

SRINIVAS UNIVERSITY

CITY CAMPUS, PANDESHWAR, MANGALORE

COLLEGE MAGAZINE- 2018

(July – December)

**COLLEGE OF MANAGEMENT & COMMERCE, COLLEGE OF COMPUTER
SCIENCE & INFORMATION SCIENCE AND COLLEGE OF SOCIAL SCIENCE &
HUMANITIES**

December 31, 2018

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COLLEGE MAGAZINE- 2018

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ABOUT SRINIVAS UNIVERSITY



Srinivas University, Mangalore, is a Private Research University in Mangalore, Karnataka, India established in 2013 by Karnataka State Act. Srinivas University is the flagship of 18 Srinivas Group of Institutions started by A. Shama Rao Foundation, Mangalore, India, a private Charitable Trust founded in 1988 by an Eminent Chartered Accountant A. Raghavendra Rao.

VISION

To be a trendsetter among universities and build students who emerge as leaders with competence, conscience and compassion by empowering them with sound education and high standards of ethical and professional behaviour enabling them to build and promote a more humane, just and sustainable world for future generations.

MISSION

Our mission is to provide an exceptional learning environment where students can develop and enhance their leadership and teamwork skills, creative and intellectual powers and passion for learning by providing an uncompromising standard of excellence in teaching; embodying the spirit of excellence to educate the citizen-leaders of society with distinction

CHANCELLOR'S WORDS.....



"My aim is to transform Society through education by setting up academic institutions in dynamic equilibrium with its social, ecological and economic environment striving continuously for excellence in education, research and technological service to the nation"

Shri CA A. Raghavendra Rao

CHANCELLOR

VICE CHANCELLOR'S WORDS.....



"Srinivas University believes that academic excellence can be created through a convergence of student interest, faculty expertise, quality services, well maintained infrastructure, positive learning environment and effective leadership. Srinivas University would be a trend setter in fostering young talent from among the deserving poor offering them means. Thus, the dream of ideal education can be realized by breaking the barriers and making education transparent to all those who want and wherever they are. I promise the educational aspirants that Srinivas University will fulfill its promise of quality education and "Transforming the Society through Innovative Education"

Dr. P. S. Aithal

VICE CHANCELLOR

ABOUT MAGAZINE

College Magazine is an overlook of each organization. It is an indeed to present our college activities and achievements in the written form through this magazine. This Magazine aims to give an overview of the College Activities and Achievements of students as well as Faculties in the period of Six Months ranging from July 2018 to December 2018. It is also a platform to showcase the creative writings and put forward the new ideas for the future development of the College.

AUTHOR'S WORDS



Prathijna Ranjith

Lecturer, Dept of Commerce and Management

"Being an Author for This Magazine I Am Proud to Present This in front of All The Readers. It Is My Pleasure To Have A Brief Look On Our College Activities Under Various Departments. Through This Short Message I would like to First Thank Our Beloved Principle Dr. P. S. Aithal for giving me the Opportunity to Author This Work. And I Also Feel Gratitude To All The Department Coordinators And Faculties For Helping Me To Collect Data In This Regard."

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A GRAND WELCOME

ORIENTATION PROGRAMME FOR UG COURSES

DATE: 11TH TO 13TH of July 2018

VENUE:

College

Auditorium



It is a wonderful day where the new students and their parents are welcomed to Srinivas Family. It is an official program of the college where the initial introductory session will be done about the college.

The program was inaugurated with the lightning of lamp by the dignitaries. Dr. P S Aithal, The Principal; all the UG Course coordinators, Dean and Faculty members were present. It was proclaimed that the Srinivas University has started full swing with its flagship programs which differentiates the college from other Universities. Present students, new comers and the parents expressed their view about college.



DEAR FRESHERS... IT'S YOUR DAY... ENJOY...!!

Fresher's party is all about making the best and a friendly beginning to the new academic year. The event is an indication of unity among the students to come along and make it a grand success.

DEPARTMENT OF AVIATION

On 7th of August 2018 the **Fresher's day** for the students of **Aviation** was held. Students of second year Aviation organized the event. The program was started at 10 AM. Students welcomed the Dr. P S. Aithal, Principal, College of Management and Commerce Prof. Pavithra Kumari, Coordinator of Aviation Programme, other faculties, and the first-year students.



Aviation students were welcomed by their seniors on 7th of August 2018

The program was inaugurated by lighting the lamp by Aviation Coordinator Pavithra Kumari, Cultural Coordinator Prathijna Ranjith and students' representatives of first and second year aviation. The cultural program was headed by classical dance and followed by Semi-classical fusions, Melodious

Songs by the students. As the part of entertainment factor many fun games were also organized for the students of first year Aviation. All the students actively participated throughout the event and won prizes for it. The event ended by 1.30 pm and Master of Ceremony Haseena, Hasna Hari and Thriveni hosted the whole event attractively and proposed the vote of thanks for all the direct & indirect hands that supported the program to be grand success.

DEPARTMENT OF COMMERCE



B. Com students were welcomed by their seniors on 11th of August 2018

The lighting of lamp is done by Mrs Sharmila S Shetty, course co-ordinator of Bcom Department, Ms.Meghashree Cultural Co-ordinator and mr. Biju and Mr.Brandon Daniel D'Costa student Cultural Co-ordinator and Manjima Mohan and K Sampath Rao first year Bcom students followed thereby with various types of dance forms, songs and Games were also conducted for the freshers.

DEPARTMENT OF MANAGEMENT

In the beginning of the Academic year 2018-19, continuing with the proud tradition of the college, senior students and newcomers of the college gathered together at the fresher's day named 'BLOSSOMS' on 9th August 2018, in the college auditorium. The lighting of lamp was done by Prof. Nelson Pereira, course coordinator of BBM/BBA Department, Mrs. Sri Gowri M P, Cultural Coordinator, student Cultural Coordinator and class representatives of first year.



BBA students were welcomed by their seniors on 9th of August 2018

The program was followed by welcome song and dance and with various other types of dance forms, songs and a skit. Games were also conducted for the fresher's and gifts were distributed as a gesture of welcome by the senior students to the fresher's.

