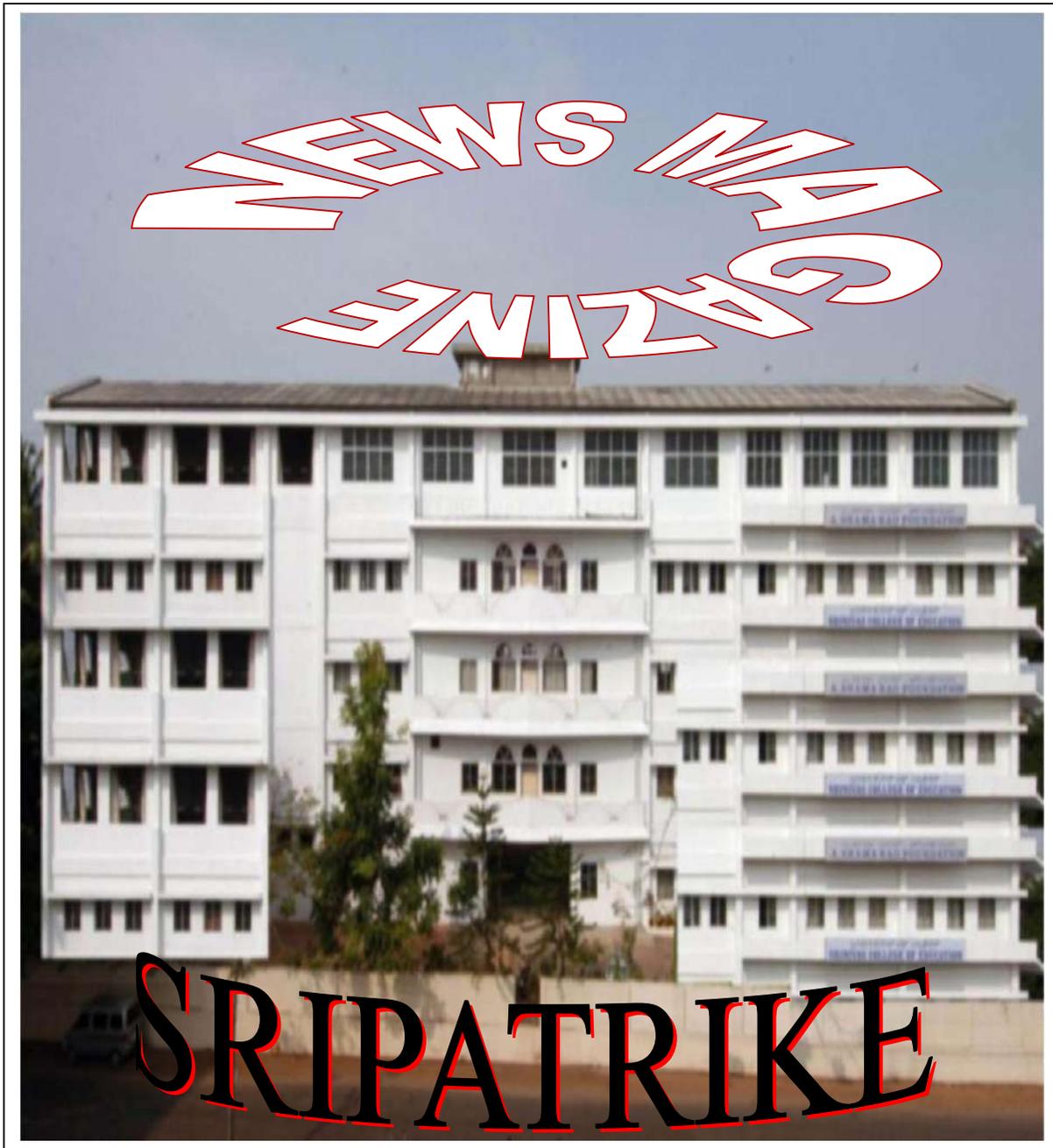




# SRINIVAS UNIVERSITY



Issue 2

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Volume I

# SRINIVAS UNIVERSITY

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NEWS MAGAZINE ### SRIPATRIKE ### AUGUST-SEPTEMBER

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## EDITORIAL

*The bygone month ticked away by creating news at all quarters both in India and abroad. The aftermath of GST is yet to be accounted for as business establishments swear on the incomplete preparation to confront the new tax regime. The general public also is groping in dark to gain ground of the reality.*

*The raging waters in the metropolis of Mumbai as well as the likes of Bangaluru as a result of heavy downpour coupled with a high tide caused unsaid miseries to the people. In Mumbai the regular commuters of suburban trains and passengers of long destination trains were stranded. The catastrophe struck a similarity of a flood in 2005. The need for a better water management had been persistently demanded by the people over the years. But all of them fell into deaf ears. Neither the BMC nor the babus in Manthralaya ever heeded to this.*

*Price of vegetables surged though reasons are many. The only prayer to the respective governments in dispensation at the centre as well as in states is that never forget the people who voted. Otherwise people will chastise in the next election if the interests of the people are ignored and play too much politics. The govt. in the centre should rein in the middlemen who exploit the real producers. Also unscrupulous traders and such of those who practice unfair trade practices should be booked to deliver justice to the consumers. What the people want is a whole 'swachata' in the field of traditional as well as new wave retail management system*

*The brutal assassination of GauriLankesh, the journalist of a Bangalore tabloid LankeshPatrike, who was a vibrant critic of the right wing posed innumerable questions, possibilities and probabilities. An SIT has been formed to nab the culprits. With due diligence of the police would come out with the leads. It is a matter of concern the way the press in India celebrates the tragedy to raise the viewership.*

*Before the sparks of controversy subside, another gruesome murder of a young journalist in Tripura took place on 21<sup>st</sup> of September 2017. ShantanuEhowmik, a reporter of Divrat news channel was covering a clash between the indigenous Peoples Front of Tripura and Tripura RajaerUpajatiGanamukhiParishad. It yet to known whether any sparks will be generated as the young deceased did not sport any intellectual garb.*

*The very recent news that has become a hot topic for discussion is the plight of a section of people who sneaked in to India from Rakhine province in Myanmar on the Bangladesh borders. They are called Rohingya Muslims who made massive illegal cross border to India to deck the persecution and genocide from the Myanmar's junta. Arguments are thick about the pros and cons of asylum if provided to them in India. The ruling dispensation has already written to the state and district administration to take stock of the situation before the deportation en masse. But the verdict on a petition filed in the apex court is being awaited. Only then the fate of 40,000 odd Rohingyas will be sealed.*

*In the forthcoming issues of newsletter along with campus news, Sripatrike will also flaunt the creativity of students and staff members.*

*With regards,*

*K.P.Vinayaraj  
Staff Editor*

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## B.Com. SPORTS REPORT 2017-18



As a part of sports forum activities Carom and Chess Competitions was held on 1st September to 6th September 2017. Students had actively participated.

