



**SRINIVAS UNIVERSITY**  
**COLLEGE OF SOCIAL SCIENCES AND HUMANITIES**

City Campus, Pandeshwar, Mangaluru– 575 001

Karnataka State, India

Website: [www.srinivasuniversity.edu.in](http://www.srinivasuniversity.edu.in)

**IQAC 2019**

Two Days National Conference in

**RESEARCH IN HIGHER EDUCATION,  
LEARNING AND ADMINISTRATION**

14/06/2019 and 15/06/2019



**BOOK OF ABSTRACTS**

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## **NOTE**

All papers presented in the conference will be published in the Proceeding Book after review with Specific ISBN Number.

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# **SRINIVAS UNIVERSITY**

City Campus, Pandeshwar, Mangalore – 575 001.

## **COLLEGE OF SOCIAL SCIENCES & HUMANITIES**

*cordially invite you to the*

*National Conference on the theme*

### **Research in Higher Education, Learning & Administration**

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*will Inaugurate the Conference*

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Principal, Triveni Arts & Science College, Kasaragod)

#### **Dr. A. Srinivas Rao**

(Vice-President, A. Shama Rao Foundation and  
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&

#### **Smt. Mitra S. Rao**

(Secretary, A. Shama Rao Foundation, Mangalore)

*will be the Guests of Honour*

**Date: 15.06.2019**

**Time: 10.00 a.m.**

**Venue : Srinivas Gallery Hall, Pandeshwar, Mangalore.**

#### **Dr. P.S. Aithal**

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#### **Dr. Anil Kumar**

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#### **Dr. Ajay K.G.**

Registrar (Development)  
Srinivas University.

#### **Dr. Laveena D'Mello**

IQAC Coordinator &  
Conference Convenor.

Paper 1

## **VULNERABILITY IN INFORMATION TECHNOLOGY AND COMPUTING—A STUDY IN TECHNOLOGICAL INFORMATION ASSURANCE**

**P. K. Paul<sup>1</sup>, A. Bhuimali<sup>2</sup>, P. S. Aithal<sup>3</sup>, R. Rajesh<sup>4</sup>**

<sup>1</sup>Executive Director, MCIS, Department of CIS, Raiganj University (RGU), West Bengal, India

<sup>2</sup>Vice Chancellor, Raiganj University, West Bengal, India

<sup>3</sup>Vice Chancellor, Srinivas University, Karnataka, India

<sup>5</sup>Principal, Rohini College of Engineering and Technology, TN, India

**Corresponding Author:** pkpaul.infotech@gmail.com

### **ABSTRACT**

Information Assurance is the prime name for the security and privacy related affairs. It is responsible for the secure design, development and building healthy sophisticated information systems. The technologies have become crucial for the development of contents and information systems. Information Assurance is a new name in respect of Computing and IT Security; however it has important significance as the area deals with both traditional and technological security related affairs. The IT Security primarily responsible for the computational secure systems whereas Information Assurance focuses not only on design and development of secure systems but also policies, framework and regulations leading to secure information systems preparation. Among the technological space few common names are include vulnerabilities, virus, denial of services etc. Moreover, the vulnerabilities are include the affairs of hardware, software, network, personal and physical site, organizational security systems etc. This paper talks about the basics of Information Assurance and allied affairs. Moreover it talks about the vulnerabilities and affairs leading to computer access control, application security, authentication, authorization, aspects of data centric security, encryption, firewall etc. The paper also highlights the basic overview of the technologies and solution as well.

**Keywords:** IT Systems, Information, Information Assurance, IT Management, Vulnerabilities, Informatics, Secure Policies

Paper 2

## CHALLENGES OF HIGHER EDUCATIONAL INSTITUTIONS AND THE ROLE OF THE SOCIAL MEDIA

**Ashwini\***

\*Lecturer, Dept of Journalism and Mass Communication, Srinivas University, City Campus, Pandeshwara, Mangalore.

E Mail: [achhi22@gmail.com](mailto:achhi22@gmail.com)

### ABSTRACT

The way of communication is improving day by day. The digital era has transformed the way we communicate, through smart phones, laptops and other gadgets. The interest of higher education institutions in social media as part of the marketing is increasing. It has created revolution in marketing strategy in almost all the sector, like business, marketing, creating awareness, about the present changes and the current affairs. The youth are the one who spend their maximum time in social media. It has made easier to interact, gather and exchange information. These are used as a tool of promotion. In this competitive world people are started to advertise themselves in social media which is easily available and best way to reach the audience. Most of the educational institutions have started to use social media to reach the targeted audience with necessary information, especially on Facebook page and instagram account. The rapid rise of social media allows numerous possibilities for higher education institutions too. The research study throw light on Challenges of Higher Educational Institutions and the role of the Social Media and the objectives are to role of media in higher education; and the challenges faced by them. The study is Qualitative and descriptive in nature. The findings are the usage of mass media is common by almost all the institutes and they face various challenges like to compete with other neighboring institutes.

**Keywords :** Higher education, marketing, social media, digital era Challenges and institutions.

## MASCULINITY AND FEMININITY IN ‘PINK COLLARED’ JOBS: UNDERSTANDING THE TRENDS AND ISSUES IN NURSING EDUCATION

<sup>1</sup>Clifford Chetan Ambler, <sup>2</sup>Dr. Shubha H. S., <sup>3</sup>Dr. Laveena D’Mello

<sup>1</sup>Assistant Professor, Senior Faculty-Film making, Srinivas University, Mangalore

Email: [cliffordchetanambler@gmail.com](mailto:cliffordchetanambler@gmail.com)

<sup>2</sup>Associate Professor & Head - Dept. of Media Studies, School of Communication, Manipal Academy of Higher Education

Email: [shubha.hs@manipal.edu](mailto:shubha.hs@manipal.edu)

<sup>3</sup>Associate Professor & Dean, College of Social Sciences and Humanities, Srinivas University, Mangalore

Email: [lavyoronha@gmail.com](mailto:lavyoronha@gmail.com)

### ABSTRACT

Medical science being one of the diverse fields in education, nursing has always been its youngest branch. Western medicine and hospitals made its way to India during the period of colonization. The need of hospitals those days were to tackle the deaths that occurred during maternity. Also, there was a need for nurses at military camps. This led to emergence of many nursing colleges and training centers for midwifery. Since the profession of nursing involved caring and nurturing, the qualities usually associated with women, sex-role stereotyping in nursing profession began. An image of a nurse linked with the professional characteristics such as being emotional, and compassionate are stereotypically believed to be feminine characteristics. This in turn lead nursing to become a female dominated profession. This perception at times hinders men from pursuing nursing studies. This discrimination and stereotyping also raises questions on ‘male touch’ and the ability of men to care. Hence, it becomes necessary to check if this stereotypical nature still persists. There is a need to look into different barriers that block men from entering into the field of nursing care. Also, to look into the measures taken by nursing faculties and training institutions to fight this stereotypical barrier in order to facilitate equal learning opportunities to both male and female students who pursue studies in nursing. The current study is to look into this gap and understand if sex-role stereotyping in nursing education still exists.