DEPARTMENT OF SOCIAL SCIENCE



MSW students were welcomed by their seniors on 6th of September 2018

Fresher's day was organized by the Department of Social Work Department on 6th September, 2018. Second Year Students gave official welcome to the first year student and faculties. As per the Indian culture the programme was began by seeking blessings from the god in the form of prayer by Mrs. Saumya, Student of Second year. Floral welcome was given to the faculties. Professor Pradeep M.D., encouraged and congratulated the first year students for choosing master of social work for their post graduation education. Dr. Laveena D'Mello, Dean of the department guided the students about the importance of field oriented study. Games were organized and Cultural programme was performed by the second year students.

A GLIMPSE OF COLLEGE ACTIVITIES...!!

COLLEGE OF BUSINESS MANAGEMENT & COMMERCE

DEPARTMENT OF AVIATION MANAGEMENT

GUEST LECTURES



Date: 1st August 2018

By Mr. M. R. Vasudev, Former Director of Mangalore International Airport on the topic "HANDLING OF BAGGAGE AND SCREENING OF DANGEROUS GOODS"



Date: 13th July 2018

By Dr. Vijetha Rai, Consultant dermatologist and Cosmetologist on the topic "Skin Care & Hair fall"



Date: 13th July 2018

By Dr. Komal Makhecha , Assistant Professor in SCPTRC on the topic "Muscular Skeleton disorder and Ergonomics".



Date: 12th July 2018

By Mr. Ranjan Bellarpady Coordinator Mangalore Ramakrishna Mission – Human excellence program on the topic "Preparation and practice, facing failures and transforming oneself"



Date: 10th October 2018

By Captain Randall Lobo on the topic "Airline and Aircraft services"



Date: 29th October 2018

By Lt. Col. Dr. Suresh Kumar on the topic "Aircraft of Defense forces- Specific to Indian Navy"

INDUSTRIAL VISITS

INDUSTRIAL VISIT TO CAFS MANGALORE



The second year Aviation students' industrial visit was organized on 24, July 2018 to CAFS. Casino Air Caterers & Flight Services are the premium flight food service providers in Mangalore, Calicut, Chennai, Jaipur and Pune. Their freshness, hygiene, and security have

the highest limits of standards and has been under operation since the past 40 years of service.



The food is pre-cleaned by 100ppm% chlorine and then rewashed to ensure no chlorine amount is present in the raw food, later on the food items is kept stored for further process. The stored food to taken out limit wise and later chopped, mixed and the prepared dish is kept under chillers at -18degree centigrade. Separate members are allotted for veg and non-vegetarian foods which are also processed separately. CCD records are noted every now and then, certain blast chillers are also used in the storage sections. Critical control points are noted as quality is no.1 for CAFS. The packed food is later delivered to the airport, where the food is loaded into the aircraft with high security. The service provided by CAFS is the best example for all the airline where the good food is given to the passengers without any complaints following up with the quality and quantity of the CAFS. The CAFS industrial visit was organized by Prof. Sandiliya K, faculty of Srinivas College of Hotel Management. There were 45 students participated in the visit to get the practical knowledge. Prof. Pavithra Kumari, Coordinator of Aviation programme coordinated the programme and Ms. Shilpa, lecturer, Dept. of Management and Commerce accompanied the students.

VISIT TO PILIKULA NISARGADHAMA, MANGALORE



On 22nd of July 2018 the students of BBA Aviation Management visited Dr. Shivarama Karantha Pilikula Nisargadhama as part of study visit. Pilikula Nisargadhama is a major eco-education and tourism development project promoted by the District Administration of Dakshina Kannada which includes a 3D Planetarium, Biological Park, Arboretum, a Lake Park with Boating Centre, a Water Amusement Park, a Science Centre and Heritage Village (Gutthu Mane). The students along with their faculties visited Biological Park, 3D Planetarium and the Heritage Village (Gutthu House) for educational purpose.



Visit to Biological Park

The students visited the biological park which is one of the major attractions of Pilikula Nisarga Dhama. This park has major focus on the wildlife species of Western Ghats. The park is named as Dr. Shivaram Karnath Biological Park. Pilikula Zoo houses about 1000 animals of 98 species of mammals, reptiles and birds and it has the credit of breeding some of endangered species of mammals, reptiles and birds of Western Ghats region.

Visit to Heritage Village

The students further visited the Heritage Village which is also called as Gutthu House. Gutthu House is the house of traditional Landlords. It represents the typical rural atmosphere of Dakshina Kannada. This house includes separate wings for household, bath, cattle shed, store house and servant quarters. This was mainly developed to protect and to bring awareness among the people about the cultural practices of Dakshina Kannada. This Gutthu house includes,

Nagabana (Serpent shrine), Kambala (Buffalo Race) Track, Areca nut and Coconut gardens etc.

Visit to 3D Planetarium

The 3D Planetarium which is known as Swami Vivekananda Planetarium is India's first 3D planetarium located at Pilikula.

This programme is coordinated by Mrs. Pavithra Kumari, Coordinator of BBA Aviation Programme, and 80 students of 1st year Aviation students were participated. Mrs. Pavithra Kumari, Ms. Kavitha, Ms Kavya shree and Mr. Vishal accompanied students.

VISIT TO THE CENTRAL KITCHEN OF SRINIVAS HOTEL MANAGEMENT COLLEGE, MANGALORE



The second-year Aviation students visit the central kitchen of Srinivas Hotel Management College, Mangalore, was organized by Prof. Sandiliya K, faculty of Srinivas College of Hotel Management on, 12 August 2018.



This visit focused mainly to understand the kitchen etiquette, types of vessels used, table manners followed, service rendered, cleaning and hygiene maintenance, neatness and serving methods. Around 45 students of Aviation course benefited through this visit.