In the Carom Competition for BCom Students held on 1<sup>st</sup> and 2<sup>nd</sup> September 2017 for boys the following students had been adjudged winners.

**First Place : Mohd. Farzan and Mohd. Anas (I B.com Honours)**

**Second Place : Nidhinraj M and Muhammed Adil K.P ( II B.com)**

## **COPP [Corporate Oriented Professional Training Program] for II year MBA Students**



A COPP [Corporate Oriented Professional Training Program] program was conducted for the II year MBA students in the Gallery Hall on 15/09/2017 between 9.30 am to 12.30 pm. The resource Person was Professor Ajay Narula who deliberated on how MBA professionals should carry themselves in the work place. The session was a very interactive one, with lots of demonstrations, video clippings and exercises. Overall it was a true learning experience.

## Fresher's Day Celebration by BCA Program under College of Computer and Information Sciences



BCA program under College of Computer and Information Sciences organized Fresher's day program on 23-08-2017 for I BCA students in the auditorium of the college. It was a day which was filled with excitement and joy. The students performed cultural shows. Various exciting games were organized by the seniors for the new comers welcoming the fresh batch students. Senior students and newcomers mingled each other. All the students together rocked the show.

## BBA FRESHERS DAY 2017-18



In the beginning of the Academic year 2017-18, continuing the proud tradition of the college, senior students and newcomers of the college mingled each other at the freshers' day on 21 August 2017, in the college auditorium. The lighting of lamp is done by Mrs Pavithra kumari, course co-ordinator of BBM/BBA Department, Mrs Sharmila S Shetty Cultural Co-ordinator, Mr Shehran and Mr Shabeen student Cultural Co-ordinator and Nidhi and Triyag of first year. The program was followed thereby with various types of dance forms and songs. Games were also arranged for the freshers. The beginners' party was all about making the best start to the new academic year. The event was an indication of union among the students

## Industrial visit to KMF Milk Dairy NandiniKulshekar, Mangalore



On 12<sup>th</sup> August, 2017 an industrial visit was conducted for the students of 1<sup>st</sup> year BBA (Honors, Integrated MBA and Logistics and Supply Chain) and 1<sup>st</sup> year B.Com (Honors, Aviation, CA and ACCA) to Karnataka Milk Federation Mangalore. 38 students of BBA and 29 students of BCom along with Faculty in charge Mr. Keshava and Ms. Madhushree, Department of Commerce and Management have taken part in this programme. Students went through the production process at various levels and got first hand information how milk evolves its bye products. Students were active not only in observing the process but in collecting information from the respective experts by raising queries.

**NATIONAL LEVEL CONFERENCE AT SRINIVAS INSTITUTE OF MANAGEMENT STUDIES, PANDESHWAR ON 18TH & 19TH AUGUST, 2017**



A two days National Conference on the theme ***“Implications of Research in Banking, Management, IT, Education and Social Sciences”*** was conducted on 18<sup>th</sup> & 19<sup>th</sup> August, 2017 at Pandeshwar Campus. Mr. Shreedhara Kalkur N., Asst. General Manager, State Bank of India, Administrative Office, Mangalore, was the Chief Guest of the function. In his inaugural address he opined about the innovative changes that Indian Banking sector is witnessing towards meeting the international standards. Dr. Amol Gore, Professor of Operations Management, Mumbai University was the Guest of Honour who emphasized on research implications in industry and markets. Sri CA A. Raghavendra Rao, President, A. Shama Rao Foundation, Mangalore & Chancellor, Srinivas University delivered presidential remarks. He whole heartedly appreciated the efforts of the institution towards research excellence and wished luck for more conferences to come in near future. Dr. P.S. Aithal, Vice Chancellor of Srinivas University and Principal, SIMS welcomed the guests. The Convenor of the Conference, Prof. Amith Menezes introduced the theme of the Conference. Prof. Shailashri V.T., Dean, Commerce and Management, Srinivas University proposed vote of thanks. The proceedings of the previous NAAC sponsored conference were released along with the Abstract proceedings of this conference. The research scholars and teaching faculties from various colleges as well as from industry presented the papers in the conference. The delegates who recently submitted their Ph.D. thesis presented their thesis work to the audience. More than 70 research papers were received and presented in the conference. All the papers presented will be published after review in international journals along with ISBN proceedings.

## Guest Lecture for I BCA Students of College of Computer & Information Science



BCA program has conducted a guest lecture for the I year BCA students. Dr. Laveena D'Mello was the resource person who spoke about Counselling and made some exercises to students. Prof. Sridhara Acharya the coordinator of the program welcomed Dr. Laveena D'Mello. The students actively participated in the guest lecture.

## Guest lecture on Air Terminal Management for BBA Aviation at College of Business Management and Commerce.



A guest lecture was held by Mr. M. R. Vasudev former director of Mangalore International Airport delivered a talk on Air terminal management at gallery hall on 07-9- 2017 for BBA Aviation students. He explained about air terminal management, baggage handling step 1 to step 10, ground handling, fuel filling and cabin crew management.