**Keywords:** Masculinity, Femininity, Higher education, Inclusion, Gender Stereotyping, Nursing, Healthcare.

Paper 4

## **IT SECURITY TO INFORMATION ASSURANCE: THE STEPS TOWARDS ECO FRIENDLY AND SUSTAINABLE INFORMATION SYSTEMS**

**P. K. Paul<sup>1</sup>, P. S. Aithal<sup>2</sup>**

<sup>1</sup>Executive Director, MCIS, Department of CIS, Raiganj University (RGU), West Bengal, India

<sup>2</sup>Vice Chancellor, Srinivas University, Karnataka, India

**Corresponding Author:** pkpaul.infotech@gmail.com

### **ABSTRACT**

Information Technology is become important source for the development. Today almost all kind of organizations, institutions and individuals are using IT for its wider benefits. Initially Computing considered as a branch of study for the promotion of computational and information affairs but gradually the development and requirement of information lead few other branches and among these important is Information Technology. The gradual development and uses of IT and Computing in various sectors and places creates the requirement of security concerns. The initial security treated as Cryptography and then gradually the concept of Computer Security has been arrived. Later the importance of Network, Websites and Database led the concept of IT Security. Hence in this context, IT Security is most broader for the development of technological information security. Though as far as information privacy and security is concerned the branch called Information Security is also important for its nature; as it is also responsible for the security and privacy of manual contents and information. The Information Assurance is another name responsible for the design and development of manual and traditional contents systems with proper policies, framework and regulation formulation. The branch Information Assurance is the need of hour as it is deals with manual contents also and this is vice versa responsible for the sustainable information systems development. This paper is talks about the basics of security, related technologies and specially the importance of Information Assurance as a sustainable and developed field of theory and practice.

**Keywords:** Information Security, Information Assurance, IT Management, Information Governance, Sustainable Development

## ACADEMIC EXCELLENCE THROUGH MULTI-SENSORY APPROACH: A MODEL FOR CLASSROOM TEACHING

**Gururaj Ganapati Gouda\*, D'Mello Laveena\*\***

\*Research Scholar, Srinivas University, Mangalore, Karnataka, India.

Email: gururajitgi@gmail.com

\*Associate Professor, College of Social Sciences and Humanities, Srinivas University, City Campus, Pandeshwar, Mangaluru, Karnataka, India. [lavyonoronha@gmail.com](mailto:lavyonoronha@gmail.com)

### ABSTRACT

The classroom is a place in an educational institution where teaching and learning is carried out. Teachers and students engage themselves in the school for academic interaction. The classroom must be equipped with necessary materials which could support quality teaching and best learning. Many students in school with scholastic backwardness are disengaged from inculcating knowledge and strengthening their long term memory. In addition to low academic achievement, these students have low motivation for learning. This is one of the important concept of influence were children withdraw themselves from classroom learning, lack in their better academic outcome. In order to overcome many challenges arising in the teaching- learning situation teachers should be adopted to use different types of instructional resources, methods, and techniques which often feature multi-sensory approach to address the individual learning styles of students and maximize their learning efficiency. Multi-sensory approach is an effective model named "Itagi's Model of Multi-sensory approach" developed by Gururaj Itagi. Highlighting various methods, strategies and techniques in teaching process focussing on individual learning style to maximize student's academic performance. This model is framed based on different learning style of students. This framework considers three phases of teaching such as auditory, visual and kinaesthetic approach in order to reach the different learners in the classroom. The model focuses on Adolescence (aged 12-18 years) mainly on students with scholastic backwardness. This model can be adopted as a value addition to the formal education system of the country to build effective teaching and experiential learning in the classroom.

**Keywords:** Academic, Multi-Sensory Approach, Classroom Teaching, Students, Teachers

## STRATEGIES TO ENRICH STUDENT PERFORMANCE IN HIGHER EDUCATION- A STUDY

**Harinakshi<sup>1</sup>, Pradeep M. D.<sup>2</sup> & Mithun Chandra R. K. <sup>3</sup>**

<sup>1</sup>Faculty, College of Management & Commerce, Srinivas University, Mangaluru, Karnataka, India

Email: harinakshisuvana02@gmail.com

<sup>2</sup>Assistant Professor, College of Social Sciences and Humanities, Srinivas University, Mangaluru, Karnataka, India.

Email: mdpradeepnair767@gmail.com

<sup>3</sup>Faculty, Department of Business Management, University Evening College, Mangaluru, Karnataka, India

Email: mithoonchandra008@gmail.com

### ABSTRACT

Education is an important aspect of human life. Every country making transformations in its education system to meet the challenges of the changing times. Educational system in India is also confronted with several new choices, opportunities and challenges to ensure to develop modernized, progressive, qualitatively and superior system of education at all levels. Educating the students after their primary and secondary is recognized to be the higher education to which a long and esteemed history is associated with. The country is regarded to be a noble centre of wisdom by shouldering the oldest Universities including Thakshashila, Nalanda and Ujjaini. Higher Education System plays an important role for the overall development of sectors like industrial, social, economic, entrepreneurial, etc. India has the third largest higher education system in the world in terms of size and its diversity next to US & China and largest in terms of number of educational institutions. After independence Indian higher education attain a massive growth. So far Government's focus was on spreading education across the country, but the time has now come to shift the focus on quality education. Students should be exposed to global current affairs in order to prepare them to face competitive world. Improving Student Performance has become one of the central goals of educational institutions across the nation. This paper describes various strategies which can be implemented in higher educational institutions to improve the competency of the student community thereby producing humanistic work force for the country.

**Keywords:** Education, Oldest Universities, Competitive World, Higher education, Educational institutions, Competency.

Paper 7

## **NATIONAL ACADEMIC CREDIT BANK – A GLOBAL PERSPECTIVE**

**Keerthan Raj & Dr. P. S. Aithal**

College of Management & Commerce, Srinivas University, Pandeshwar, Mangalore - 575  
001

[2keerthanraj@gmail.com](mailto:2keerthanraj@gmail.com)

### **ABSTRACT**

The higher education in India is poised on an agenda of change towards the movement from Credit Based Choice System (CBCS) to National Academic Credit Bank (NACB) as proposed by the UGC. If the Union government is able to formulate a policy, this will mark the beginning of a new phase in the Indian Higher Education System. This would allow the students to pursue their higher education from different universities and earn a degree from another university. Credit transfers are prevalent in many countries and its success is ensured by the creation of an online repository of students looking for potential credit transfer opportunities. Though it requires a vast amount of ground work and pathways created, once implemented, the NAC Bank would help students plan their objectives and their pace. This paper we study the modus operandi as the scheme and its existence in different countries and its implications on the student fraternity.

