



SRINIVAS UNIVERSITY

SRINIVAS INSTITUTE OF MANAGEMENT STUDIES

Pandeshwar, Mangalore – 575 001.

NEWS MAGAZINE



SRIPATRIKE

Issue 3

OCTOBER-NOVEMBER 2017

Volume I

SRINIVAS UNIVERSITY

NEWS MAGAZINE ### SRIPATRIKE ### OCTOBER-NOVEMBER 2017

Issue 3

OCTOBER-NOVEMBER 2017

Volume I

Chief Patron

Sri CA A.RaghavendraRao
Chancellor, Srinivas University

Editor-in-Chief

Dr. P.S.Aithal
Vice Chancellor, Srinivas University

Staff Editor

Mr. K.P.Vinayaraj
Faculty in English

Editorial Board Members

Prof. Shailashri V.T.
Dean
Management and Commerce Department

Prof. P. SridharaAcharya
Co-ordinator, BCA

Prof. Sonia Ajay
Co-ordinator, B. Com.

Mrs. PavithraKumari
Coordinator BBA

Mr. Pradeep M.D.
MSW Department

Mrs. Rouman P.K
Faculty, Hindi

CONTENTS

Sl. No.	Particulars	Page No.
1	Editorial	1
2	News and Events	2 – 9
3	Group Photos	10 – 11
4	Faculty Meetings	12
5	Proceedings of the Conference	13 - 14
6	Examinations	15

EDITORIAL

At the time of the launch of the third issue of Sripatrike, the news magazine of Srinivas University my joy knows no bounds not in the final accomplishment but how the deed nurtured at the hands of a team.

On a global perspective great changes get evolved. While the belligerent communist monarch of North Korea poses lethal threat to world community by testing ballistic missiles across Japan, in its obstinacy tries to nudge the bête noire USA. In USA the Trump regime on the other hand took the entire pacifist world on ransom by declaring Jerusalem the capital of Israel. The issue has been buried under dust for decades since the inception of Israel. If the present USA dispensation is serious the decision can upturn the peace processes in the Middle East. This reminds me of the adage, 'Fools rush where angels fear to tread upon'

In India as usual a lot of 'much ado about nothing' triggers controversies. The reforms of the Modi dispensation have sparked diverse views. In a nation where politics takes an upper hand in all matters pertaining people, the economic reforms too had stirred ample dust. While the cynics branded the GST tax regime as half cooked cake, of late the GDP has soared by 1% which inspired the credit rating agencies take a positive stand. The veracious Indians are prepared to wait patiently to find the economy cleansed and moving in the right direction.

A natural disaster in the name Okhi has turned deadly in the South West coast of India wreaking havocs. The victims were poor fishermen who venture out into the sea to eke a livelihood. About 100 fishermen were estimated to have been killed. The cyclone became weaker and has moved away from the Kerala coast. But a political storm between centre and state has erupted over the discrepancies of the warnings from the central weather forecasting agencies. Let's hope a foolproof weather warning system works and a well oiled disaster management gets ready to overcome any such unfortunate natural wrath if ever charged in future.

With regards,

K.P.Vinayaraj
Staff Editor

Inauguration of Aviation Management programme at Srinivas University



The inaugural programme of Aviation Management course for under-graduate courses of Srinivas University was held on 16th October, 2017 at 3.00 p.m. The programme was inaugurated by Sri Ravindran, Joint General Manager, Mangalore International Airport, Mangalore. In his inaugural speech Sri Ravindran said that all students should have goal in life to complete the education successfully and to become asset to the society. Sri CA A. RaghavendraRao, Chancellor, Srinivas University & President, A. ShamaRao Foundation presided over the function. In his presidential address Sri RaghavendraRao motivated the students to avoid the word ‘impossible’ in life and to have a goal and work hard to achieve success with determination and dedication. Sri Gangadhar, Area Manager (Sales), Jet Airways who was the Guest of Honour, spoke that students should utilize even smaller opportunities

after their education. Sri M.R. Vasudeva, Former Director, Mangalore International Airport was another guest of honour said that airline staff and ground staff both should work hand in hand for the smooth functioning of airways. Sri Nagesh Shetty, Former Manager, Bangkok & Thailand Airways who was on the dais advised the students to think and to be creative in whatever venture they come across. Sri Sathish from Air India highlighted the role of present education to fulfil the requisites of modern industry. Mrs. Archana Shetty of Indigo Airlines and the Guest of Honour remarked that the students should strive hard to reach the goal. Dr. Anil Kumar, Registrar, Srinivas University spoke about Cargo in Aviation, which has larger opportunities for business in modern world. Dr. P.S. Aithal, Vice Chancellor of Srinivas University welcomed the gathering. Prof. Pavithra Kumari, Coordinator of Aviation programme proposed vote of thanks. Prof. Shailashri V.T., Dean of Commerce and Management was present on the occasion. Deans, Principals, faculty members of sister institutions and students witnessed the programme. Mrs. Sharmila S. Shetty & Mr. Nelson Pereira, faculty compered the programme.