## **Guest Lecture for I BCA Students of College of Computer & Information Science**



The second guest lecture for BCA program has been conducted in the month of September. Dr. Annayya Kulaal was the resource person. He spoke about the importance of first aid. Prof. Sridhara Acharya of the program coordinator welcomed Dr. Kulaal. The students actively participated in the lecture.

### **A guest lecture on “How to come up with case study” for MCA Students**



A guest lecture on “How to come up with case study” was delivered by Prof Subramonya, Dept of MBA on 6<sup>th</sup> Sept 2017. The students of 5<sup>th</sup> semester MCA were in attendance. He also motivated the students to participate in the Case Study writing competition to be hosted by the SIMS MBA department.

## Teacher's Day Celebration by II MBA Students



Teacher's day was celebrated by the second year MBA students on 5/09/2017 in the gallery hall between 3.00pm-4.00 pm. The program began with a prayer song in praise of the Omniscient. Soniya the second year student welcomed the gathering. Carol briefed the audience on the importance of celebrating teacher's day. Mr Anumesh Kariappa faculty spoke on the occasion and described the difference between corporate life and being an academic teacher. Students organized games for the faculty and the day created memories for the faculty as well as the students.

**Winners of Pookalam Competition conducted by Srinivas College of Hotel Management.**



**The Srinivas College of Hotel Management has organised Inter-Collegiate competition on occasion of Onam festival on 31<sup>st</sup> August. In which the students of BBA programme participated in Pookalam and won consolidated prize.**

**Guest lecture by Mr.Swaminathan on Business and Professional Etiquette  
College of Business Management and Commerce**



A guest lecture was organised on 24-8-2017 for BBA Students. The resource person Mr. Swaminathan delivered a talk on Business Etiquette and Professional Etiquette. He explained the human behaviour in the society, social values and social responsibilities. He also explained how we behave in the organisation, our dress code, appearance, gestures, professionalism and punctuality.

## **Faculty Development Program at Srinivas University City Campus, Pandeshwar**



Faculty Development Programme on creating the personal sites for all the faculties under Google Sites was conducted on 02-09-2017 between 10am and 12.30pm. The resource person was Prof. P. Sridhar Acharya. The faculty members successfully created their own sites and the URL of the same was reported to the IT Department for the enrollment in the Srinivas University site.

## Onam Celebration by Students of MBA



The II year MBA Celebrated Onam on 31/08/2017. The program being with lighting a lamp in the quadrangle and a beautiful Pookalam. There after the students celebrated Onam in the Gallery hall. Songs, Dance, Videos, Speeches and Games were a part of this celebration. Kerala traditional food was served to all in the campus.

**Guest Lecture by Mr Dinesh Kavoor Technical Advisor Venture Soft Global Inc for II year MBA Students**



A guest lecture for II year MBA students was conducted in the gallery hall between 2.00 pm to 3.00 pm on 30/08/2017. Mr Dinesh Kavoor Technical Advisor Venture soft deliberated on the topic '**Learning to Learn.**'

## Onam Celebration by College of Computer and Information Sciences



The Onam day celebration from MCA and BCA students under College of Computer and Information Sciences was held on 30<sup>th</sup> of August 2017 amidst great cheer and the cultural extravaganza witnessed a mass participation. The program was commenced by setting up attractive Floral Decoration (Pookalam). Followed by formals where the gathering was addressed by Prof. Subramanya Bhat, HOD of MCA department and Prof. Sridhara Acharya, HOD of BCA department. Students performed traditional dance called Thiruvathira. The entire college was given onam feast 'sadhya' arranged by students. After lunch the students involved in various games in the quadrangle.

## **Guest Lecture on Capital Market Awareness, Introduction to Mutual Fund & Financial Planning,**

A guest lecture was organised by commerce association on 31 August 2017 for B.Com course at Srinivas Institute of Management Studies. The session was on “Capital Market Awareness, Introduction to Mutual Fund & Financial Planning” by Mr.VenugopalRayirath, Senior Associate of Lotus Knowlwealth.



## B. Com. FRESHER'S DAY 2017-18



The Academic year of 2017-18 for BCom programme started with a pleasant note. The fresher's were formally welcomed into the fold of the College of Business Management & Commerce in City Campus, Pandeshwar, and Mangalore. The event marked as Fresher's Day was staged with cultural activities after welcoming the fresher's on 29.08.2017. The day marked the beginning with the lighting of the lamp by Prof. Sonia Ajay, course co-ordinator of B.Com. Department, Mrs. Yashaswi, B.Com Cultural Co-ordinator and Student Cultural Co-ordinators Mr. Fayez Abdul Majeed of III B.com and Ms. Jyothi T C of II B.com and also by I B.com student Ms. Krithika. Freshers were welcomed by their seniors by passing the lights of candles marking the symbol of brightness. Cultural programmes of various types like dance, songs and even Games were also conducted for the fresher's.

**“Gods must be Crazy” Movie played for BBM II year and BBA Aviation at College of Business Management and Commerce.**



The movie “Gods must be crazy” played at gallery hall on 12-8-2017 for BBA Aviation and BBM II year students.

**Guest lecture by Mr. NageshShetty DGA Air India on “The Development of Aviation Industries” at College of Business Management and Commerce.**



A guest lecture was organised on 11-8-2017 for BBA students. The resource persons Mr. NageshShetty, DGA Air India delivered a talk on development of Aviation Industries. Carrier opportunities in Airline Industries, different kinds of job opportunities and he also explained the future growth in the Airline Industries.

Dr.P.S.Aithal, Principal and Vice Chancellor of Srinivas University, Mrs. Sonia Ajay, B.Com course co-ordinator, Mrs. PavithraKumari, BBA Course Co-ordinator and the respective faculties were present. 40 Students participated in the guests lecture.

## Guest Lecture on “Demonetization is a good move or a bad move and Cashless Transaction” at College of Business Management & Commerce



A guest lecture was organised on 09-8-2017 for Bcom students. The resource person Mr. Shridar Acharya delivered a talk on demonetization is a good move or a bad move and cashless transaction. What problems faced by the people when government has taken demonetization decision whether it is benefited by the common people. He also explained what GST is and how the businessman cheated the government by paying less tax.