**Keywords:** Academic, credit, transfers, online



## **A STUDY ON THE METHODS FOR IMPROVING THE QUALITY OF HIGHER EDUCATION IN INDIA**

**Meghashree<sup>1</sup> & Kavitha J.<sup>2</sup>**

<sup>1</sup>Lecturer, College of Management and Commerce, Srinivas University, Mangaluru, Karnataka, India

Email: meghashreekulal@gmail.com

<sup>2</sup>Lecturer, College of Management and Commerce, Srinivas University, Mangaluru, Karnataka, India

Email: iamkavithaj@gmail.com

### **ABSTRACT**

Education particularly higher education is the most crucial sector for leveraging the growth and development of the nation in social, economic, cultural, political and scientific aspects. It is the basis of all national endeavours and development plans. Education provides strength and resilience to the people to respond to changing and often adverse situations. Education has the potential of transferring human beings into human resources. And thus potential development of human resource is the foremost function of education. Quality and excellence is of great significance both to the provider of higher education and education receiver in the process of building solid foundation of higher education and building capacities and capabilities of receivers, thus bridging the gap between underdeveloped and developed nation, rich and poor societies, less knowledgeable and erudite sections of population. Education has the ability to induce change leading to progress of society. Education has indeed become a subject of public policy and a sine qua non for the survival of society. In the realm of present day globalised world higher education is required to uphold creativity, talent, adaptability and quality. In order to fully utilize the fruits of higher education endeavours, the fundamental concern is to make sure that its quality and excellence are ensured, sustained and upgraded at all levels and appropriate policy measures are adopted to match our higher education system to international levels. The first section of the paper addresses the status of higher education in India. The second section focuses on the challenges faced by higher education institutions. The third section deals with the foremost policy initiatives by the government in the higher education sector. In the fourth section an attempt has been made to delineate imperative measures needed to foster quality and excellence in higher education. The paper strongly supports that the need of the present era is inclusive and qualitative expansion of higher education to uphold the cause for wide-ranging and all round development of the nation. Education particularly higher education is the most crucial sector for leveraging the growth and development of the nation in social, economic, cultural, political and scientific aspects. It is the basis of all national endeavours and development plans.

**Keywords:** Higher education, Tools and Technique, Quality improvement, Creativity and learning.

## VIRTUAL PLACEMENT CELL IN HEI'S

**Varun Shenoy\*, P. S. Aithal\*\***

College of Management and Commerce\*, Srinivas University\*\*

City Campus Pandeshwar, Mangalore – 575001

varun\_shenoy@rediffmail.com

### ABSTRACT

Placement Assistance is one of the most important services that HEI's (Higher Educational Institutions) provide to their students. This assistance however will be active only if there is a constant interaction between the placement cell and students on continuous levels. Between, placement seeking students require 24/7, 365 days counselling guidance on clearing the interview considering today's market scenario and securing the job where manpower-based placement cell at HEI's following college timing may not cater. Therefore to bridge this gap and ensure full time assistance to students and alumni even when they are at home, we envision a concept of Virtual Placement Assistance online imparting every nut and bolt essential for the true blue placement, from basic Group Discussions tips to Aptitude Tests or Pros and Cons of Interviews as well as scheduling interviews both online and offline for the student candidates round the clock.

**Keywords :**Virtual Placement Cell, Virtual Placement Office, Virtual Placement Assistance, Virtual Placement Support.

## **A STUDY ON SIBLING RELATIONSHIP AND MENTAL WELL-BEING AMONG YOUNG ADULTS OF INSTITUTIONS FROM BHADRAVATHI IN SHIVAMOGGA DISTRICT.**

**Monteiro Meena \***, **D'Mello Laveena \*\***

\* Associate Professor, Social Work Department, School of Social Work, Roshni Nilaya, Mangalore, Karnataka, India. E-mail : [monteiromeena@yahoo.com](mailto:monteiromeena@yahoo.com)

\*\* Associate Professor, College of Social Sciences and Humanities, Srinivas University, City Campus, Pandeshwar, Mangaluru, Karnataka, India. [lavynoronha@gmail.com](mailto:lavynoronha@gmail.com)

### **ABSTRACT**

The purpose of this study was to learn about the importance of the relationship between siblings and their mental well-being, including psychotherapeutic intervention. This study adopted purposive sampling method. A sample of 50 young adults belonging to the age ranges 18 to 40 years having biological siblings were selected from 2 institutions in Bhadravathi, Shivamogga district. WEMWBS (Warwick Edinburgh's Mental Well-Being Scale), and ASRQ-S (Adult Sibling Relationship Questionnaire Scale) with the factors Warmth, Conflict, Paternal, and Maternal Rivalry, referred from Wallace's Thesis on "Sibling Relationship", were the scales used to measure The Relationship of Siblings and their Mental Well-Being. This study used SPSS and Descriptive analysis to interpret and describe the data. Therapeutic intervention such as Rational Emotive Behavior Therapy, Post Modern Approaches' Solution Focused Therapy, Narrative Therapy, Virginia Satir's Human Validation process, and Jay Haley and Cloe Madanes' Strategic Family therapy can be used to change Dysfunctional patterns in the family, and enhance Family bonding and thus improve the mental health of the people.

**Keywords:** Sibling Relationship- Warmth, Conflict, Paternal and Maternal Rivalry, Mental Well-Being, Therapeutic Intervention, Young Adults.

Paper 11

## **A STUDY ON INTELLECTUAL DISABILITY AND ITS IMPACT ON FAMILY MEMEBERS IN PERLA, KASARGOD**

**Monteiro Meena \*, D'Mello Laveena \*\***

\* Associate Professor, Social Work Department, School of Social Work, Roshni Nilaya, Mangalore, Karnataka, India. E-mail : [monteiromeena@yahoo.com](mailto:monteiromeena@yahoo.com)

\*\* Associate Professor, College of Social Sciences and Humanities, Srinivas University, City Campus, Pandeshwar, Mangaluru, Karnataka, India. [lavynoronha@gmail.com](mailto:lavynoronha@gmail.com)

### **ABSTRACT**

This study deal with intellectual disability and its impact on family members in Perla, Kasargod D.T, Kerala. Intellectual disability means different things to different people. It is not a simple phenomenon and the lives of individuals who are retarded can be complicated. An intellectually challenged person is whose mental age develops at a slower rate than normal children and does not achieve full intellectual functions of a normal adult. Intellectual disability generally refers to substantial growth and is manifested in inappropriate or immature reactions to one's environment and below average performance in the academic, psychological, physical and social domains. Accepting such children becomes very difficult to parents, family members and care takers. The objectives of the research are: To identify the effect of intellectual disability on the family; And to find out how psychological, physical, economic and social problems affect the family members of mentally disabled children. The study design used is essentially qualitative descriptive research. Qualitative descriptions are based on some quality or characteristic rather than on some quantity or measured value. Descriptive research design is a research method that describes the characteristics of the population or phenomenon that is being studied. This methodology focuses more on the of the research subject rather than the why of the research subject. This study reveals that family members face physical, psychological, economic and social problems.

**Keywords:** Intellectual disability, Intellectual quotient (IQ), Social, Economic, Psychological, and physiological problems.