DONATIONS

PLANTATION IN MANGALORE INTERNATIONAL AIRPORT



On 14th of August 2018 the students of Aviation Management of Srinivas University have contributed the pots and plants through the college to Mangalore International Airport as a component of Independence Day. The repotting work was taken care by the students along with the faculties in the Airport. The Director of Mangalore International Airport Mr. V. V. Rao inaugurated the plantation programme by planting. Mrs. Hazel and Mr. Rajaraman from Mangalore International Airport Fortified the Students throughout the Programme.



Mrs. Pavithra Kumari course coordinator of Aviation Programme organized and coordinated the programme. Ms. Kavitha and Ms. Kavyashree, faculties of Aviation department were present in the programme and total 20 students participated.

DONATION OF AN FISH ACQUARIUM TO MANGALORE INTERNATIONAL AIRPORT



A 4 feet fish Aquarium was donated to Mangalore International Airport by Srinivas University Mangalore. The Aquarium was set up at the airport on 14th and 15th of November 2018. The students of BBA (Aviation Management) and MBA Aviation (Aviation Management) were present on these days and voluntarily rendered their service in setting up the fish aquarium. The Director of Mangalore International Airport Mr. V. V. Rao was present during setting up of the fish Aquarium and appreciated the efforts of students and the university in setting up the fish Aquarium. Mr. Rajaraman Terminal Manager, Mrs. Hazel (P.A. to the Director), and Mr. Hameed Manager Housekeeping were also present, and their guidance and support was a great encouragement in successfully setting up the fish Aquarium at the airport.



Dr. P.S. Aithal Principal, Srinivas Institute of Management Studies Pandeshwara whole heartedly supported and encouraged in donating and setting up of the aquarium at the Airport. The BBA (Aviation Management) course coordinator Mrs. Pavithra Kumari had taken the initiative and coordinated the entire process of setting up the aquarium along with the team of aviation students.

INDOOR GAMES

As a part of Sports forum activities, Carom and chess competitions for Boys was held on 27th September 2018 and 28th September 2018 at 2:30 P.M in our BBA Aviation class room.





OTHER ACTIVITIES

TALENT HUNT CONDUCTED BY MAX

On Saturday, September 15, 2018 the MAX Company had organized and conducted a program for the students of aviation department. The main motive of this program was to provide a stage to the varied talents of the students. It was a platform for all the students to showcase their talent – A TALENT HUNT. The conductors of the program also distributed gift vouchers for all the students.



The first and second year students were assembled at the college auditorium for the same at 11.30 am. They took active participation by performing on stage. They exhibited their singing skills and dancing skills and utilized the opportunity given to them to the maximum extent. They enjoyed the programme.

DEPARTMENT OF COMMERCE

GUEST LECTURES



Date: 28th August 2018

By Ms Sapna Nibsaya , Mangalore on the topic " Demand for ACCA Qualified Accountants in India and Globally"



Date: 18th September 2018

By Prof. Sagar Srinivas, Department of MBA on the topic "Team Building"



Date: 28th September 2018

By Mr. Rohan Rajvanshi, Regional manager of ACCA Karnataka state on the topic "Scope of ACCA and Exam pattern overview".



Date: 29th September 2018

By Mr. Sumanth Prasad, Mangalore on the topic "Entrepreneurship Development"



Date: 1st October 2018

By Prof. Nandini Shenoy, Department of Commerce on the topic "Banking Awareness"

OTHER ACTIVITIES

TALENT HUNT PROGRAM BY RADIO MIRCHI & MAX FASHION



College talent hunt programme was organized by Radio Mirchi in association with Max on 15-9-2018 at Srinivas University, Pandeshwar campus. Many students have participated in various categories such as Dancing, Singing and all first and second-year B.Com. Students got gift vouchers from MAX.



DEPARTMENT OF MANAGEMENT

GUEST LECTURES



Date: 20th August 2018

By Prof. Sagar Srinivas, Department of MBA on the topic "Logistics and Supply chain management"

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Date: 6th September 2018 ; By: Prof. Smt. Shailashree, Dean Dept of Commerce and management on the topic "Dream and Goals"



Date: 18th September 2018

By Prof. Sridhar Acharya, Dean, Dept of BCA on the topic "Digital Payment"



Date: 24th September 2018

By Prof. Pradeep M. D, Dept of MSW on the topic "Self-esteem"



Date: 26th September 2018

By Prof. Swaminathan, Dept of Hotel management on the topic "Etiquette".

OTHER ACTIVITIES

Fbb STYLE BUDDIES IN ASSOCIATION WITH RADIO MIRCHI



Many students showed their talent of dancing and singing also secured fbb vouchers for their performance. Students took group selfies more than 30 in which the winning college will get fbb voucher of Rs.25000 and also chance to meet singer Chandan Shetty

TRADITIONAL DAY “DARPANA-2018”

On 29-09-2018 Saturday Department of BBA organized Traditional day “DARPANA-2018” to the students of BBA at 1.15 pm in Main auditorium. Students seeked god’s blessings through prayer and started the program from beautiful welcome dance. Competitions for the students were conducted in two parts: Individual Fashion Show and Group Fashion Show. Mrs. Reshma, Prof Chaitra, Ms Swathi and Ms. Stepheie were the judges to the competitions. All the students from 1st, 2nd, and 3rd year BBA actively participated in the competition and won the prizes. MC was done by Suvarna, Nandana and Ayshath of 3rd year BBA and Vote of thanks was proposed by Shebeen of 3rd year BBA. The guidance was given by the cultural coordinator Mrs. Prathijna Ranjith and the Overall management of the program was looked after by the course co-ordinator Prof. Nelson Pereira. The program was held successfully due to the presence of all the faculties of Commerce and Management.



DEPARTMENT OF MBA

GUEST LECTURES



Guest talk by KEVALA foundation Chikmagalur on 15th of August 2018

A guest talk was organized for the third semester MBA students of Srinivas college of Business management and Commerce on 13th Aug 2018. The session was handled by delegates from KEVALA foundation from Chikmagalur. They also spoke about meditation and retreat under their "IKIGAI" program. Mr. M. Abdul Athif (3rd semester student) welcomed the guests and Mr. Mohammad Akram (3rd semester student) proposed vote of thanks.