**Guest Lecture: “Crime on Ragging and Drug Abuse” at SIMS,Pandeshwar, Mangalore.**



A guest lecture was organised on 09-8-2017 for Bcom BBM & BBA students. The resource persons Mr. Hanumanthappa Raya, DCP Crime & Traffic Mangalore and Mr. Ravi Pawar, Probationary PSI delivered a talk on crime on Ragging and Drug Abuse.

Dr.P.S.Aithal, Principal and Vice Chancellor of Srinivas University, presided over the function. Prof Shailashree V.T, Dean Department of Commerce and Management welcomed the gathering, Mrs. Sonia Ajay, Co-ordinator Bcom programme proposed the vote of thanks.

## **EXAMINATIONS**

I Internal Examinations for III and V semester for UG programmes under Mangalore University were conducted on 16<sup>th</sup>, 17<sup>th</sup> and 18<sup>th</sup> of August 2017.

II Internal Examinations for III and V semester for UG programmes under Mangalore University were conducted on 21<sup>st</sup>, 22<sup>nd</sup> and 23<sup>rd</sup> of September 2017.

I Internal Examinations for I semester UG programmes under Srinivas University were conducted on 21<sup>st</sup>, 22<sup>nd</sup> and 23<sup>rd</sup> of August 2017.

## **MEETINGS AND CONVENTIONS**

Faculty meetings were held on 5<sup>th</sup> and 11<sup>th</sup> of August.

The following agenda were discussed at length.

- 1) It was decided to hold one guest lecture each every month.
- 2) The modus operandi of conducting exams were discussed.
- 3) The need for uploading monthly attendance reports
- 4) Updating Teacher's diary on a weekly basis with endorsement from HOD and on every month with endorsement from the Principal.
- 5) About the Conference scheduled on 19/8 2017.

Faculty meeting on 8/9/2017

The meeting was exclusively called to chalk out plans to make the conference a grand success.

## **ENTRY and EXIT**

Prof. PreetiJeevan, Associate Professorin MBA department relinquished from service on acquiring job in a govt. dispensation in the similar capacity. She had been accorded a profound see off by the Principal and faculties.

## **MISCELLANEOUS**

As a goodwill gesture SIMS undertook the conduct of massive examinations on 4 days from 12<sup>th</sup> of September to 15<sup>th</sup> of September under the auspices of Para Medical Board, Bangaluru. It was worth mentioning that the examinations were being managed without disrupting the regular classes. Prof. ShridharAcharya took the lead as the conductor.

## **Life is like JAR.....**

A philosophy professor stood before his class with some items on the table in front of him. When the class began, wordlessly he picked up a very large and empty mayonnaise jar and proceeded to fill it with rocks, about 2 inches in diameter.

He then asked the students if the jar was full. They agreed that it was.

So the professor then picked up a box of pebbles and poured them into the jar. He shook the jar lightly. The pebbles, of course, rolled into the open areas between the rocks.

He then asked the students again if the jar was full. They agreed it was.

The professor picked up a box of sand and poured it into the jar. Of course, the sand filled up the remaining open areas of the jar.

He then asked once more if the jar was full. The students responded with a unanimous “Yes.”

“Now,” said the professor, “I want you to recognize that this jar represents your life. The rocks are the important things – your family, your partner, your health, your children – things that if everything else was lost and only they remained, your life would still be full. The pebbles are the other things that matter – like your job, your house, your car. The sand is everything else, the small stuff.”

“If you put the sand into the jar first,” he continued, “there is no room for the pebbles or the rocks. The same goes for your life. If you spend all your time and energy on the small stuff, you will never have room for the things that are important to you. Pay attention to the things that are critical to your happiness.”

“Take care of the rocks first – the things that really matter. Set your priorities. The rest is just sand.”

**Deekshitha**

## A.P.J Abdul Kalam - The Missile Man of India

Bharat Ratna Avul Pakir Jainulabdeen Abdul Kalam, generally known as Dr. A.P.J. Abdul Kalam, was the 11th President of India (2002-2007). He was elected against Lakshmi Sehgal in 2002 and had support from both the Bharatiya Janata Party and the



Indian National Congress, the two leading political parties of India. By profession, he was a scientist and an administrator in India. He worked with the Indian Space Research Organisation (ISRO) and Defence Research and Development Organisation (DRDO) as an aerospace engineer before becoming the President of India. His work on the development of launch vehicle and ballistic missile technology had earned him the name of the 'Missile Man of India'. The Pokhran-II nuclear tests conducted in India in 1998 after the original nuclear test of 1974 saw him in a pivotal political, organizational and technical role.

Dr. A.P.J. Abdul Kalam was the visiting professor at the Indian Institute of Management, Indore; the Indian Institute of Management, Ahmedabad; and the Indian Institute of Management, Shillong. He was a professor of Aerospace Engineering at the JSS University in Mysore and at the Anna University in Chennai, apart from being an adjunct and visiting faculty at other research and academic institutions in India. He was the honorary fellow of the Indian Institute of Science, Bengaluru, and the Chancellor of the Indian Institute of Space Science and Technology at Thiruvananthapuram

In his book 'India 2020', he recommended plans to make the nation a fully developed one by the year 2020. His interactions with the student community and his motivational speeches made him quite popular among the youth. In 2011, he launched a mission called 'What Can I Give Movement' aimed at the youth of India, which focused on defeating corruption in the country.

### **Detailed Personal Background**

Dr. A.P.J. Abdul Kalam was born in a necessitous and little educated Tamil family on 15 October 1931, at Rameswaram district of Tamil Nadu, India. His father, Jainulabdeen, was a boat owner, and his mother, Ashiamma, was a homemaker. He started working at a young age to support his father. He

received average grades in school but was seen as a hardworking and bright student with a strong desire to learn things. He used to study for hours, especially mathematics. He completed his schooling from Rameswaram Elementary School. In 1954, he graduated in Physics from St. Joseph's College in Tiruchirappalli, which was then affiliated to the University of Madras. Thereafter, in 1955, he moved to Madras (now Chennai) and joined the Madras Institute of Technology and studied aerospace engineering. His dream was to become a fighter pilot but he was ranked ninth while the IAF offered only eight slots. He remained a bachelor. Kalam rose from obscurity through his personal and professional struggles and his work on Agni, Prithvi, Akash, Trishul and Nag missiles became a household name in India and raised the nation's prestige to international reckoning.

