented a research paper titled “ZnO/Fe₂O₃ Nanocomposites for Removal of Aqueous Dyes by Photocatalytic Action” in the National Level Symposium on ‘Materials for Sustainability – 2024’, held at Poornaprajna College (Autonomous), Udupi, on 9 October 2024.
- Ms Sakshi S Bhagawath, I MSc Psychology, presented a research paper titled “A Study on Flourishing Time Perspective and Material Value Perspective among Leisure Travelers” at the Two Day International Conference on ‘Mental Health in the Era of AI’ organised by the

School of Arts, Humanities and Social Sciences, REVA University, Bengaluru, on 7 and 8 November 2024.

- Ms Jeevitha K Murthy, I MSc Psychology, presented a research paper titled “Binge Eating and Self-Control among Young Adults” at the Two Days International Conference on ‘Mental Health in the Era of AI’ organised by the School of Arts, Humanities and Social Sciences, REVA University, Bengaluru, on 7 and 8 November 2024.
- The students of the Department of PG Studies and Research in Commerce participated in the State Level Seminar, Paper and Poster Presentation Competition “ENVO-TECH 2K24 - Sustainable Solutions for a Better Tomorrow” organised by Vivekananda College of Arts, Science & Commerce (Autonomous), Puttur, on 8 November 2024. The students presented three research papers.

Student Participation

- The students of the Department of PG Studies and Research in Commerce participated in the National Level PG Management Fest “SRISHTI 2K24” organised by the Department of PG Studies in Commerce, Shree Gokarnanatheshwara College, Gandhinagar, Mangaluru, on 8 November 2024. The students participated in a wide range of events, including Women Entrepreneur, Finance, Marketing, Human Resource, Quiz, and Reels Making.
- Ms Kavitha and Mr Nevil Naveen Moras, NSS volunteers, participated in the State Level Workshop on “Volunteers to leader’s - Life Skills for Success” at Yenepoya Institute of Arts, Science, Commerce and Management College, Koolur, Mangalore, on 20 October 2024.