Senior Geologist of Geological Survey of India GSI Mangalore – Dr. Saju Varghese delivered a Guest talk to the first and second year MBA Students of Srinivas University City Campus Pandeshwar on Friday 31 August 2018. He presented before the MBA students various initiatives of GSI in areas of Marine and

Geology. The Geologist explained how the survey report generated by the organization creates value for the stakeholders. Dr. Saju also showcased the various mineral types and other precious metal that was discovered through the activities of GSI. He also mentioned the Vessel owned by GSI, Sailing and methodology applied for survey findings. The talk was a part of “Bhuvismvad”, an initiative of Ministry of Mines – Govt. of India. to facilitate Industry Academia interaction on continuous basis towards youth & nation development.



Guest talk on 6th September 2018 by Mr. Elroy Monis, Manager and Member of faculty training college of Karnataka Bank about “Business Project appraisal by bankers”



Date: 14th September 2018

Session was handled by Mr. Himanshu Shrivasthava, Manager, Business development National Stock Exchange (NSE) Southern region about basics of stock investments.



Date: 22nd September 2018

Dr. Raghavendra Holla, Manager, SEZ spoke on personal grooming, interview techniques and Resume writing



Date; 1st October 2018

Mr. B R Bhat renowned Banker addressed about the industrial requirements



Date: 29th November 2018 at Gallery Hall

A Guest Lecture was organized to the 1 year MBA students of Srinivas University, in Gallery hall, City Campus, Pandeshwar, Mangalore. The guest speaker was Prof Daniel Yameen Prakash Khan, United Kingdom. On the Occasion he spoke on the topic of Leadership, innovation and productivity. He highlighted the importance of Leadership in every walk of life, be it a organization, hospital or home. Leadership is important to increase productivity. It is also important to create innovative organizations. The students interacted with the Guest speaker and the memorable one.



Date: 11th December 2018 at Gallery hall

The speaker was Mr. Ramachandra Bhat from Lotus wealth creators in association with the BSE. It was a general introduction to various investment options in the stock market. The speaker motivated the students to start investments at a younger age so that they are wealthier and inculcate the habit of saving.

STUDENT COUNCIL & FORUM



Date: 18th September 2018, FINASTRA Finance forum inauguration

FINASTRA" the Finance forum of MBA was inaugurated on 18th Sep 2018 at Srinivas city campus at Pandeshwar, Mangalore. The programme began with a prayer song by Ms. Kumuda [3rd semester MBA] . Followed by that, the forum logo was officially launched by Dr. P S Aithal, Principal & Vice Chancellor, Srinivas University. Mr Akhil, Secretary, finance forum spoke about the logo and the forum I general and Ms Shreya, President of finance forum also spoke about the planned activities by the forum for the academic year. This was followed by a Finance quiz was conducted where students of both first and third semester MBA have participated in teams.

Date: 7th September 2018

The HR Forum of MBA department of Srinivas University, Department of Management and Commerce, was inaugurated on 07/09/2018. The program started with the "Lighting the Lamp" of knowledge by all the students of the HR team



Ms. Stephy Maria Shaji welcomed the gathering and Prof. Subrahmonya spoke in brief on the HR Forum and its future activities. The LOGO of the HR Forum "HR IGNITIA" was released on the occasion.

HR Forum has come out with a news bulletin named HR IGNITIA, which was released today by the Dean of College of Management and Commerce, Prof. Shailashree and Prof. Subrahmonya and the President of HR Forum, Jishnu Chandran of II year MBA. Mr. Jishnu Chandran spoke on the Forum activities and the calendar of events of HR Forum. Two meaningful videos were shown on the occasion. The first one was on the evolution of the concept of Human Resources and the changes it had undergone till date and the second video showed the role of the HR Manager in the modern corporate world with the advancement in IT and Communications.

A Quiz program was conducted by the members of HR team with Ms. Swathi Pradeep donning the role of the Quiz Master. The audience both from the I year & II year MBA participated with good enthusiasm. HR student Swathi C.M. proposed the Vote of Thanks to all. The program was useful to all the participants in that they could gather some knowledge on Human Resource Management in the modern days.

STUDENT COUNCIL INAUGURATION



Date: 17th October 2018

The MBA student council installation ceremony was conducted on 17/10/2018 in the Auditorium. The council members, forum heads, cell coordinators and event coordinators were introduced to the gathering and the vice chancellor Dr. P.S Aithal distributed the badges to the newly selected members. Later the oath was administered and the students were made responsible to the positions they hold.

INDUSTRIAL VISIT

The College of Management and Commerce organized an Industrial Visit for the students of 1st year MBA and M. Com to the Hindustan Unilever Limited factory at Bolor, Mangalore. 90 per cent of Karnataka's demand for detergent bars Rin and Wheel is manufactured at this unit. The factory visit was very insightful and the students learnt about the process of manufacturing soaps and obtained knowledge on various aspects of productions and operations management, automated process design, production control and so on.



MBA students visited Hindustan Unilever factory at Bloor on 13th October.

MAGMA- 2018

MAGMA – 2018, a one day National Annual Management festival of Srinivas Institute of Management Studies was held on Tuesday 30th October, 2018 at Pandeshwar Campus. The theme for this year's event was "MAGMA – Samuraj – Conquer with Perfections" primarily focused on present day business challenges and work environment in business and industries. The festival was inaugurated by the Chief Guest Sri Nanjundappa Thimmayya, Regional Head, Union Bank of India, Mangaluru. In his inaugural address he stressed on the concepts of



Japanese Samurai techniques and martial arts which are used in work environments to ensure commendable results. He also motivated the participants to approach events with Shaolin tactics. The President of the function Dr. A. Srinivas Rao, who is also the Pro-chancellor of Srinivas University and Vice President of A. Shama Rao Foundation delivering his presidential remarks, bought out the dynamic skills used in Samurai arts to be used in meeting the challenges. He also pressed that both victory and defeat are to be taken in an equal spirit.