### **Death**

Dr. A.P.J. Abdul Kalam passed away on 27 July 2015, due to a massive cardiac arrest during a lecture at the Indian Institute of Management, Shillong.

### **IMPORTANT QUOTES BY A.P.J. Abdul Kalam to the Students**

- End is not the end, if fact E.N.D. means “Effort Never Dies”
- Look at the sky. We are not alone. The whole universe is friendly to us and conspires only to give the best to those who dream and work.
- " It is very easy to defeat someone, but it is very hard to win someone "
  - For me, there are two types of people: the young and the experienced “
  - Dream, Dream, Dream, Dreams transform into thoughts. And thoughts result in action”
  - “Excellence is a continuous process and not an accident”
  - War is never a lasting solution for any problem.
  
  - The purpose of education is to make good human beings with skill and expertise Enlightened human beings can be created by teachers.
  - One of the very important characteristics of a student is to question. Let the students ask questions.

## HANDLOOMS OF INDIA

### Panchajaneshwari

India is home to a plethora of handlooms, weaves and handicrafts. These arts and crafts are always in danger of succumbing to modern technology. But these weaves have to still survive and thrive to upkeep the country's economy, the skill that is used and finally, the charm they possess. It's a different feeling of owning a material that has been carefully put together and woven, and these ethnic weaves, produced indigenously, have a particularly special feel about them when they are kept in one's wardrobe.

I would like to mention a few of the must have handlooms in our country.

**MANGALAGIRI COTTON:** The origin of this handloom is Mangalagiri a small village about 20km from Vijayawada, Capital of Andhra Pradesh. It's popularly used to create saris and salwars. It is mostly characterized by tiny checks, sometimes stripes that you can barely see with your naked eye. The weave is extremely fine and usually finished off in really bright colors. The handlooms usually have a thread-count of 80-80 or 40-60, depending on how hard or soft the woven fabric is. The cloth usually falls under a crisp category, making the clothing items pretty stiff but very durable. This fabric is a comfortable wear for the Indian summer.

**POCHAMPALLY IKAT:** The origin of this handloom is Pochampalli a small town near Hyderabad, Capital of Telangana. While ikat is usually a type of dyeing, this takes place before it's even woven, making it an intrinsic part of the weave itself. The ikat woven material is beautiful, and it's a hand-done process that takes quite a while. It can be colored or uncolored and when they're done as pochampally material, are attractively patterned as well. There are several motifs on the material. When pochampally is made into attire, it's usually complemented by heavy ikat-printed borders as well. They are smoother and lighter than most hand woven textiles, and are pretty costly. There are several types of this process – namely warp, weft and double, so you can pick your type according to your budget, and whether you want the patterns to be as visible.

**Patola Weave:** This handloom is from Patan, Gujarat. Just like ikat, this also is a weave involving print. However, the reason why this is such an important one on our list is, because the art is slowly dying out. That's because it's not a process that is taught to everyone, and is something that is so traditional. The process itself has never left the area of its origin – although imitations do exist. The method of weaving can't be completely explained because of this, but we know that it's pretty similar to the double ikat style and made from silk. What we can tell you is that the final product is available in an array of beautiful, bright colors, and that the weave is pretty tight, and a closely knit one, that's often complemented by bright, Indian motifs and designs.

**Tussar Silk:** Tussar silk comes from Jharkhand. Sericulture is basically the production of fabric from the protein extracted out of the larvae of silkworms. This is how this gorgeous Indian weave is made, and the weaving produces a fabric in a natural gold color. This can be

dyed of course, but it's pretty gorgeous on its own as well, even with the heavy textures. The fabric can only be dry cleaned, and it's both delicate as well as stiff, and this makes it fall beautifully when it's used in an ethnic outfit. The rich, coarse texture may make it look heavy but it is light on your skin, which makes it perfect for the weather in India. In places like West Bengal, this handloom is used for Kantha embroidery. If you're looking for something that's similar to Tussar but much more comfortable and very light, you can pick Kosar (from Champa in Chhattisgarh). This is produced by a worm that is similar to the silk worm, so it's not as exclusive. It's soft, but sturdy so you know that clothes in this material will last you longer. It's an all natural material, and even if you don't want to use the original dull gold shade (very similar to Tussar) you can pick from the dyed options – and still stay natural as shades are usually made with pollen and flower by-products.

**Paithani Brocade:** This handloom hails from Aurangabad. The materials of this weave, whose name is based on the town that the art comes from (Paithan), are usually available as finished products in a variety of rainbow colors, making them one of the most fun weaves out there. However, since they're made from extremely fine silk, they're also one of the most luxurious and coveted types. The process to make this weave is a type of silk weaving, but what makes it such a highly sought after thing is the fact that it's woven in with zari, which makes it look so shiny. Though there are cheaper varieties available, but it's usually a pretty expensive piece to buy, often woven with colors going lengthwise and widthwise for a little variation causing a rainbow effect. The material takes longer than most (months on end) to be woven.

## The Rich Artistic Heritage of Tulunadu

**Prof. P Sridhara Acharya**

Tulunadu is a land acquiring Dakshina Kannada and Udupi districts earlier called undivided Dakshina Kannada district. The name Tulunadu is because the language used for communication in these two districts is Tulu. There are people talking Kannada, Malayalam, Konkani and Urdu. Even then the common language used in public is Tulu. The people living in Tulunadu have their own rich cultural background with performing arts like Yakshagana, traditional dances, music etc, seasonal arts, ritual arts like Bhoota Kola, Nagamandala, Holi Kamadahana, Atikalanja etc. Buffalo race which is called Kambala, Cock fight which is called Koridakatta are the famous games for Tuluvas.