National Conference on “Balancing Human Work Life: Challenges and Perspectives”



Srinivas Institute of Management Studies, organized a one Day National Conference on “*Balancing Human Work Life: Challenges and Perspectives*” on 28th October 2017. Dr. P.S. Aithal, Vice Chancellor of Srinivas University, presided over the function and Prof. Dr. Manoj Varma, Dean of Srinivas Institute of Dental Science, Mukka, Mangalore, was the Chief Guest and the Inaugurator.

In his inaugural address Prof. Dr. Manoj Varma expressed that the leader has to take risk and to be responsible for the work failure and when credit comes it has to be given to the others. He gave example of our former President, Dr. Abdul Kalam. During the presidential address, Dr. P.S. Aithal appreciated the team work and the support of the staff by contributing papers for the last four conferences conducted in the college. Our college is planning to conduct five

conferences this year and this was the fourth conference and this year we are intended to publish around 300 research papers in our journal. He appreciated the efforts in organizing the conferences by our college with minimum expenditure and with short period of time and these papers will publish in international Journals. He also reminded the teaching faculty to be in professional track, they have to give equal importance to teaching and research work. Prof. Dr. Suresh Kumar, Dean and the Coordinator of MSW department welcomed the gathering and Mr. PradeepM.D, Faculty of Social Work delivered the vote of thanks. Mrs. LaveenaD'Mello, Convernor of the Conference compeered the whole seminar.

Industrial visit to Mangalore International Airport, Mangaluru by Aviation Management Students



On 11th October, 2017 and 12th October, 2017 an industrial visit was conducted for the students of 1st year Aviation to Mangalore International Airport, Mangaluru. 52 students along with Faculty incharge Mrs. PavithraKumari, Mrs. Sharmila S. Shetty, Mr. Keshava, and Mr. NithinGonsalves from Department of Commerce and Management and Mr. NitheshShetty from Department of Computer Science have taken part in this programme. Students have got the opportunity to visit their various Terminal Management processing units of Airport. Students have actively participated and maintained discipline in the Airport.



Industrial visit to Mangalore International Airport, Mangaluru by Aviation Management Students



SRINIVAS COLLEGE ORGANISES MAGMA – 2017







MAGMA – 2017, a one day National Annual Flagship Management festival of Srinivas Institute of Management studies was held on Tuesday 14th November 2017 at Pandeshwar Campus. The theme for this year’s event “*MAGMA on Wheels*” primarily focused on present day market transformations and automation in automobile industries. The festival was inaugurated by Chief Guest Mr. SatishHonnakatte, Chief Mechanical Engineer of New Mangalore Port Trust who pressed on importance of managing concept as a professional in realistic scenario. Guest of Honour for the function and Alumnus of Srinivas Institute of Management studies Mr. AnoopLal, Senior Manager of Federal Bank narrated his career journey from joining as a Probationary Officer through campus placement services of SIMS to his present role as Senior Manager.

Principal and Director of SIMS, Dr. P. S. Aithal welcomed the gathering. The President of A. ShamaRao Foundation, Sri CA A. RaghavendraRao delivered his motivational presidential remarks pressing on the significance of management education for young students. Prof. AnumeshKariappa and Prof. Sagar Srinivas, Faculty Convenors of MAGMA, 2017 and Prof. Shailashri, Head of Commerce Management and Coordinator, MBA department were present on the occasion. Student Co-ordinator Mr. Shakir delivered vote of thanks.

MBA Students from about 30 top Management Institutions and Business Schools across the nation participated in the event.

MOU Signed with VentureSoft Global Inc. California, U.S.A.



A Memorandum of Understanding was signed between Srinivas University and Venture Soft Inc. California, USA, an established name in the areas of computer software and venture capitalisation on this 30th day of October in the year 2017. The collaboration envisages mutual exchange of knowledge and opportunities.