## **THE GROWTH & SUCCESS SAGA OF AN EDUCATIONIST FROM ZERO TO INFINITY – AN ANALYSIS FROM AN ADMINISTRATORS FRAME OF REFERENCE**

**P. S. Aithal**

College of Management & Commerce, Srinivas University, Mangalore – 575 001, INDIA

E-mail : psaital@gmail.com

### **ABSTRACT**

This is a biographical compilation of my personal experience about a guineas selfless visionary called Leader hereafter who spent a major part of his active life for the development of an active autonomous higher education system with fearless innovations and proved that only infinite sky is the limit. During his lifespan, he became successful in realizing his vision through his mission of creating a system alone without much support from his community. The private university system he created has an infinite amount of autonomy to do innovation and to reach Excellency in higher education and research system with responsibility and accountability. The article contains the real experience of the author who has accepted the Leader as a unique Teacher and Role model for his ideology of Karma-Yoga in the effort of offering Samagra Gyana to society. The Karma-Yoga practiced by the Leader as his life mission has made him to visualize the edge of the infinity which is equivalent to the Moksha in Hindu Philosophy and Nirvana in Buddhist Philosophy. This article presents only the gist of the experiences of the author had during last 18 years of his interaction privileges with the Leader and focus on the growth saga of Srinivas Group of Colleges by identifying and encashing opportunities seen in the higher education industry. The article elaborates the start phase, expansion phase, and integration phase of the institution until it reaches autonomy phase to identify and encash infinite opportunities. The biography also contains the story of failures due to environmental constraints and aftermath. Various instances are narrated in my frame of references as the leader as a human being, emotional infrastructure creator, philosopher, teacher, failure tolerant, and role model. As a student of organizational administration, I have elaborated my personal experience and lessons learned during my interactions and observations of the thoughts of the leader. This includes his views on how Srinivas University has opportunities to grow limitlessly beyond the boundaries to infinity in the Higher Education and Research arena. Finally, I have disclosed the lessons learned from this Karma-Yogi inspired me to develop a new Organizational performance theory for the 21<sup>st</sup> century called Theory of Accountability (Theory A) and its interrelated components for exceptional organizational performance.

**Keywords :** Biography, Successful educationist, Growth from zero to infinity, Innovations, Responsibility, Accountability, Hard work based continuous improvement, Emotional infrastructure. Autonomy for Excellency.

## ATTITUDE OF FAMILY MEMBERS TOWARDS THE PERSONS WITH PSYCHOLOGICAL PROBLEMS

**D' Mello Laveena \*, Monteiro Meena\*\***

\*Associate Professor, College of Social Sciences and Humanities, Srinivas University, City Campus, Pandeshwar, Mangaluru, Karnataka, India. [lavyoronha@gmail.com](mailto:lavyoronha@gmail.com)

\*\* Associate Professor, Social Work Department, School of Social Work, Roshni Nilaya, Mangalore, Karnataka, India. E-mail : [monteiromeena@yahoo.com](mailto:monteiromeena@yahoo.com)

### ABSTRACT

Psychological problems are one aspects of the mental health. Although Psychiatric treatment is available, medication alone will not give sufficient remedy to this multifaceted problem. The role of the caregiver particularly the family members and the attitude towards the affected family member are crucial and important in rehabilitation and adherence of treatment. Putting them in the centers or in hospital life long, detaching the effected person from the list of membership is also common. We need to consider both the sides the family members as well as the patient's point of view. In this paper the detail study of the various psychological problems, its symptoms, members' reaction and attitude and the impact is studied in depth. The methodology used is quantitative with descriptive research design. The objectives of the study are; to assess the attitude of the family members towards the effected persons; to find out the symptoms and its effect on members as well as effected person. The study results show that the attitude of the caregivers is not pro supportive. They want to protect the family members from the stigma about mental illness. The role of the counselor in combating stigma is through various methods of mental health, protecting the patients by not to disseminate. Individual guidance, family education, group work and community awareness programmes could be adopted for the same. The study also highlights the human rights of the effected persons.

**Keywords:** Psychological problems, caregiver, family, attitude, and human rights.

## **A STUDY ON THE PSYCHOSOCIAL PROBLEMS OF STREET CHILDREN IN JANAKIRAM LAYOUT, BANGALORE**

**Monteiro Meena \*, D'Mello Laveena \*\***

\* Associate Professor, Social Work Department, School of Social Work, Roshni Nilaya, Mangalore, Karnataka, India. E-mail : [monteiromeena@yahoo.com](mailto:monteiromeena@yahoo.com)

\*\* Associate Professor, College of Social Sciences and Humanities, Srinivas University, City Campus, Pandeshwar, Mangaluru, Karnataka, India. [lavynoronha@gmail.com](mailto:lavynoronha@gmail.com)

### **ABSTRACT**

This study deals with psychosocial problems of street children in Janakiram Layout, Bangalore. The phenomenon of street children is an offshoot of complex interplay of various socio-economic and cultural factors, religious, cultural, linguistic and geographical diversity. The large-scale presence of street children is a symptom of social disease. It has acquired a gigantic dimension in the wake of rapid industrialisation and urbanisation especially in the developing countries such as India. It is attributed to exploitative socio and economic structure, lopsided development and iniquitous resource ownership, large scale unemployment, rapid urbanisation, rural to urban migration, rapid population growth, extreme poverty, increasing disparities in wealth and income, cutbacks in government social and education budgets, high level child abuse by the parents and society, and the breakdown of traditional family and community structures etc. During the undergraduate studies, the investigator had many opportunities to visited NGO's working with children on street. Investigator had empathy towards those children and motivated to take up a study on the psycho-social problems of those children who are in street. The objectives of this study are to know the street children and their challenges and the psycho-social problems of street children. The study design used is essentially qualitative descriptive research. This study reveals that children on the street face different problems but the main problem they face is that psychosocial problems. Most of respondents have psychological problems such as fear to the great extent, isolation to some extent, depression to some extent, insecurity to some extent, anger to the great extent and anxiety to some extent. And most of the respondents experienced social problems such as social isolation, social discrimination, violence and sexual abuse.

**Keywords:** Street Children, Psychological problems and social problems.

## **HOW TO IMPROVE FACULTY PERFORMANCE IN ANNUAL PERFORMANCE INDICATORS BASED EVALUATION IN HEI BY SYSTEMATIC PLANNING**

**P. S. Aithal<sup>1</sup>, & Shubhrajyotsna Aithal<sup>2</sup>**

<sup>1</sup>College of Management & Commerce, Srinivas University, Mangalore, India.

<sup>2</sup>Faculty, College of Engineering & Technology, Srinivas University, Mangalore, India

E-mail: psaital@gmail.com

### **ABSTRACT**

One of the important parts of teaching-learning infrastructure in higher educational institutions is maintaining a team of dynamic faculty members. Even if an educational institution recruits highly accomplished faculty members with good teaching and research experience, maintaining them with continued interest and commitment is a challenging affair. Developing a metric to measure their annual performance in terms of their annual contribution to academics and research which in turn enhances the intellectual property (IP) infrastructure of the organization is a complex task. If a simple system which automatically takes care of enhanced faculty performance and compares it with others is available, then administrators need not spend their valuable time for individual faculty motivation to enhance their contributions to the organizational IP asset. Annual performance indicator (API) based faculty ranking system is one of such tools which will automatically take care of faculty commitment towards their optimum performance. In this paper, through intensive analysis, we have suggested how to plan and execute to score the highest API scores to improve faculty ranking in faculty performance evaluation framework. This also deals with the strategies to boost academic performance, professional performance, and research and publications performance of a faculty member to elevate him as super faculty level.