The Vice Chancellor of Srinivas University Dr. P. S. Aithal delivered the importance of these management events for the upcoming management professionals. He also elaborated the various research theories used in commerce, business and management which could be a solution to Chakravyuha. Prof. Shailashri, Dean, Commerce Management and Coordinator, MBA department welcomed the gathering. Prof. Sagar Srinivas, Faculty Convenor of MAGMA, 2018 gave the theme of the event. Magma Student Co-ordinator Mr. Wilson Lasrado delivered the Vote of Thanks. Ms. Swathi K. Pradeep, President, MBA Student Council was present on the dias. MBA Students from about 21 top National Management Institutions and Business Schools participated in the event.



Inauguration of Economic Exhibition Aikonomas

Economic Exhibition “Aikonomas” was conducted by I year MBA Students on 14/12/2018 at Srinivas University auditorium, City Campus, Pandeshwar Mangalore.

The exhibition was inaugurated by Dr P.S.Aithal Vice Chancellor of Srinivas University. The exhibition created platform for 1 year MBA students to display and learn the different economics concepts. Total 9 teams participated in model making activity and exhibited their creativity and presentation skills. The Winning topics in the event were Foreign Direct Investment in India and Business Cycle respectively. The students interacted with the Guest and judges for the exhibitions.





COLLEGE OF COMPUTER SCIENCE AND INFORMATION TECHNOLOGIES

DEPARTMENT OF COMPUTER SCIENCE & IT

NSS ACTIVITIES OF BCA STUDENTS



The NSS Team of College of Computer and Information Sciences conducted a Campus Cleaning programme on **21st July 2018**. Under the guidance of Prof. Sridhara Acharya, Dean I/C, of College of Computer and Information Sciences, Prof. Supriya M.K., class co-ordinator of II year BCA, and Prof. Panchajanyeshwari Achar, Assistant Professor, at our college premises.

All the NSS Volunteers of II year BCA were engaged in this activity, where they worked for maintenance and cleanliness in and around the Campus, by collecting all the stones from the ground separately. The Renewable such as Dry leaves, twigs, paper etc. And Non- Renewable waste such as carry bags, plastic items etc. were collected separately. The whole event was quite inspiring and motivating for the Staff and Students. The event was successfully completed by all the NSS volunteers and Staff members.

GUEST LECTURE ON “CYBER CRIMES & PREVENTION”

A Guest lecture on “Cyber Crimes & Prevention” was delivered by Mr. Savitra Tej, Inspector at Cyber Crime Branch, Mangalore, for the student’s audiences of BCA III and V Semester on July 20th, 2018 under the guidance of Prof. Sridhar Acharya, Dean, CCIS along with faculty members Prof. Krishna Prasad K, Prof. Supriya M. K., Mrs. Ushadevi and Mr. Mangesh Nayak.

The objectives of session were as follows

- To convey the importance of security services, security attacks.
- How to protect from the attacks.
- How the payment processing is taking in online.

Mr. Savitra Tej started the lecture with the basics of concept of security and continued with different security services, how to achieve those security services and what algorithms are to be employed for attaining security. Speaker has explained different security attacks like finding a way into the network, exploiting software bugs, buffer overflows, denial of Service, TCP hijacking and Packet sniffing.

Followed by the discussed about digital certificates, what parameters are present and how we can use those certificates. Speaker Mr. Savitra Tej has enlightened the students by narrating how the payment processes take place and explained the AES-256 algorithms which are used for online transactions.

The speaker concluded the session with different ways of authentication that were applicable in earlier days to current trends to authenticate the identity and future aspects of authentication mechanisms.

HANDS ON SESSION ON HARDWARE ASSEMBLY



A demonstration on Computer hardware and assembly was conducted for I BCA students on 28th July, 2018. The activity was conducted in I BCA class room. The resource person of the day was Mr. Nitesh Shetty, Department of Computer Science. The class coordinator Mrs. Panchajanyeswari Achar was also present. The hardware components and their connections were delivered with a help of a video presentation. A hands-on session followed where the students were grouped into teams. Each team was to assemble the various part of a computer as per the directions of the resource person. This activity helped them to understand the basic hardware aspects of the computer. The session helped the students to gain insight into components of the motherboard, types of ports and cables used for connections, installing the motherboard and connecting the CD/DVD drive and hard drive.

DEPARTMENT OF INURTURE



REPORTS ON ACTIVITIES

1. ORIENTATION on 12- 07-2018

Dr. Sundaresh Biligi Subba Rao delivered an insightful session about "Industry Trends & new end technologies" and "iNurture"

2. Mr. Javed Hasan Shaikh – conducted a session on "Industry overview of Cyber security and Cloud computing"

2. WORKSHOP ON BIG DATA on 31- 08- 2018

Mr. Rahul Anand – a few delivered content during workshop are:

- ❖ Who is data and Big data?
- ❖ How different companies are generating big data?
- ❖ How much data is generated every single day?
- ❖ How every individual are contributing towards Big data?
- ❖ Different Vs of Big data
- ❖ How industry are storing and processing big data?

- ❖ Different types of data
- ❖ Industry uses cases – Google/ Face book/ Uber/ Amazon
- ❖ Industry case study- Ecommerce sector and Banking sector

3. QUIZ CONTEST on 06- 10- 2018

- ❖ Out of 27, 25 students participated.
- ❖ Three participants were announced as winners
- ❖ The winners were awarded with gift vouchers of Rs. 750/-, Rs. 550/- and Rs. 350/- for first, second and third place respectively.



4. TECHNICAL SEMINAR CONTEST on 16- 10-2018

- ❖ 7 Groups of 4 students
- ❖ Prof. Sridhar Acharya (Dean, CCIS, Srinivas University) was the judge for the contest
- ❖ Group 3- who took the seminar on the topic "Why Companies are migrating to cloud" was announced as winners.