### Tuluva Culture

#### 1. Yakshagana

Yakshagana is the most famous performing art of Tuluvas. There are basically two types of Yakshagana . One is Tenkudittu which is famous towards the southern part of Tulunadu and the other is Badagudittu which is famous in the northern part of Tulunadu. Here the artists take either stories of Purana, Ramayana or Mahabharata for the drama or in recent days they also take some social awareness plots for the Yakshagana. There are some small differences in dressing style and the background artists of Yakshagana in Tenkudittu and Badagudittu styles.





Fig 1. Tenkudittu Yakshagana costumes and background musicians.



Figure 2. Badagudittu Yakshagana costumes and Background artists

## 2. Bhoota Kola

The word Bhoota Kola is derived from the word Bhoota which means the spirit. The BhootaKola means the worship of the spirit. The BhootaKola is typically an annual ritual performance where local spirits or deities (būtas, daivas) are being impersonated by ritual specialists from certain scheduled castes such as the Nalike, Pambada, or Parawa communities. The būta cult is prevalent among the non-Brahmin Tuluvas of Tulu Nadu region . There are different types of Bhootas like Okkuballala and Dēvanajiri for Jains, Kodamanitaya and Kukkinataya for Bants, Kalku□a is a smith, Bobbariya is a Māppilla, and Nicha a Koraga. Some of them are ancestral spirits such as Bobbariya, Kalku□a, Kallurti; some are spirits such as Koti and Chennayya, Siri and Kumār. Some are deified wild animals such as the boar - Pañjurli (the female counterpart is Varte Pañjurli) or the tiger – Pilichāmu□□i.



Figure 3. The various Bhootakola artists

## 3. Kambala

Kambala (Tulu & Kannada:) is an annual Buffalo Race held traditionally under the sponsorship of local Tuluva landlords and households in the coastal district's of Dakshina Kannada and Udupi of Karnataka India which is termed under single region known as Tulu Nadu. The Kambala season generally starts in November and lasts till March. Of late, Kambala Samithis are formed to arranged Kambala in a systematic way and 18 kambalas are being held under the banner of Kambala Samithi (Kambala Association). Currently, more than 45 races are held annually in Coastal Karnataka, including smaller remote villages like Vandaru, Gulvadi etc.

Kambala is traditionally a simple sport which essentially, to entertain rural people of the area. The 'track' used for Kambala is a slushy paddy field. The contest generally takes place between two pairs of buffaloes, each pair race in wet rice fields, controlled by a whip-lashing farmer. Historically, the winning pair of buffaloes was rewarded with coconuts and bananas. Today, gold coins, silver coins are given; in some competitions, cash award is also popular. Some organising committees award eight gram gold coin as first prize. However, Kambala today has become an organised rural sport, with elaborate planning and scheduling to accommodate competitions at different places. The "Kambala Committee" is formed and arranges races in several categories like Kane Halage, Haggga Hiriya, Haggga Kiriya, Halage, Adda Halage etc. People place massive bets on the buffaloes to win and one can witness more than 20,000 spectators in a well-organised Kambala, egging on and cheering the buffaloes to complete the race.

In traditional form of Kambala, racing is non-competitive, and the pair run one by one in paddy fields. A ritualistic approach is also there, as some agriculturists race their buffaloes for thanks giving for protecting their animals from diseases.(e.g.in Vandaru,Choradi villages)

Innovations are made in conducting kambala race and in some places day and night races are arranged under floodlights.



Figure 4. Kambala

#### **4. Nagaradhane**

Nagaradhane (Tulu) is a form of snake worship which, along with Bhuta Kola, is one of the unique traditions prevalent in Coastal districts of Dakshina Kannada, Udupi and Kasaragod alternatively known as Tulu Nadu, practiced by Tuluva community members. Snakes are not

just seen as deities, but as an animal species which should be respected, appeased and protected for multiple social, religious and ecological reasons.

### **Origin of Nagaradhane**

Snakes have been associated with power, awe and respect in India. According to Hindu mythology, Lord Vishnu takes rest under the shade of the giant snake, Adishesha. Lord Shiva wears a snake Vasuki around his neck.

It is difficult to trace the origin of Nagaradhane, though some clans among Tulu people claim to be of Nagavanshi descent, thus maybe snake worship was popularised by them. Though most rituals of snake worship are done by Brahmins, there is not a single Bunt house that does not have Nagabana, Where Nagadevatha is worshiped according to Aliyasantana Lineage among Tuluva's. Nagamandala, Ashlesha Bali, Dakke Bali are different types of pooja done for snakes to appease them.

The snake worship rituals practiced in Tulu Nadu are quite unique and different from the other rituals. Snakes have their own snake shrines in a sacred grove known as Nagabana. The shrines have images of cobras carved of stones. Accordingly, nobody is allowed to chop the tree near the Nagabana. It is also believed that snakes, specifically the cobras, are not to be harmed or killed by anyone. If harmed, the individual has to perform a ritual to cleanse the sin of killing or harming the snake. The belief is that the individual who refuses to perform the ritual will be cursed by the snake for eternity.

It can also be noted that in Tulu Nadu or the South Canara region in Karnataka, agriculture is predominant that too paddy is the main crop. In these fields snakes help in saving the crop from rodents. This can be a plausible reason for worship of snakes.



Figure 5. Nagamandala

### 5. Agricultural activities.

Historically, Tulu Nadu was primarily dependent on agriculture and fishing. The main crops grown were rice, Bengal gram, horse gram, vegetables and fruits. Plantation crops like coconut, areca nut, cocoa, cashew nut, and pepper are also grown. In the early 20th century, the Mangalore tile industry, cashew nut processing,



Figure

### 6. Agricultural Activity of Tulunadu

#### 6. The Tulu Language

Tulu (ulu [b̥sæ]) is a Dravidian language spoken by around 2 million native speakers mainly in the south west part of the Indian state of Karnataka and in the Kasaragod district of Kerala which is collectively known as Tulu Nadu.

