



# Sri Dharmasthala Manjunatheshwara College, Ujire-574240



## E-Bulletin

Volume: 20

Edition: 18



### Principal's Desk

As we begin this new academic year, I extend a warm welcome to all our students, especially the freshers who are stepping into this institution for the first time. This marks the beginning of a new learning atmosphere for everyone. For our newly admitted degree students, the experience will be quite different from the Pre-University Course and school life. Here, learning goes beyond the classroom; it transforms into a discussion room where your ideas, opinions, and questions will be valued. This student-centric learning approach encourages active participation, critical thinking, and confidence building.

The holiday mood now gives way to focused academic activities. It is important to understand that academics are not just about completing a syllabus or preparing for exams. It is about engaging deeply with your subjects, participating in discussions, expressing your views, and learning to respect the views of others. Academic activities this year will include not only regular classes but also various extra-curricular and co-curricular programmes. These are designed to shape your personality, develop your talents, and build well-rounded skills essential for your future.

As the academic journey begins, let us remember that it is not just students who embark on this path. Faculty members also prepare themselves with equal dedication to deliver the best to their students. Concentration on academics, regularity, and seriousness towards studies are part and parcel of academic life for both students and teachers. Together, we create an environment where knowledge is shared, ideas are born, and dreams are nurtured.

I wish you all a fruitful, enriching, and enjoyable academic year ahead.

**Prof Vishwanatha P**  
Principal

## SDM College Shines in National Rankings



Our college has once again earned national recognition in the prestigious college rankings released by India Today–MDRA and The Week–Hansa Research Survey for the year 2025. In the India Today Rankings announced on 21 June 2025, Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire secured prominent positions across multiple streams. The college’s JMC (Journalism and Mass Communication) programme was ranked 1st in Dakshina Kannada, 4th in Karnataka and 22nd in India. Similarly, MSW was ranked 27th nationally, while the BCA, BBA, BA, BSc, and B.Com programmes also featured in the top 100 nationwide, with consistently high state and district-level rankings.

**INDIA TODAY RANKINGS - 2025**

Sl. No	Department/Streams	Ranking - 2025		
		All India Rank	Karnataka State Rank	Dakshina Kannada Rank
1.	BA	62	09	02
2.	BSc	77	10	02
3.	BCom	97	16	02
4.	BCA	30	10	02
5.	BBA	43	10	02
6.	MSW	27	06	03
7.	JMC	22	04	01

The Week–Hansa Research Survey 2025, released on June 22, further validated the college’s academic excellence. SDMC’s JMC programme was ranked 25th out of 36 in the national list, while the BA, BSc, and BCom streams also made it to the national charts

**THE WEEK-HANSA RESEARCH SURVEY 2025**

Sl. No	Department/Streams	Ranking	Out of
1.	BA	78	93
2.	BSc	96	100
3.	BCom	117	123
4.	JMC	25	36

## Programmes Organised

### Academic Council Meeting



The 22nd Academic Council Meeting of the College was held on 27 June 2025. As an autonomous institution affiliated with Mangalore University, the Academic Council bears the vital responsibility of shaping and upholding academic standards. This forum serves as a crucial platform to collectively review, revise, and refine the curriculum, teaching methodologies, evaluation processes, and research initiatives, in alignment with evolving academic, technological, and societal needs.

Prof Vishwanatha P, Principal of the College, as the President of the Council, formally initiated the proceedings. Prof Sridhara Bhat, Member Secretary, extended a warm welcome to all the members.

During the meeting, all agenda items were presented by the Principal. In his opening remarks, he highlighted the significant achievements of the institution. Members of the council expressed their appreciation for the college's continuous progress and lauded its commitment to academic excellence.

Prof Parineeta and Prof Vishalakshi attended the meeting as university nominees. Dr Mallikarjunappa, Dr Uday Kumar Irvathur, Prof Parmeshwar, and Prof. Anita Ravishankar were present as management nominees. All Heads of Departments (HODs) were present and actively participated in the deliberations.

Mr Ganesh Nayak, Registrar (Evaluation), presented the results of the final year undergraduate and postgraduate students. The academic council reviewed and approved the examination outcomes after thorough discussion.

The meeting concluded with constructive and forward-looking discussions. All proposed agenda items, including the revised syllabus, were unanimously approved by the council.