**Keywords :** Higher education system, Faculty performance, API, IP, Faculty ranking, Systematic planning for optimum performance.



## IMPACT OF TECHNOLOGY IN INDIAN HIGHER EDUCATION

**Panchajanyeswari M. Achar**

Faculty, College of Information Science and Computer Science

City Campus, Pandeshwar,

Srinivas University

Mangalore – 575 001

E-mail: [jahnavi\\_murali@rediffmail.com](mailto:jahnavi_murali@rediffmail.com)

### ABSTRACT

Technology has had an impact in all aspects of our lives. It has shown its presence everywhere in all arenas. It has a huge impact on the quality and quantity of higher education in India. Higher education in India has a rich heritage from times immemorial. India is at the crossroads of making a leap into a higher orbit and enter premier league of the world based on its strong human resources from a large population and decades of sustained efforts to establish itself in various sectors of economic and intellectual activity. The higher education system in India is the third largest in the world, next to the United States and China. The education system in India has undergone many changes in the past few decades. India is a developing nation and continuously progressing in the field of education. There are a number of new trends in the field of higher education and number of new ideas cropping up in the system. These ideas help to improve the existing system of learning and thus helping towards building a better nation. The government is responsible for the health of higher education in the nation. This paper focuses on the evolution of modern higher education system in India. The paper highlights the importance of technology in the field of higher education. The impact of technology along with its advantages and limitations are discussed here.

**Keywords:** Higher Education, technology-focused education, simulation, interactive session

## **PEDAGOGY OF SOCIAL WORK EDUCATION IN KARNATAKA: PRESENT STATUS & FUTURE STRATEGIES**

**Pinto Vincent\*, D'Mello Laveena\*\***

\* Freston Knowledge Foundation®, Mangalore, Karnataka, India. E-mail:

[Vincentpinto79@gmail.com](mailto:Vincentpinto79@gmail.com)

\*\* Associate Professor, College of Social Sciences and Humanities, Srinivas University, City Campus, Pandeshwar, Mangaluru, Karnataka, India. [lavynoronha@gmail.com](mailto:lavynoronha@gmail.com)

### **ABSTRACT**

“Education is manifestation of perfection which already exists in man”- Swami Vivekananda quoted this point with intuition. Today is the world of Information which is generated by the Education. Education is a life event tool which can be used for any level of development. Education is spread over in all discipline. Social work discipline accepted the Education to teach society and its members about the social work principles and methodology. Social Work is a practice based profession; it is a recent branch of knowledge. It is an extension to social science discipline too. The social work profession promotes social change, problem solving in human relationships and the empowerment and liberation of people to enhance well-being. Utilizing theories of human behavior and social systems, social work intervenes at the points where people interact with their environments. Principles of human rights and social justice are fundamental to social work. The present paper attempts to analyze the social work education system in Karnataka. The central theme of dealing with this issue is to understand conceptualization and operationalisation of social work education in Karnataka that has undergone significant changes invariably in time and space.

**Keywords:** Education, Universalism, Imperialism, Social Work, and Profession.

## **A SIMPLE METHOD OF MEASURING THE QUALITY OF PH.D. THESIS BASED ON NUMBER OF PUBLICATIONS/PATENTS (FROM THE THESIS WORK) AND NUMBER OF CITATIONS THEY RECEIVED**

**P. S. Aithal<sup>1</sup> & Shubhrajyotsna Aithal<sup>2\*</sup>**

<sup>1</sup>Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001, India

<sup>2</sup>Faculty, College of Engineering & Technology, Srinivas University, Mangalore, India

E-mail : [shubhraaithal@gmail.com](mailto:shubhraaithal@gmail.com)

### **ABSTRACT**

The Ph.D. is considered as the highest degree of formal education qualifications nationally and internationally, representing excellence in a given topic and attracting resources and prestige to universities. There are a hue and cry on quality of Ph.D. thesis in India after, UGC has announced to study the quality of last 10 years Ph.D. thesis of Indian universities. Ph.D. candidate produces research work demonstrating original thought, based on independent study and as per the guidance of a matured supervisor as a guide and publish scholarly articles in refereed, reviewed journals before submitting the Ph.D. thesis. The submitted thesis to the university is evaluated for its novelty by two or more examiners together with an oral examination at which the candidate defends his/her research before awarding the degree. Many research studies examine the quality of Ph.D. thesis by studying the evaluation system including checking whether the candidate had a prior relationship to the supervisor, examiners' assessment experience, and the regional affiliation of examiners influence assessment. But in general, this kind of quality encroachment is a very rare case and has no value for general quality assessment of Ph.D. thesis. This paper provides a simple idea on quality assessment of Ph.D. thesis based on a number of publications/patents (from the thesis work) in conference proceedings and peer reviewed journals and number of citations they received from those publications during next five years.

**Keywords :** Quality of Ph.D. thesis, Research Quality assessment methods, Citations of published papers,

## **A STUDY ON THE WORKING CONDITIONS AND OCCUPATIONAL PROBLEMS OF TAXI DRIVERS IN MANGALORE CITY**

**Pinto Vincent\*, D'Mello Laveena\*\***

\*Freston Knowledge Foundation®, Mangalore, Karnataka, India. E-mail:

[Vincentpinto79@gmail.com](mailto:Vincentpinto79@gmail.com)

\*\*Associate Professor, College of Social Sciences and Humanities, Srinivas University, City Campus, Pandeshwar, Mangaluru, Karnataka, India. [lavyoronha@gmail.com](mailto:lavyoronha@gmail.com)

### **ABSTRACT**

Taxi drivers are susceptible to many types of problems and issues. The major problems faced by them include unpredictability of pay, long hours of work and health related problems. The customers perceive that the only thing they have to do is drive around and give rides, but even though this job is simple in theory, the day-to-day working conditions of these taxi drivers are actually quite stressful. In order to find out the intricacies of the work life of the taxi drivers of Mangalore city, this study is conducted. The research design adopted by the investigator is exploratory and descriptive in nature. Accidental sampling technique was used for the selection of the respondents. A structured interview schedule was used to elicit the required information. The results of the study reveal that the respondents develop pain on the body, sleeplessness and eyesight related problems due to the nature of their work. They also have developed bad habits like drinking, smoking or tobacco chewing. Road accidents and lack of safety were considered the major occupational risk by the respondents. The study also points out that few respondents also have faced problems from police and other law enforcement authorities. Competition from their own co-workers was also felt by some of the respondents. The study suggests that there is a need for sensitizing general public about the working condition and work life of the taxi drivers. It also suggests that awareness programs need to be conducted among this group also about health, safety and security of life.