5. FUN WEEK from 04- 09- 2018 to 08- 09- 2018

Fun week was started by dedicating each day for particular thing. Second day was "TWINS DAY" where students dressed up similar with their partners to make themselves look like twins. Third day was "Mismatch day" where students participated by wearing mismatched dresses. Fourth day was "Tie day" where students showcased themselves by wearing the tie in different manners. Fifth day was "Blue day" where all symbolized themselves with blue color. Sixth day was "Traditional day" where students enjoyed with fashion show contest and also cultural aspects. All department faculties witnessed the event and hence it was a grand success for the efforts.

COLLEGE OF SOCIAL WORK AND HUMANITIES

GUEST LECTURE & ROLE PLAY ON SUICIDE PREVENTION

Department of Social Sciences and Humanities in association with Srinivas Hospital and Research Centre, Mukka, Surathkal, conducted an awareness programme on 'Suicide Prevention' on 12th September, 2018 in celebration of Suicide Prevention Week, September 9th to 15th, 2018. A Guest Lecture was conducted on the topic 'Suicide in the Indian scenario and its affects' was taken by Dr. Radhe, Professor, Community Medicine, Srinivas Hospital & Research Centre, Mukka and Dr. Mithun S, Psychiatrist, Srinivas Hospital and Research Center Speak on the topic 'Prevention of Suicide'. The Interns of Srinivas Hospital have performed a Role play on the theme 'Suicide Prevention'. The Programme was coordinated by Mr. Pratheen Kumar, Social Worker, Srinivas Hospital Mukka. The programme was presided by Dr. Laveena D Mello, Dean , Social Work Department and Mrs. Shailashre V.T. Dean of Management and Commerce. The faculties of Social work and Management were also present in the programme and all the students of M.S.W. and M.B. A course participated in the programme.



GUEST LECTURE ON GROOMING, PREPARING RESUME AND FACING INTERVIEW

Department of Social Sciences & Humanities in association with Department of Management and Commerce, Srinivas University organized guest lecture on the topic 'Grooming, Preparing Resume and Facing Interview' on 22nd September, 2018. Dr. Raghavendra Holla, Manager (Admin), SEZ, Mangaluru was the resource person. The students interacted with the resource person by presenting their ideas on the issue. Mrs. Shailashree V.T, Dean of the management and commerce department and Mr. Pradeep M.D. Faculty of Social work department were present in the event.

SWAMI VIVEKANANDA RATHA YATHRA:

Ramakrishna Math, Mangaladevi, Mangalore organized Vivekananda Rath Yatra in celebration of 125th Year for the Speech of Swami Vivekananda at The World Parliament of Religion. Students of First year Master of Social Work participated as the Volunteers for the programme for the rally organized from University College, Hampankatta to Ramakirishna Math held on 25th September, 2018 at 3.P.M.



SOCIAL WORK STUDENTS VISITS MOTHER THERESA HOME FOR THE AGED:



The Social Work Department has organized one day visit for the Social Work students to Mother Theresa Home for the disabled situated at Falnir, Mangaluru on 06th October, 2018 at 9.30 a.m. Mother Theresa Institute for the disabled is known for its care and service to the people belonging to old age, orphans, mentally challenged, physically handicapped and bed ridden. 10 Sisters are serving the inmates with all the possible ways. The interaction programme was started with a prayer song by Ms. Chaitra, Ms. Divya Shree and Ms. Sabiha of Second year. Spot games were also conducted for the inmates and prizes were distributed to the participants. Cultural performances were done by the inmates and the social work students. Dr. Lavina D'Mello, Dean of Social Work Department Coordinated the programme.



MENTAL HEALTH DAY CELEBRATION AT CITY CAMPUS, SRINIVAS UNIVERSITY

Srinivas Institute of Management Studies, Mangalore in collaboration with Dakshina Kannada District Administration, Zilla Panchayat, District Legal Service Authority, Health & Family Welfare Department (Mental Health Division), District Police Department, Government District Wenlock Hospital, Department of Information & Communication has celebrated 'World Mental Health Day-2018' on 10th October, 2018 at City Campus, Srinivas University, Pandeshwar with the theme 'Youth and Mental Health in the Changing World'.



The Programme was inaugurated by Sri. Kudloor Sathyanaryanacharya, Honorble District Judge, D.K. District. The programme was presided over by Sri. Sashikanth Senthil, IAS, District Collector, D.K., Sri. T. R. Suresh, IPS, Police Commissioner, Mangalore City, Dr. B. R. Ravikanthe Gowda, IPS, Superintendent of Police, D.K. District, Dr. Selvamani R., IAS, Chief Executive Officer, Dakshina Kannada Zilla Panchayat, Mangaluru, Dr. M. Ramakrishna Rao, District Health and Family Welfare Officer, D.K. District, Dr. Damayanti Krishna Mohan, Joint Director, District Wenlock & Government Lady Goshan Hospital, Managaluru, Dr. Rajeshwari Devi, District Surgeon and Superintendent, Government Wenlock Hospital, Mangaluru, Dr. P.S. Aithal, Vice Chancellor, Srinivas University, Mangaluru and Smt. Rohini K, Senior Assistant Director, Department of Information and Communication, D.K. District. Dr. Srinivas Bhat, Psychiatrist, K.S. Hegde Hospital, Mangaluru delivered a lecture on the 'Role of Youth in protecting Mental Helath'. The students of Master of Social Work along with the students of M.B.A & M.C.A Programmes participated in the guest lecture.

GUEST LECTURE ON PROBLEMS OF SINGLE WOMEN

Department of Social Work organized guest lecture on the topic "Problems of Single Women" for the students of Social Work on 26th October, 2018. Mrs. Secretary, NGO Cooperative Society was the Resource person who gave the lecture by focusing on the live cases of single women conducted in Mangaluru District. All the students of the Social Work Department participated in the Programme.

10. Conference: One Day National Conference at Srinivas University, City Campus: National Conference on the Theme of Education and Employment: Challenges for Social Sciences, IT and Management was organized by the department of Social Work, Srinivas University on 17th November, 2018 at City Campus, Pandeshwar, Mangaluru. The Conference was inaugurated by Dr. Jayashree K, Principal, Srinivas Collge of Education, Mangalore, Sri. Monoj Nagaraja, Consultant, Higher Education in UK was the Guest of Honor, Dr. P.S. Aithal, Vice Chancellor; Srinivas University presided over the Programme. Dr. Laveena D'Mello, Dean of College of Social Sciences & Humanities was the convenor of the Programme. The Students, Research Scholars and Faculties presented their paper in the conference.