Mrs Nanda Kumari, Vice Principal, proposed a vote of thanks and acknowledged the contributions of all members towards the successful conduct of the session.

### **Induction Programme for the Freshers of UG Programmes**



The college organised an Induction Programme for newly admitted first-year students on 30 June 2025. Inaugurating the event, Dr Satheeshchandra S, Secretary of SDM Educational Society, Ujire emphasised the transformative power of education. Dr Joseph N M, Retired Principal of Sacred Heart College, Madanthyar, as a chief guest urged the students to critically filter the overwhelming flow of information and focus on meaningful learning. “Let go of the ego of knowing everything, follow the truly knowledgeable, and strive to become individuals who contribute positively to society,” he advised.



Prof Vishwanatha P, Principal of the College, presided over the programme and Sri S N Kakathkar, Academic Coordinator of SDM Educational Society, was the guest of honour. Mrs Nanda Kumari K P, Vice Principal, Prof Sridhara N Bhat, Registrar Administration, Mr Ganesh Nayak, Examination Registrar. Mr G R Bhat, Coordinator of the Internal Quality Assurance Cell were present. Mr Nataraj H K, Coordinator of the Student Welfare Committee welcomed the gathering and Mr Shreyas B, Chief Coordinator of the Committee, proposed a vote of thanks. Mr Abhilash K S mastered the ceremony.

### **Yoga Awareness and Practice Programme**

The NSS units of the college, in association with the Rotary Club of Belthangady, organised “Yoga Awareness and Practice Programme” on the occasion of International Yoga Day at Netaji Subhas Chandra Bose Awasiya School, Muguli, Belthangady on 25 June 2025. Ms Yaksha Jain of SDM College of Naturopathy and Yogic Sciences, Ujire, was the facilitator. The event benefited 100 students. Dr Mahesh Kumar Shetty H, Programme Officer, coordinated the programme.



### Yoga Training Camp



The Department of Physical Education organised a five-day yoga training camp for the teaching and non-teaching staff from 17 to 21 June 2025, on account of the International Yoga Day. Dr Shivaprasad Shetty, Dean of the Yoga Department, SDMCNYS Ujire, inaugurated the programme. Prof Vishwanatha P, Principal of the College, presided over the event. Mrs Nanda Kumari K P, Vice-Principal, was also present. Mr Ramesh H, Director of Physical Education, welcomed the guests. Mr Sudeena, PD, hosted the event, and Ms Sharada, Physical Education Director coordinated the programme.



### **One Day Workshop on Innovate Protect: Workshop on Patents, Trademarks and Publishing Rights**



Research and Development Cell of the College organised a One Day Workshop on Innovate Protect: Workshop on Patents, Trademarks and Publishing Rights at SDM PG Centre, Ujire on 18 June 2025. The workshop aimed to raise awareness about the significance of intellectual property (IP) in academia, research, and start-ups. It sought to equip participants with essential knowledge on patent filing, trademark protection, publishing rights, and IP management strategies. Dr Ramakrishna B Professor, Department of Humanities, Chief Project Leader, EDC NMAM Institute of Technology, Nitte (Nitte Deemed to be University), Karkala, informed the participants regarding the intellectual property rights and issues regarding copyrights in publication during the morning session. Ms Sucharita Bose Sarkar Head- IPR, TCG Life Sciences Pvt. Ltd. (Chembiotek) Kolkata, West Bengal, joined the group online and informed the legal aspects of IPR in the afternoon. Ms Sindhu S Patil, Senior Associate LexAnalytico, Bengaluru highlighted the importance of patent registration in India and abroad during the last session. Prof Vishwanatha P, Principal of the College, presided over the inaugural session and Mrs Nanda Kumari KP, Vice Principal of the College presided over the valedictory session of the programme. Dr Nefisath P, Associate Professor of PG Studies and Research in Chemistry was the organising secretary. Dr Sowmya BP, Dean, SDM PG Centre and the Director of R&D Cell and all the members of the Cell were present on the occasion. The workshop was attended by more than 100 registered participants from different colleges.



### Rainathon 2025

The NSS Units of the college actively collaborated with the Rotary Club Belthangady and *Baduku Kattona Banni* Team in the successful organisation of *Rainathon 2025*, a powerful community event to raise awareness against drug abuse on 29 June 2025.