**Keywords:** Taxi drivers, work life, health, habits, sensitization and Working conditions.

## WELFARE OF UNORGANIZED WORKERS: PROBLEMS & PROSPECTS

Pinto Vincent\*, D'Mello Laveena\*\*

\*Freston Knowledge Foundation®, Mangalore, Karnataka, India. E-mail:  
[Vincentpinto79@gmail.com](mailto:Vincentpinto79@gmail.com)

\*\*Associate Professor, College of Social Sciences and Humanities, Srinivas University, City  
Campus, Pandeshwar, Mangaluru, Karnataka, India. [lavynoronha@gmail.com](mailto:lavynoronha@gmail.com)

### ABSTRACT

A large portion of India's workforce falls into the unorganized segment and there is a steady growth in it over years. They are outside the purview of labor legislations and without benefits of social protection and often do not even have a legal status as worker. In spite of such common features, the unorganized/informal sector comprises several heterogeneous groups. The researcher has undertaken this study to find out the effectiveness of certain welfare activities in the unorganized sectors in Udupi District. The study further tries to suggest concrete measures to improve the situation of unorganized workers towards their growth and development through labour welfare measures. The units of population were selected by using simple random sampling method. It comprised of 50 respondents out of which 20 workers selected from fishery, 15 workers from unskilled category and 15 from construction industry according to the number. A descriptive design was used. The study attempts to give a true picture regarding the miserable situation of unorganized workers in terms of their working conditions, remuneration, terms of employment, lack of facilities and amenities. There are some practical difficulties in the administration of welfare measures for this sector due to the complex nature of the sector. However the study recommends that the workers in the unorganized sector can be recognized as a special target group by the government for the implementation of programmes of general welfare in the spheres of housing, education, health and other services. Apart from this all governments must support social security measures by providing necessary budgetary support since this sector suffers from paucity of funds.

**Keywords:** Unorganized, Unskilled, Fishery, Construction, Welfare, and Workforce

# **INNOVATIONS IN B.TECH. CURRICULUM BY CONVERTING IT INTO HONOURS DEGREE BY UPGRADING IT USING STEM AND EMPLOYABILITY SKILLS ENHANCEMENT FEATURES**

**P. S. Aithal<sup>1</sup>, & Shubhrajyotsna Aithal<sup>2</sup>**

<sup>1</sup>College of Management & Commerce, Srinivas University, Mangalore, India.

<sup>2</sup>Faculty, College of Engineering & Technology, Srinivas University, Mangalore, India

E-mail: [psaithal@gmail.com](mailto:psaithal@gmail.com)

## **ABSTRACT**

Innovation in the course curriculum is a continuous feature in the higher education system (HES). As the amount of published information growing with time at geometric progression, it is necessary to increase the depth and breadth of the HES curriculum of every course with time. Engineering education is one of the prominent areas in science & technology education, finding many opportunities and facing many challenges in the 21<sup>st</sup> century due to the accelerated advancement of technologies in many areas. Keeping students in pace with such developments and adopting such newly emerging areas of technology in the current curriculum is an essential requirement of the education industry's progress. In this paper, we have proposed improvement in engineering education in India at the undergraduate level by means of six innovations to improve the depth, breadth, and vigorousness of the B.Tech. programme by suggesting a Student integrated development Framework in engineering based on STEM-Employability Model with a focus on experimental learning. The six innovations proposed in this model upgrades the B.Tech. (Pass) programme into B.Tech. (Honours). The advantages, benefits, constraints, and disadvantages from students, institutions, and job offering industries point of view are analysed. Finally, some recommendations are submitted based on the analysis to make this model of B.Tech. (Honours) more effective in its objective of enhancing competency and employability of graduates to secure better employment.

**Keywords :** B.Tech. degree, B.Tech. (Hons), Engineering curriculum, STEM, Employability skill enhancement program (ESEP), Experimental learning, STEM-Employability Model.

Paper 22

## **CIVICS AND CIVIC EDUCATION – PROSPECTS AND CHALLENGES FOR SOCIAL WORK**

**Pinto Vincent\*, D'Mello Laveena\*\***

\* Freston Knowledge Foundation®, Mangalore, Karnataka, India. E-mail:  
[Vincentpinto79@gmail.com](mailto:Vincentpinto79@gmail.com)

\*\*Associate Professor, College of Social Sciences and Humanities, Srinivas University, City Campus, Pandeshwar, Mangaluru, Karnataka, India.[lavynoronha@gmail.com](mailto:lavynoronha@gmail.com)

### **ABSTRACT**

Understanding of civics is extremely important for all citizens of a nation, more so for professionals involved in human services or those who are being trained for such roles. Today's world, including our nation, is facing serious problems due to lack of understanding and appreciation of civic rights and responsibilities, governance and good citizenry. Social workers have an ever increasing responsibility to involve themselves in civic education at various levels for which they need to essentially possess a clear understanding of civics and conscious exercise of civic responsibilities. Quite unfortunately in India, social work curriculum lacks a specific focus and adequate coverage of the subject of civics and even the social work training methodologies do not seem to be addressing this need adequately. Social work trainees seem to have very superficial understanding of the various social issues and problems due to a lack of understanding of the 'big picture'. Besides, social work trainees and even practitioners seem to lack a clear world view. In this research papers, attempts to delineate the basic concepts relating to civics, governance and citizenship, highlights the lacunae in the present social work curriculum and training methodologies with reference to civic education and challenges associated with that and finally, makes suggestions for the incorporation of civics and civic education in social work education, practice and research.

**Keywords:** Civics, Citizens, Social Work, Education Responsibility and Training.

Paper 23

## **REGULATIONS GOVERNING RESEARCH DEGREES, APPOINTMENT, & PROMOTION OF ACADEMIC STAFFS OF HIGHER EDUCATION INSTITUTIONS IN INDIA**

**Pradeep M. D.**

Assistant Professor, College of Social Sciences & Humanities, Srinivas University,  
Mangaluru, Karnataka, India  
Email: mdpradeepnair767@gmail.com

### **ABSTRACT**

India is one among the oldest educational system in the world became the greatest legacy of knowledge. The educational delivery is done through schools, colleges, higher education institutions, Universities, Research Institutes with its highest rostrum of learning. Knowledge, information and new ideas will drive the country towards economic exploration. The formal education provides a solid platform to the aspiring students to become competent in meeting global aspirations. Educational system is deemed to be the community of teachers, scholars and other stakeholders. Every year, millions of students enter the threshold of higher education for their graduation, post graduation and research degrees. Governance of Higher education is the shared responsibility of both Central and State Governments. The quality of higher education is determined by the standards prescribed by the regulatory authorities including University Grants Commission (UGC), All India Council for Technical Education (AICTE) and National Council for Technical Education (NCTE). Efforts are in the pipeline to create Higher Education Evaluation and Regulatory Authority (HEERA) and Higher Education Regulatory Council (HERC) for enriching quality of higher. The paper describe regulations on appointment and promotion of teachers highlighting about minimum qualification, pay, superannuation, recruitment, selection, leave, working days and code of professional ethics for the academic staffs. The paper reveals about the latest regulations governing the M. Phil and Ph.D degrees on the issues connected to admission, allocation of research supervisors, course work, research advisory committee, evaluation, award and depository.