LEGAL AWARENESS PROGRAMME AT BOLAR

Social Work Department, Srinivas University in association with Police Department and Coastal Security Force organized Legal Awareness Programme at Bolar Community in Mangaluru on 16th December, 2018. The resource person for the programme Miss Manjula, PSI, South Police Station Mangaluru gave information about different types of crimes happening in the city, causes and prevention methods. Mr. Tharanath (ASI), Coastal Security Force has given information about coastal offences and the role of fisher folks to preventing such offences. Mr. R.O. Biradar, Boat Captain, Coastal Security Force, gave information about building interface with fishing community and coastal security force. Mr. Chandrashekar, President of Rotary Club, Mangalore

instructed parents to monitor their ward closely to save them from drugs related problems. The programme was presided by Mr. Gangesh Bolar, Social Activist, Bolar & Mr. Pradeep M.D. Faculty, Social Work Department was the convenor of the programme. The Master of Ceremony was performed by Miss. Swarnakeerthy Shenoy, Welcome was done by Mr. Sunil Kumar, Vote of Thanks was performed by Ms. Swathi the students of Social Work course. People of Bolar community participated in the programme.



CELEBRATION MODE ON...!!!

INDEPENDENCE DAY CELEBRATION



72nd Independence Day will be Celebrated on the Campus of Srinivas University Pandeshwar on 15th August 2018



Srinivas University, city campus at Pandeshwara, Mangalore, celebrated 72nd Independence Day on 15th August 2018 with a special morning assembly at the campus quadrangle. Dr. P.S. Aithal [vice chancellor of Srinivas University] along

with Dr.N.M.Jose, (Principal, Srinivas Institute of Nursing Sciences) hoisted the Tricolor and the national anthem was followed. Prof. Dr. Anil Kumar (Registrar, Administration), Prof. Anet Florence (Director, Admissions), Dr. S. Rajasekar (Principal, Srinivas College of physiotherapy and Research Centre) were among the guests present on that occasion. Mr. Anumesh Kariappa [Assistant professor at College of business management and commerce] was the MC for the event and the program concluded with the sweets distribution by Srinivas College of hotel management

SPECIAL CELEBRATION BT MBA STUDENTS was done on 16th August 2018



Third semester MBA students of College of Business Management and Commerce at Srinivas University have organized a special independence day celebration on 16th Aug 2018 at the City campus in Pandeshwar, Mangalore. Students took part in different cultural program where it began with a video presentation commemorating freedom struggle. Mr. Muddassir Khadar and Mr.

Manoja G. S., have offered tributes to the freedom fighters with their speech. Mr. Umamaheshwar Venkatraman Bhat & Mr. Mohammad Akram gave a performance by singing patriotic songs which was followed by a dance performance by Ms. Madhuri Pradeep Hegde and team. The function was concluded with the words of appreciation by Prof Shailashree V.T. (HOD of Department of Management & commerce) to the entire student community. All MBA faculties were also present on that occasion.

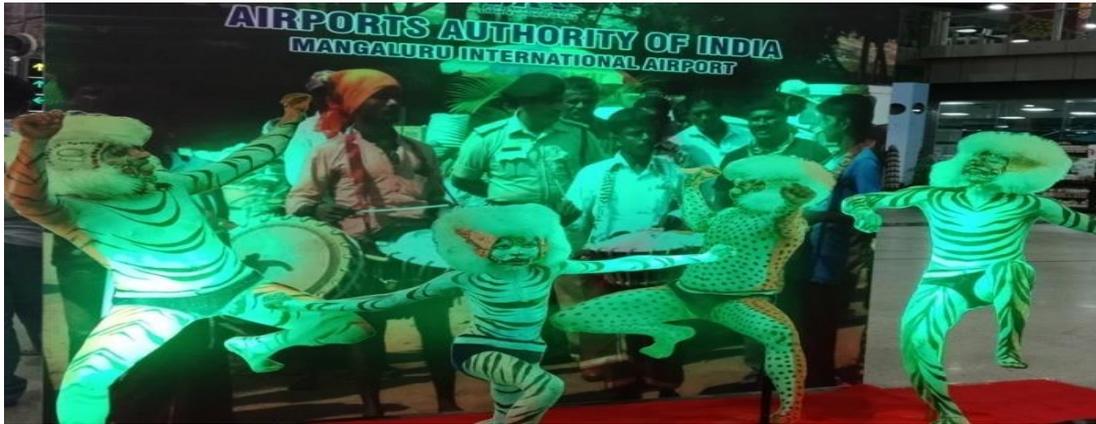
DASHARA CELEBRATION

AT MANGALORE INTERNATIONAL AIRPORT BY SRINIVAS UNIVERSITY AVIATION STUDENTS.



A three-day Dasara celebration was held at Mangalore International Airport from **15-10-2018 to 17-10-2018**, as a part of the National Festival Celebration across the country. This programme was inaugurated by Mr. V.V.RAO, Director, Mangalore International Airport and Mrs. V. V. Rao on the first day.

After the formal inaugural function Ms. Harshitha Sanjay Bhandary, student of 1st year BBA (Aviation Management), of Srinivas University performed her Bharatanatyam prayer dance and by her performance she initiated three days cultural events at Mangalore International Airport.



On the third day the students of 1st year BBA (Aviation Management) of Srinivas University, had the platform to perform various cultural activities at the airport. The students made use of this platform and performed various cultural events such as Bharatanatyam, Tiger Dance, Singing and semi-classical dance. The second year BBA (Aviation Management) students coordinated among the students.

The entire cultural programme was financially, morally and all other way was supported by the management of Srinivas University.

Dr. P S. Aithal, Principal, College of Business Management and Commerce had given whole hearted support and encouragement for the success of the programme.