In India, circa 2 million people speak it as their native language (2011 estimation), they were 1,722,768 in 2001 Increase by 10% over 1991 census. According to one estimate reported in 2009, Tulu is currently spoken by three to Five million native speakers in the world. Native speakers of Tulu are referred to as Tuluva or Tulu people.

Separated early from Proto-South Dravidian, Tulu has several features not found in Tamil–Kannada. For example, it has the pluperfect and the future perfect, like French or Spanish, but formed without an auxiliary verb.

Robert Caldwell, in his pioneering work *A Comparative Grammar of the Dravidian or South-Indian family of languages*, called this language "peculiar and very interesting". According to him, "Tulu is one of the most highly developed languages of the Dravidian family. It looks as if it had been cultivated for its own sake." The language has a lot of written literature and a rich oral literature such as the Epic of Siri.

Tulu is the primary spoken language in Tulu Nadu, a region comprising the districts of Udupi and Dakshina Kannada in the west of the state of Karnataka and the Kasaragod taluk. Apart from Tulu Nadu, a significant emigrant population of Tuluva people is found in Maharashtra, Bangalore, the English-speaking world, and the Gulf countries.

Non-native speakers such as the Konkani-speaking Mangalorean Catholics, Goud Saraswath Brahmins, Karhade Brahmins, Havyaka Brahmins and Daivajnas, as well as the Beary people in Tulu Nadu are generally well-versed in the language. Apart from Kannada script, historically Brahmins used the Tigalari script, to write Sanskrit.



## Useful Tips for *Philosophiae Doctor (Ph.D.) Students to Achieve Success*

*Krishna Prasad K*

### *1) Make certain you meet the Ph.D. requirements to your organization or institution*

Ph.D. students regularly presume things without checking. One supervisor told his Student that a Ph.D. dissertation is about 300 pages long. So he wrote 300 pages. Unluckily the supervisor had supposed double-spaced, and the student had written single-spaced. Getting rid of 40,000 greater phrases with weeks to go is not always recommended

### *2) Maintain High Quality*

Everybody wishes their thesis to be incredible, their magnum opus. However, your maximum important work will come later. Think about your Ph.D. as an apprenticeship. Your friends are not going to study your thesis and decide you on it. They may be much more likely to read any papers (articles, chapters, books) that end result from it.

### *3) Write the introduction at the end*

Writing the introduction and conclusion together will help to tie up the thesis collectively, means whatever is written initially that is just draft copy. All the chapters when revised multiple times then automatically quality of the thesis improves

### *4) Use some Apps*

Trello is a project management device (available as a smartphone app) which lets you create 'boards' on which to pin all your great duties, deadlines, and thoughts. It lets you make checklists too so you recognize that every one of your vital stuff is indexed and to-hand, which means you can attend on one element at a time. It's fulfilling to transport notes into the 'carried out' column too.

### *5) Address the unanswered questions*

There will constantly be unanswered questions, don't try to forget about or, even worse, obfuscate them. On the opposite, actively draw interest to them; perceive them on your conclusion as regions for an additional investigation. Your Ph.D. Viva will cross badly in case you've tried to push aside or evade the unresolved troubles that your thesis has necessarily unfolded.

### *6) Don't engage more time on Mobile*

Use Social Networking Sites within a limit. Use the Social Networking Sites like WhatsApp, only for official or important communication purpose.

### *7) Checking is important*

On days when your brain is too tired to write, check quotations, bibliography etc so you're still making progress just by checking whatever you have written till that day.

### *8) Get feedback on the whole thesis*

We often get feedback on individual chapters but plan to get feedback from your supervisor on the Ph.D. as a whole to make sure it all hangs together nicely.

### *9) Make sure you know when it will end*

Sometimes supervisors use optimistic words such as 'You are nearly there!' Ask them to be specific. Are you three months away, or do you have six months' worth of work? Or is it just a month's load. Being a Ph.D. scholar you should know when your Ph.D. will end.

*10) Prepare for the viva*

Don't just focus on the thesis – the viva is very important too and examiners' opinions can change following a successful viva. Remember that you are the expert in your specific field, not the examiners, and ask your supervisor to arrange a mock viva if practically possible.

*11) Develop your own style*

Take into account everything your supervisor has said, attend to their suggestions about revisions to your work but also be true to your own style of writing. Whenever you are free or want to take rest read some novels that you like. The constructive idea is paying attention to the work of novelists. It may seem that their style has nothing to do with your own field of research, but this does not matter. You can still absorb something of how they write and what makes it effective, compelling and believable.

*12) Remember that more is not always better*

A Ph.D. thesis is not a race to the highest page count; don't waste time padding. The important thing is the number of pages that you have to write how effective you have presented.

*13) Get a Motivator*

Find a colleague, your partner, a friend who is willing to support you. Share with them your milestones and goals, and agree to be accountable to them. This doesn't mean they get to hassle or nag you, it just means someone else knows what you're up to, and can help to check if you're planning is realistic and achievable.

*14) Don't pursue perfectionism*

Remember that a Ph.D. doesn't have to be a masterpiece. Nothing more self-scribbling, than perfectionism.

*15) Look after yourself*

Go outside. Work outside if you can. Fresh air, trees, and sunshine do wonder what's left of your sanity.

*16) Lead your very own studies*

Turn out to be the CEO of your personal research. Take management of your project, and provide you with ideas. Do not depend too much to your supervisors; make sure you know what to do when they may be unavailable for a month or longer.

*17) Attend conferences and Present wherever you have opportunity*

Practice providing your work as regularly as you may, and for as many audiences as feasible. Try giving a simple speak, communicate at an industry occasion and participate as many conferences as viable. Get your face accessible, and practice exercise practice. Publish papers on the international journal at least one in a month, during the last stage of your Ph.D. work.

*18) Write, write and write some more*

Write as frequently as you could, as a great deal as you could, so that by the time you write your dissertation, you may have ended up a fluent instructional writer. Writing is your unmarried most essential assignment, so find time for it. Exercise makes best (or at least - experienced), so ask for ample remarks.