### World Environment Day 2025

Staff and Students of the College participated actively in the World Environment Day 2025 organised by SDM Educational Society, Ujire on 17 June 2025. The Programme was organised in association with the Karnataka State Pollution Control Board, Mangaluru, Taluk Legal Service Committee, Belthangady, and the Department of Public Instruction, Belthangady.



### **Valedictory Programme of the Literary Association**

The Department of PG Studies and Research in English conducted the Valedictory Programme of the Literary Association with a special talk on the “Importance of Research in Education” on 12 June 2025. Dr Ganaraj K, Head of the Department of Economics and Rural Development, SDM College, Ujire, was the guest speaker. Mr Samyakth Jain, Chairperson of the Literary Association 2024-25, read a report of the activities conducted during the current academic year. All the students of the 1st and 2nd MA English attended the programme. Dr Manjushree R, HOD and Mr Manu A R, Assistant Professor, guided the students in organising the event. Ms Arpitha of II MA English proposed a vote of thanks.



## **Staff as Resource Persons**

- Mr Shashank B S, Assistant Professor, Department of BVoc in Retail and Supply Chain Management delivered a guest lecture on "Stress management in professional life. " The event was organised by Siri, Sri Kshethra Dharmasthala Gramodyoga Samste, on 24 May 2025 at Belthangady.
- Dr Sudheer K V, Assistant Professor, Department of Psychology, participated as a resource person in the workshop on "Self-confidence, Goal setting and Time management" for I PUC students of SDM Residential PU College, Ujire on 7 June 2025
- Dr Sudheer K V, Assistant Professor, Department of Psychology, delivered a guest talk on the topic "Moral Value Education" at SDM Kannada Medium High School, Ujire, for the Students of 8<sup>th</sup> standard and their parents on 7 June 2025.
- Mr Ashwith H R, Assistant Professor, Department of BVoc in Retail and Supply Chain Management, participated as a judge for the event 'Stress Interview' during the interdepartmental fest hosted by Mangalore University College, Konaje, Mangaluru, on 13 June 2025
- Dr Ganaraja K, Assistant Professor, Department of Economics, participated as a Resource Person & member in the organising committee in the State-level Workshop on "Innovate and Protect: A Workshop on Patents, Trademarks and Publishing Rights" organised by the Research and Development Cell of the College on 18 June 2025.
- Dr Manjushree R, HoD of PG Studies and Research in English, delivered a guest talk on "The Power of Words: Why Language Matters?" at SDM Residential PU College, Ujire on 20 June 2025.
- Mr Ashwith H R, Assistant Professor in the Department of BVoc in Retail and Supply Chain Management, was invited as the inaugurator for the college wall magazine inauguration at SDM PU College, Ujire, on 27 June 2025.

- Mr Ashwith H R, Assistant Professor in the Department of BVoc in Retail and Supply Chain Management, was invited by SDM PU College, Ujire, as a guest speaker to deliver a lecture on the topic 'Creativity and Presentation' to the I and II PUC students on 27 June 2025.
- Ms Manjula, Assistant Professor, Department of Statistics, delivered a guest talk at Excel Pre University College, Guruvayankere, for the II PUC Commerce Students on the topic "Business Statistics" on 28 June 2025.
- Dr Rajashekhar, Assistant Professor, Department of Kannada, delivered a guest lecture "Chennappakattikavya Sindhagi" organised by Nele Prakashana, Sindhagi, on 29 June 2025.

## Staff Publications

- Mr Praveena D and Ms Madhuri Gowda, Assistant Professors, Department of BVoc in Retail & Supply Chain Management, published a research paper titled "Impact of Social Media on Sleeping Schedule of Youths with Special Reference to Southern India" in the International Journal of All Research Education & Scientific Methods An ISO & UGC Certified Peer-Reviewed/Refereed Journal UGC Journal NO: 7647 in IJARESM, ISSN: 2455-6211, New Delhi, India, Impact Factor: 8.536, Volume 13 Issue 6, June - 2025. Certificate ID is IJ-1306251152. DOI Link <https://doi.org/10.56025/IJARESM.2025.1305251342>
- Dr Vasantha Kumar, Assistant Professor, Department of PG Studies and Research in Chemistry, Ms Ganavi D, Assistant Professor, Department of Chemistry, and Ms Prashasthi, Research Scholar, authored a book chapter titled "Anthraquinone Derivatives as Potent Anti-Cancer Agents". The chapter was published by Bentham Science Publishers Pte Ltd., Singapore. It is part of Volume 3 of a publication with ISSN 2810-9988. The online version has an ISBN of 978-981-5313-98-7. The publication date of the chapter is May 2025