Mrs. Laxmi and Mrs. Hazel from Mangalore International Airport supported and coordinated the events.

The entire cultural programme was trained and coordinated by Mrs. Pavithra Kumari, Coordinator of BBA (Aviation Management) along with other faculties.

Mr. Prakash Kanchan from Srinivas University had supported the students and the cultural team by visiting to airport and rendered his service in requirements.

STUDENTS MADE US PROUD...!!

PARTICIPATION IN INTER-COLLEGE COMPETITION BY BBA AVIATION STUDENTS



The first year BBA Aviation Management students of Srinivas University named Mohammed Ansaf, Sagar B Salian, and T. Akshay has participated in the "MUGGU" an inter college Rangoli competition which was organized by Laxmi Memorial College of Hotel Management

CONFERENCES WE ORGANISED....!!

NATIONAL LEVEL CONFERENCE AT SRINIVAS COLLEGE ON 4TH AUGUST, 2018



A One day National Conference on the theme "Exploring Avenues in Banking, Management, IT, Education & Social Sciences" was organized in the College on 04.08.2018 Saturday at Pandeshwar Campus. The Chief Guest for the function was Sri Maran Namasivayam, Deputy Director General, Geological Survey of India, Mangalore. In his inaugural address he opined on the research of employability, growing technologies and its . Impact on the career opportunities for graduating youth. Sri Manoj Ambastha, Chief Manager, R.O. Union Bank of India, Mangalore was the Guest of Honour and key-note speaker who emphasized on banking and finance research, its implications on society, industry and markets. Dr. P.S. Aithal, Vice Chancellor of Srinivas University and Principal, SIMS presided over the function. Dr. Aithal stressed his research views on publication based copyrights and patents. He further expressed his desire on research based educational qualifications for the graduating youths for maximizing their employment potential. The Convenor of the Conference Prof. Amith Menezes introduced the theme of the Conference to the delegates. Prof. G.S. Subrahmonya,

Faculty, MBA Department, welcomed the delegates. Prof. Shailashri V.T., Dean, Commerce and Management, Srinivas University was present on the occasion. Prof. Varun Shenoy, Training & Placement Officer, proposed vote of thanks. The proceedings of the previous Conference was released along with the Abstract proceedings of the current Conference. The research scholars and teaching faculties from various colleges as well as from industry presented the papers in the conference. More than 60 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.

NATIONAL CONFERENCE ORGANIZED AT SRINIVAS UNIVERSITY

The College of Computer & Information Science of Srinivas University has organized a two day National conference on the theme "*Developments in Information Technology, Management, Social Science and Education*" on 21st and 22nd of December 2018 at City Campus, Pandeshwar, Managalore. Sri Nagaraja Thantry, Chief Manager SBI, Mangalore has inaugurated the conference. In his inaugural address he spoke about the importance of the Information Technology in the banking industry. He also spoke about his experience in the banking sector without the IT and the advantages and various opportunities with the IT. The guest of honor Mr. G. K. Bhat, Director, Kakunje Software shared his knowledge in the field of core IT and IT product patenting.



Dr. P. K. Paul, Asst. Professor and the Director of Research center of Raiganj University, West Bengal has given idea about the various new courses and suggested some top-up courses which can be introduced from the Universities. Dr. P. S. Aithal, Vice Chancellor of the University highlighted the importance of research in the higher education fields. Prof. Subrahmanya Bhat, Faculty Convenor of the Conference spoke about the importance of the conference. Prof. P. Sridhara Acharya welcomed the guests and Dr. Krishna Prasad K. rendered vote of thanks. Prof. Panchajanyeswari Achar was the master of ceremony for the function. More than 30 research scholars, teaching faculties and MCA students presented their papers.

FACULTIES ARE THE GEMS..!!!.....

CONGRATULATIONS TO DR. LAVEEN D'MELLO FOR SECURING PH.D. IN SOCIOLOGY



For securing Ph.D. in Sociology. With the Research Topic "*A Sociological Study on HIV Positive Women in Dakshina Kannaḍa District*", under the Guidance Dr. Govindaraju B.M., from Mangalore University, Mangalagangothri, Mangalore, Karnataka, India. (2018)

PRESS RELEASE FOR PH.D. AWARDING FOR MR. KRISHNA PRASAD K.



Srinivas University

College of Computer and Information Sciences
City Campus, Pandeshwar, Mangaluru – 575 001.

CONGRATULATIONS!

to

Dr. KRISHNA PRASAD K.

Faculty, COMPUTER SCIENCE



*The Management, Principal & Staff of SIMS Congratulate Dr. Krishna Prasad K. on receiving Doctor of Philosophy (Ph.D.) in Computer Science from **SRINIVAS UNIVERSITY** for his Doctoral thesis entitled "A Study on Multiple Methods of Fingerprint Hash Code Generation Based on MD5 Algorithm Using Modified Filtering Techniques and Minutiae Details".*

Dean

Mr. Krishna Prasad K., Assistant Professor, Department of Computer and Information Sciences, Srinivas Institute of Management Studies, Pandeshwar Campus, Mangalore, has been conferred Doctor of Philosophy (Ph.D.) degree by the Srinivas University for his doctoral thesis entitled "A Study on Multiple Methods of Fingerprint Hash Code Generation Based on MD5 Algorithm Using Modified Filtering Techniques and Minutiae Details". Mr. Krishna Prasad was successfully guided by Dr. P. Sreeramana Aithal, Vice Chancellor of Srinivas University, Mangalore.

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TIE- UPS.....!!

**MEMORANDUM OF UNDERSTANDING TO START
INCUBATION CENTRE SIGNED BETWEEN KAKUNJE
SOFTWARE PRIVATE LIMITED AND SRINIVAS
UNIVERSITY MANGALORE ON 13.12.2018**



MEMORANDUM OF UNDERSTANDING SIGNED BETWEEN WSB UNIVERSITY IN POZNAN, POLAND CITY OF GLASGOW COLLEGE, SCOTLAND, UK AND SRINIVAS UNIVERSITY, MANGALORE ON 29.11.2018