*19) Consume the right Food*

Say goodbye to grilled cheese sandwiches and instant tomato soup, and get your self some decent or healthy meals. Keep your health condition always good. Do some physical exercises like Jogging, Walking or Yogasana.

*20) Find time for deep Work of your research*

Get an excellent slot of time to do your deep research work, as that is the time while you get to push your project forward. Devote a whole morning or afternoon to unraveling one tiny sub-question of your research question.

## **All the Difference in the World**

**NITHIN GONSALVES**

There was a man taking a morning walk at or the beach. He saw that along with the morning tide came hundreds of starfish and when the tide receded, they were left behind and with the morning sun rays, they would die. The tide was fresh and the starfish were alive.

The man took a few steps, picked one and threw it into the water. He did that repeatedly. Right behind him there was another person who couldn't understand what this man was doing. He caught up with him and asked,

“What are you doing? There are hundreds of starfish. How many can you help? What difference does it make?”

This man did not reply, took two more steps, picked up another one, threw it into the water, and said,

“It makes a difference to this one.”

You can change the world – maybe not all at once, but one person, one animal, and one good deed at a time. Wake up every morning and pretend like what you do makes a difference. It does.

### **Everyone has a Story in Life.**

A 24 year old boy seeing out from the train's window shouted...  
“Dad, look the trees are going behind!”  
Dad smiled and a young couple sitting nearby, looked at the 24 year old's childish behaviour with pity,  
suddenly he again exclaimed...  
“Dad, look the clouds are running with us!”  
The couple couldn't resist and said to the old man...  
“Why don't you take your son to a good doctor?”  
The old man smiled and said...  
“I did and we are just coming from the hospital, my son was blind from birth, he just got his eyes today.  
Every single person on the planet has a story. Don't judge people before you truly know them. The truth might surprise you.

## AN UNFORGETTABLE JOURNEY OF MY NOKIA

### Yeshaswini, Faculty, Dept. of Management and Commerce

It was such a wonderful year of enjoyment in my life where I was leading my M.Com team with fun and naughtiness. We, the students of second year M.Com, the super seniors of my college all set out for a 5 days **Bangalore- Mysore** Tour with our beloved faculties.

I packed my bags with all my essentials. I always gave first preference to my dear tiny NOKIA mobile which was the first mobile in my life. We all left to Bangalore on one fine night from our college by bus. We enjoyed a lot in bus by dancing and singing, which made me to forget my travel sickness. Finally we all fell into deep sleep and when opened our eyes we were so thrilled to see ourselves amidst the foggy Bangalore city.

We started our day by refreshing our body and mind and enjoyed the beauty of 'Silicon City'. I filled my mobile with lots of images of the city and the fun with my friends so that I can show those pictures to my family when I am back home. After a half day's enjoyment when we heard our stomach crying for food we all stopped near a beautiful place surrounded by small rocks. Heavy meal was arranged by our travel guide. They served us with food plates and we all climbed the rocks and sat upon it carefully to have our lunch. I still remember that funny lunch time where one of my friend was holding his plate upwards and climbing the rocks to get seated, which resembled the epic scene of Lord Hanuman lifting a big mountain on his hand. But what went so funny was, as he reached the top of the small rock, the poor 'Pappad' which was lying on his plate couldn't bear the heavy breeze and it flew away. Once again my poor friend came down the rock to get another piece of Pappad and started climbing the rock slowly again. As he reached to the mid of the rock climbing cautiously taking care of his Pappad, a crow attacked on his Pappad and flew away. This situation made my whole team to cry out of laughter. So finally we convinced him saying that it was not in his fate to enjoy the taste of Pappad.

After enjoying such a wonderful experience of fun, we started our travel to Mysore. Visited the famous Mysore Palace and many such places and ended up the day by visiting KRS Dam in the night. It was such a beautiful eye-catching night view of the dam which made me to click many photos in my mobile and walk around. Then I dropped my mobile into my bag seeing the beauty of dancing fountains near the river. We all boarded back our bus, and there I remembered to call my mother who was eagerly waiting for my call. But unfortunately I couldn't find the mobile in my bag. I was so worried and started crying for my mobile. Me and few of my friends went back near the dam and searched and enquired about my Nokia. But we returned bare handed thinking that it is lost forever as the place was heavily rushed with tourists. And we made our move back to our rooms. Whole night my friends tried calling my number but were of no use.

Then suddenly one of my close friends got a call from my mummy. She started shouting at me for my carelessness and at the end she convinced me saying that my lost Nokia is safe in the hands of one Doctor who is from Bangalore. Hearing this I was

wondering about God's grace on me and the humanity of that doctor to check my call log and inform my mummy about the situation. We got his number and contacted him but unfortunately by that time he had already reached Bangalore. And the worst thing to happen was our bus had already left from Mysore to Medicare. But I am so thankful to my helpful friends and my faculties who requested a lot to the bus driver to turn the bus back to Bangalore. After hearing to so much of pleading and my cry he took back the bus to Bangalore in search of the doctor who was having my mobile. Then me and 3 of my friends got down in Bangalore and went in search of the residence address given by the doctor. We spent nearly 30 minutes in search of his residence and finally we reached to the exact place.

The humble doctor kept continuously calling my friend and guiding us towards his home . We entered his house where we saw him with his cute family consisting of his wife and 3 little kids. And there my eyes were so pleased see my NOKIA mobile lying safely on his table fully charged. I wiped my tears with happiness. He handed over my mobile explaining the situation about KRS Dam where he too was a visitor and found my mobile and picked it up. And he gave me advice for my carelessness where I dropped the mobile on the grass instead of dropping it in my bag. I whole heartedly thanked him a lot and thanked god too for helping me get my mobile back. This situation made me to realise that **“Humanness still exists in this world”**.

We four happily returned to our bus, where all were happy to see me happy with my Nokia back in my hands. All started making fun of the **Unexpected Journey of my NOKIA from Mysore to Bangalore. Later it was considered as my luckiest mobile.**

**We all started our journey back to Medicare which was unexpectedly planned, with lots of fun and cracking jokes about the “UNFORGETTABLE JOURNEY OF MY NOKIA”.**