**Keywords:** Knowledge, Higher Education, Governance, Standards, Appointment, M. Phil & Ph.D., Economic Growth.



## **BUILDING WORLD-CLASS UNIVERSITIES : SOME INSIGHTS & PREDICTIONS**

**P. S. Aithal<sup>1</sup> & Shubhrajyotsna Aithal<sup>2\*</sup>**

<sup>1</sup>Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001, India

<sup>2</sup>Faculty, College of Engineering & Technology, Srinivas University, Mangalore, India

E-mail : [shubhraaithal@gmail.com](mailto:shubhraaithal@gmail.com)

### **ABSTRACT**

Innovations in higher education model are finding importance than ever before due to enhanced higher education institutions and the advancement in technology adopted mass education opportunities. After privatization of higher education, there is an enhanced competition between universities to attract students globally. Universities are competing with each other in terms of their physical and intellectual assets. It is postulated that the six essential assets to be developed by a university based on our predictive analysis for the growth and prosper as world-class university are (1) Physical infrastructure, (2) Digital infrastructure, (3) Innovative academic & training Infrastructure for confidence building, (4) Intellectual property infrastructure, (5) Emotional infrastructure, and (6) Networked infrastructure. In this paper, we have determined the primary focus of these infrastructures along with their essentials objectives in detail. We have also discussed the strategies to be followed to develop such infrastructures and how these infrastructures help to develop strategies for Survival, Sustainability, Differentiation, and Growth & prosperity of the university. It also includes the necessary and sufficient conditions of developing such infrastructures for all the above strategies towards building World-class universities.

**Keywords:** World-class universities, Essential assets, Physical infrastructure, Digital infrastructure, Academic & training Infrastructure, Intellectual property infrastructure, Emotional infrastructure, Networked infrastructure.

## CHALLENGES AND ROLE OF TECHNOLOGY IN HIGHER EDUCATION

**Sagar Srinivas**

Assistant Professor

Srinivas University, Mangalore

Email: [sagarsrinivas@ymail.com](mailto:sagarsrinivas@ymail.com)

### ABSTRACT

There is an emerging broad consensus around the country about the benefits that can be brought to education structure through the appropriate use of growing information and communication technology. The range of possible benefits pervaded practically all areas of activity in which knowledge and communication play a vital role. It is involved from enhanced teaching and learning processes to superior student result, increased student commitment and picture perfect communication with teachers and parents. Today there is a significant gap between knowledge and skills students learn in higher education and the knowledge and skills that workers need in workplaces and communities. Employers mention specifically that they need candidates who are professional, having good moral and work ethics, can collaboratively work as a team, have critical thinking and problem solving skill, can lead a group of people and are skilled in verbal and written communication. This paper is to study challenges and role of technology in India higher education.

**Keywords:** Education Technology, E-Learning, knowledge, Skills, Education and Technology in India

## CHANGING ROLE OF THE INDIAN EDUCATION SYSTEM

**V. T. Shailashri, Dr. P. S. Aithal, Dr. Surekha Shenoy**

Professor, Srinivas University, Pandeshwar, Mangalore, Karnataka, India  
shailashrivt@gmail.com

### ABSTRACT

The education sector is changing and making an over haul change in the way it is disseminated to the present generation. Technology has crept into every aspect of teaching–learning process and tried to eradicate rote learning. With the advent of technology students are actively engaging in learning, and education has become more customized to the students. Teachers are becoming more of a facilitator and finding more time towards research as most of the repetitive tasks are done using technology. This paper is based on secondary data collection and expert opinion on the concerned topic. The study is focused on how technology has made its presence in the sector. It also tries to identify the effects of technology on the various stake holders namely students, teachers, management and government in fostering this sector. Basically the study is an attempt to understand the changes brought by technology in the education sector. The study is based on the concepts of online education, any time everywhere access, Artificial intelligence

**Keywords:** Education sector, technology, Teaching–learning process, Students, Faculty and Government

## FACULTY RANKING IN HIGHER EDUCATION INSTITUTIONS BASED ON ANNUAL PERFORMANCE INDICATORS

**P. S. Aithal<sup>1</sup>, Shubhrajyotsna Aithal<sup>2</sup> & Anil Kumar<sup>1</sup>**

<sup>1</sup>College of Management & Commerce, Srinivas University, Mangalore, India.

<sup>2</sup>Faculty, College of Engineering & Technology, Srinivas University, Mangalore, India

E-mail: [psaithal@gmail.com](mailto:psaithal@gmail.com)

### ABSTRACT

In higher educational institutions, one of the important assets is dynamic faculty members. With high quality and dedicated faculty members, the teaching-learning & evaluation process can be made effective and innovative. Organizations which focus on recruiting and developing high performance faculty members who can substantially contribute to the overall developments of students are considered as winners in long term education service. Continuous improvement in teaching-learning process is possible when organization has the policy to identify and motivate its faculty members for effective contribution to organizational objectives. Faculty members can contribute innovatively to many activities related to teaching-learning which includes identifying industry oriented curriculum, adopting innovative pedagogy for teaching-learning process, involving students in research and publications, contributing curricular, co-curricular, & extra-curricular activities for the overall development of students, and finally contributing to institutional IPR through self-contribution to creating new knowledge through research and scholarly publications. In this paper, a model on faculty ranking based on their contribution to academic activities, continuous self development & networking, and research activities leading to new Knowledge Generation & Publication is proposed and discussed. Faculty Ranking Grades similar to higher educational institutional accreditation grades based on API Scores of the faculty members are proposed so that if used in organizations, faculty members can self evaluate their performance scores and determine their ranks. Such a system is beneficial for higher educational institutions for continuous improvement of faculty performance. The advantages, benefits, constraints, and disadvantages of this faculty ranking system from the organizational point of view and faculty point of view are analysed.

**Keywords :** Faculty ranking framework, Higher education institution, Academic and research performance, Annual performance indicator.

## **OPPORTUNITIES AND CHALLENGES FOR A TEACHER IN CONVERTING A STUDENT INTO A SMART EMPLOYABLE GRADUATE**

**P. Sridhar Acharya**

College of Computer and Information Science, Srinivas University, Mangaluru-575001,  
E-mail: [sridharaacharya@gmail.com](mailto:sridharaacharya@gmail.com)

### **ABSTRACT**

Education is an essential requirement of an individual in shaping ones career. A person can lead a happy life only after setting up his career. To set up a career it is very important to have in depth knowledge about the subject which decides the career. This is only possible through education. An alternative meaning of education is the teacher who transforms the knowledge to the student. It is very true that the in depth knowledge can be possible by listening to the experienced teacher. A teacher has a lot of responsibilities in moulding the future of the student. This paper contains the various responsibilities of the teacher in shaping the future of the student. The paper also contains the additional responsibilities of a teacher in converting the student into a smart employable graduate. The paper highlights the different techniques used by the teacher to convert an ordinary student into a smart graduate. This paper also contains the other responsibilities of the teacher other than teaching for the sustainability in the teaching career. The paper focuses on the innovative methodologies to be adopted in teaching which help the students to be smart graduates who are easily employable in the market.