Group Photos of students under Srinivas University



I Semester Aviation Management



I Semester B.Com.



I Semester BBA



I Semester BCA

FACULTY MEETINGS

In view of creating perfect platforms of mutual give and take of information, faculty meetings were convened on a regular basis. On the following dates meetings were being held in the months of October-November-2017.

3-10-2017

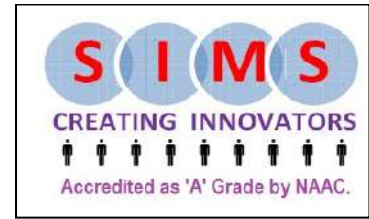
Deliberation:

- 1) Posting of attendance record in the office system by 5th of every month.
- 2) Detailed inputs were provided on the style, process and conduct of examination

10-10-2017

The Principal who presided over the meeting made deep inroads on equipping students to take exams seriously. The compliances to be followed while preparing attendance and internal marks were discussed at length.

Faculty meetings were also held on 11-10-2017, 13-10-2017, 31-10-2017 and 11-11-2017.



The Proceedings Book of Two Days National Conference on

Implications of Research in Banking, Management, IT, Education and Social Sciences

18/08/2017 and 19/08/2017

Editors

**Dr. P. S. Aithal
Prof. Amith Donald Menezes**

ISBN No.: 978-93-5281-474-9

PUBLISHERS

SRINIVAS PUBLISHERS
Srinivas Institute of Management Studies
Pandeshwara, Mangaluru– 575 001.
Karnataka State, India
www.srinivasgroup.com

Contents

Sl. No.	Title and Authors	Page No.
1.	A STUDY OF GREEN BANKING TRENDS IN INDIA – A CONCEPTUAL FRAMEWORK <i>Nagaraja</i> <i>Dr. AbookerSiddiq</i>	1
2.	A STUDY ON CSR INITIATIVES FOR WOMEN AND CHILDREN BY SELECT FMCG COMPANIES IN INDIA <i>SwapnaShetty J</i> <i>Dr. Molly S Chaudhuri</i>	6
3.	EMPLOYABILITY SKILL TRAITS MANAGEMENT QUOTIENT - A CONCEPTUAL MODEL PROPOSAL <i>P. S. Aithal</i> <i>A.V. Narula</i>	18
4.	AGRIBUSINESS MANAGEMENT IN INDIA: SOME OPPORTUNITIES AND CHALLENGES <i>Dr. Jaisheela. B</i>	40
5.	IoT IN PORT LOGISTICS: A REVIEW AND RESEARCH AGENDA <i>Dr. Amol Gore</i> <i>Dr. RajniMathur</i> <i>Dr. Vikrant Gharat</i>	49
6.	A COMPARATIVE STUDY ON POLICY HOLDER'S SATISFACTION TOWARDS CLAIM SETTLEMENT SERVICES OF MED CLAIM POLICIES S OF BHARTI AXA & ORIENTAL INSURANCE CO LTD MANGALORE BRANCHES <i>GurudathShenoy</i> <i>Prasanna Kumar</i>	61
7.	A NEW BOX FRAMEWORK OR MODEL FOR E-CAMPUS INTERVIEW TRAINING <i>VarunShenoy</i> <i>Dr. P.S. Aithal</i>	72
8.	GREEN BANKING IN INDIA: A REVOLUTION FROM THE TRADITIONAL BANKING SYSTEM TO THE MODERN BANKING SYSTEM <i>Shylet Mathias</i> <i>Dr. AbobakarSiddiq</i>	82
9.	TASK-SHIFTING – AN ALTERNATIVE SURVIVAL STRATEGY IN HEALTH-CARE SECTOR <i>ArchithaAithal</i> <i>P. S. Aithal</i>	87
10.	INDIGENOUS MANAGEMENT PRACTICES- A CASE STUDY ON STREET VENDORS <i>Keerthan Raj</i>	113

Examinations

- 1) II Internal Examinations for I semester BCA/BBA and B.Com.under Srinivas University were conducted from 31st October to 4th November, 2017.
- 2) Odd Semester Examinations for III and V semester of BCA, BBA and B.Com.under Mangalore University were conducted from 16th October to 17th November, 2017.
- 3) University Examinations for I Semester BCA, BBA and B.Com.under Srinivas University were held from 13th to 24th November, 2017.