## **Staff Paper Presentations**

- Mr Shashank B S, Assistant Professor, Department of BVoc in Retail and Supply Chain Management presented paper on “Role of AI in Shaping the Futures of Health Insurance” at a national conference on ‘Navigating the future of insurance: Innovation challenges and Opportunities’ at Adichunanagri University on 7 March 2025.
- Ms Masuda, Assistant Professor, Department of PG Studies and Research in Commerce, presented a research article titled “A Study on the Role of Influencers in Promoting Organic Beauty Products Among Women: An Analysis of Trust, Engagement and Purchase Decisions” in the International Conference on “Sustainable Development Goals in Action- Empowering Solutions for a Sustainable World” held at Manel Srinivas Nayak Institute of Management Bondel in collaboration with INTI International University and in association with Manipal School of Commerce and Economics, Manipal Academy of Higher Education (MAHE) on 26 June 2025.
- Ms Mamatha K, Assistant Professor, Department of PG Studies and Research in Commerce, presented a research article titled “The Study on Corporate Social Responsibility and its Influence on Consumer Buying Behavior and Brand Loyalty” in the International Conference on “Sustainable Development Goals in Action- Empowering Solutions for a Sustainable World” held at Manel Srinivas Nayak Institute of Management Bondel in collaboration with INTI International University and in association with Manipal School of Commerce and Economics, Manipal Academy of Higher Education (MAHE) on 26 June 2025.
- Mr Harshith Kumar Shetty, Assistant Professor, Department of PG Studies and Research in Commerce, presented a research article titled “A Study on Impact of Service Quality in Banks on Customer Satisfaction and Customer Loyalty ” in the International Conference on “Sustainable Development Goals in Action- Empowering Solutions for a Sustainable World” held at Manel Srinivas Nayak Institute of Management Bondel in collaboration with INTI International University and in association with Manipal School of Commerce and Economics, Manipal Academy of Higher Education (MAHE) on 26 June 2025.

- Dr Priya Kumari S V, Associate Professor, Department of PG Studies and Research in Commerce, presented a research article titled “The Role of Business Correspondence Model in Successful Implementation of PMJDY-A Study with Special Reference to Belthangady Taluk” in the International Conference on “Sustainable Development Goals in Action- Empowering Solutions for a Sustainable World” held at Manel Srinivas Nayak Institute of Management Bondel in collaboration with INTI International University and in association with Manipal School of Commerce and Economics, Manipal Academy of Higher Education (MAHE) on 26 June 2025.
- Ms Masuda and Dr Priya Kumari S V, Department of PG Studies & Research in Commerce presented a research paper titled “Rural Consumers’ Awareness Towards Consumer Rights: A Study with Special Reference to Dakshina Kannada District, Karnataka” in the International Conference on “ Global Studies and Multidisciplinary Academic Research & Technological Innovations” organised by Mehta College and Institute of Technology, Jaipur, Rajasthan, in collaboration with Inspira Research Association on 27 and 28 June 2025.

## Other Achievements

- Mr Shashank B S, Assistant Professor, Department of BVoc in Retail and Supply Chain Management completed a certificate course on Swayam on “Research Methodology” from January to March 2025.
- Dr Geetha A J, Assistant Professor Department of Journalism and Mass Communication is nominated as External member for the Doctoral Advisory Committee of the Yenapoya University, Mangaluru.

## Staff Participation

- Mr Praveena D and Ms Madhuri Gowda, Assistant Professors, Department of BVoc in Retail and Supply Chain Management attended a five-day national online Faculty Development Programme titled “Beyond the Basics: Advanced Research Methodologies for the Modern Scholar” organised by the Department of Business Administration organised by Srinivas Institute of Technology, Mangaluru, from 12 to 16 May 2025.
- Mr Sooryanarayana Bhat P, Associate Professor Department of English participated in 5 Week International Workshop series on “Teacher-Research Workshop Series” conducted through online mode, held from 19 April to 24 May 2025.
- Ms Ganavi D, Assistant Professor, Department of Chemistry, completed a 7-day Faculty Development Programme (FDP) "Innovative Strategies & Tools in the Digital Age” hosted by Scroll well in collaboration with IQAC and MES T.O. Abdulla Memorial College, from 26 May 26 to 1 June 2025.
- Dr Priya Kumari S V, Associate Professor & HoD, and Ms Masuda, Assistant Professor, Department of PG Studies and Research in Commerce, participated in a 7-day Faculty Development Programme “Research Methodology with a Focus on Qualitative Data Analysis using SPSS” organised by Digi Skill Development Centre & Training Institute, Mumbai held from 4 to 10 June 2025.
- Ms Ganavi D and Ms Sangeetha B. Assistant Professors, Dept of Chemistry, Ms Ashwini Jain and Mr Indudhar Kini, Assistant Professors, Department of BVoc in Digital Media and Film Making, Mr Ashwith H R, Mr Praveena D and Ms Madhuri Gowda, Assistant Professors, Department of BVoc in Retail and Supply Chain Management, Ms Apoorva K Hegde, Assistant Professor, Department of English, Dr Sanmathi Kumar, HOD of History, Dr Sudheer K V, Assistant Professor, Department of Psychology, Mr Nataraj H K, Assistant Professor, Department of Political Science, Dr Priya Kumari S V, Dr Suresh Babu K N, Mr Harshith Kumar Shetty, Ms Mamatha K and Ms Masuda, Department of PG Studies and Research in Commerce, Dr Geetha A J, Assistant Professor, Department of Journalism and

Mass Communication, Ms Supriya Shivadasan Padmavathi, Ms Shwetha Kumari, Mr Pradeep K, Assistant Professors, Department of PG Studies and Research in Statistics, attended one day workshop on "Innovate and Protect: A Workshop on Patents, Trademarks & Publishing Rights" organised by the Research & Development Cell, Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire on 18 June 2025.

- Dr Sanmathi Kumar, HOD of History participated in a two-day Multidisciplinary National Seminar on "Indian Knowledge System (IKSPAM-2025)" and presented a research paper titled "Equity and Inclusion in Education" on 24 and 25 June 2025 organised by Noamundi College, West Singhbhum Ranchi. Jharkhand, in association with TOUCAN Research and Development, Bengaluru, Karnataka.

## Student Achievements

- The students of II MCom and II MCom (IBM) from the Department of PG Studies and Research in Commerce, have participated and presented research papers in the International Conference on "Sustainable Development Goals in Action- Empowering Solutions for a Sustainable World" held at Manel Srinivas Nayak Institute of Management, Bondel in collaboration with INTI International University and in association with Manipal School of Commerce and Economics, Manipal Academy of Higher Education (MAHE) on 26 June 2025. The details of the same are as follows:
- Deeksha S R - "Consumer Perception and Attitude Towards Green Products". Geesmitha – "A Study on Analyzing Consumer Perception and Purchasing Patterns of ITC's Product Diversification Portfolio".
- Aishwarya K J – "A Study on the Role UPI in Enhancing Financial Inclusion Among Rural Consumers with Reference to Belthangady Taluk".
- Keerthana K S – "Consumer Behavior in Online Shopping, A Study with Reference to E Consumers of Belthangady Taluk".



- Sahithya Aithal – “The Study on Corporate Social Responsibility and Its Influence on Consumer Buying Behaviour and Brand Loyalty”.
- Samiksha Jain – “A Study on Impact of Service Quality in Banks on Customer Satisfaction and Customer Loyalty”.
- Shrivasa B K – “The Study on Post- Pandemic Changes in Consumer Attitudes Towards Health Insurance Products with Reference to Udupi & Dakshina Kannada District”.
- Sumana N – “The Impact of E-Banking Service Quality on Consumer Satisfaction”.
- Vaishnavi K R- “A Study on Behavioral Factors Influencing the Adoption of Digital Banking”.
- Chinmai B H & Kshama S Acharya - “A Study on the Role of Influencers in Promoting Organic Beauty Products Among Women: An Analysis of Trust, Engagement, And Purchase Decisions”.
- Mr Vinay Hiremath, a student of I MA English of PG Studies and Research in English, co-authored an anthology titled 'Shadows and Sparks: A Litany of Fire-Kissed Verse', published by Greenwood Publishers in 2025.