**Keywords:** sustainability, smart, graduate, teacher, employable

## **A STUDY ON BEYOND CLASSROOM TEACHING: HOW A BLEND OF ONLINE AND OFFLINE EDUCATION BENEFITS STUDENTS**

**Anumesh Kariappa**

Assistant professor, College of Management and Commerce  
Srinivas University, Mangalore -575001, India

E-mail [anumesh5@rediffmail.com](mailto:anumesh5@rediffmail.com)

### **ABSTRACT**

Classroom or offline training is reminiscent of the Industrial age where the emphasis was on large scale production by deploying physical resources. Its final objective is to train a large number of students using a common and a standardized process. This obviates the need to tailor education as per the recipient's talent, aspirations, and needs. Here, it is pertinent to make a distinction between personal attention and personalized learning. A classroom may allow the tutor to interact with individual students, but the course content itself may not necessarily match the needs of individual students. One of the biggest problems of classroom training is its sluggishness in staying abreast with rapidly evolving technologies and industry trends. The rate of change in technology has far outstripped the pace of change in university curriculum. Given the centralized nature of education content creation and stipulated ways of delivering it to the students, gaps arise between what is taught and what is needed to be job ready. Hence, even after spending more than 20 years of life in the confines of various classrooms cramming formulae and chapters in the curriculum, a graduate student leaves the education system with a sense of apprehension about his/her job prospects. Today, there is a dire need for students and academicians to re-look at learning as a constant and democratic process rather than the monopoly of the varsity.

Online education market in India is set to double in near future. Clearly, there is a formidable demand for an alternative source of learning. Online learning has set students free from bounds of classrooms and the inflexibility of the curriculum. It offers an on-demand access to courses of their choice. This is leading to a big socio-cultural shift in the way learning is perceived and consumed by the youth. Large populations of students in remote locations now don't find themselves handicapped by geography. Young working professionals can now upgrade their skills and thus enhance their career prospects at their own convenience. This paper will study and analyze all the aspects of students curriculum in higher education and will compare the both traditional and innovative teaching method.

**Keywords:** Class room teaching, online education, student and technology

## **ABCD ANALYSIS OF NATIONAL EDUCATION POLICY PROPOSAL 2019 AND PREDICTED IMPLICATIONS ON VARIOUS STAKEHOLDERS**

**P. S. Aithal\* & Shubhrajyotsna Aithal\*\***

\*College of Management & Commerce, Srinivas University, Mangalore – 575 001, INDIA

\*\*Faculty, College of Engineering & Technology, Srinivas University, Mangalore, India

E-mail : [shubhraaithal@gmail.com](mailto:shubhraaithal@gmail.com)

### **ABSTRACT**

Systematic education policy is essential for a country for offering school and college education in a country due to the reason that education leads to progress in society. Different countries use different education systems with different stages during its life cycle of school and College education levels. Recently Government of India received a draft Education policy drafted by an expert committee headed by Dr. Kasturirangan former chairman of ISRO.

This paper highlights on various policies proposed in the higher education system and compares them with the existing system. The advantages, benefits, constraints, and disadvantages of the new policies on various stakeholders are identified and analysed. The paper also highlights the predicted Implications of this new model of the higher education system on various stakeholders and the prosperity of the country.

**Keywords:** Higher education, National education policy, ABCD analysis, Predicted implications.

## NEED OF TRAINING ON PUBLIC SPEAKING AND PRESENTATION SKILL FOR STUDENTS IN HIGHER EDUCATION

**Dr. Vidya N. \*, Gururaj Ganapati Gouda \*\***

\* Assistant Professor, Social Work Department, Shrinivas Institute of Management Studies, Mangalore, Karnataka, India. Email: [vidyakrithi.n@gmail.com](mailto:vidyakrithi.n@gmail.com)

\*\* Research Scholar, Shrinivas University, Mangalore, Karnataka, India.

Email: [gururajitgi@gmail.com](mailto:gururajitgi@gmail.com)

### ABSTRACT

According to 2011 census, there are 270 identifiable mother tongues in India. By these we can understand the heterogeneity among Indians using different languages for efficient and effective communication. Communication is only an effective method in transforming the information or feelings from someone to anyone. Communication made us all to be connected, shared and cared. The human has developed variety of languages in which he feels flexible to share his feelings or pass knowledge, which even makes the listener feel acquired information comfortably. The other hand he also developed certain skills to express his feelings and ideas in an effective way. But as per psychological survey "Stage Fear" is one of the significant area where people miss unique opportunities to express their ideas, thoughts and feelings. Stage fear or performance disturbance is the anxiety, fear, or persistent phobia which may be explored in an individual by the requirement to perform in front of an audience. Today the large number of individuals left unemployed in India, mainly due to lack of skills and qualities that is required for being an effective and expertized individual presenting himself in the interview and at the work. The public speaking and presentation skill is also one of the important need of an individual to be an expertized employee for the job. The study identifies large number of individuals in India are getting rejected in the interview due to their lack of presentation skills. The study also identifies the severe need of training students in higher education on public speaking and presentation skills for producing qualitative student population to the society. Secondary data method is used and the study is descriptive in nature.

**Keywords:** Higher education, Public Speaking, Presentation Skills, Graduates, and Higher Education.



## ENVIRONMENTAL EDUCATION AT UNDERGRADUATE LEVEL & ITS IMPORTANCE IN DEVELOPING A RESPONSIBLE CITIZEN

**Shubhrajyotsna Aithal**

Faculty, College of Engineering & Technology, Srinivas University, Mangalore, India

E-mail : [shubhraaithal@gmail.com](mailto:shubhraaithal@gmail.com)

### ABSTRACT

It is well known that the environment which we live is the basic teacher to every human being and has full control over him for sustainable basic living, safety, and comfortable life. Human being will become educated only if he studies his environment and works for its sustainability. By understanding this reality, higher education system adopted Environmental studies as one of the compulsory subjects even in undergraduate courses. Even if a student studies his environment from school days, further inclusion of this subject as compulsory paper is mainly to remind its importance of preserving a sustainable environment for human beings against all technological progress. Now higher education institutions have two responsibilities: (i) further educating students on sustainable environment, (ii) involving them in various programs to be conducted by the institution on environmental sustainability. In this paper, the objective of environmental education from students point of view, how environmental education can be re-defined as green education, difference between environmental and green education, concept and curriculum for green environmental education, ABCD analysis of Green environmental education, UGC model curriculum for environmental education, comparative study on UGC Environmental curriculum and Green Environmental education, and Possible impact of Green environmental education on youth & society are proposed and discussed.

**Keywords :** Environmental education, Green education, Green education curriculum, Environmental sustainability.

Paper 33

**EDUCATING AVIATION PROFESSIONALS – AVENUES AND CHALLENGES  
FOR THE TRANSFORMING INDIA**

**Jayaprakasha K.<sup>1</sup>, Pradeep M. D.<sup>2</sup>**

Lecturer, College of Management and Commerce, Srinivas University, Mangaluru,  
Karnataka, India

Email: [jai4appu@gmail.com](mailto:jai4appu@gmail.com)

Assistant Professor, College of Social Sciences and Humanities, Srinivas University,  
Mangaluru, Karnataka, India

Email: [mdpradeepnair767@gmail.com](mailto:mdpradeepnair767@gmail.com)

**ABSTRACT**

The Transportation plays a vital role in driving the trade and business of the Country. The evolution of transportation industry has surpassed through trials and troubles along the development of Science and Technology. The profession has witnessed tremendous advancement due to the mechanization and information technology. World economy is carried to the next levels only on the foundation of land, water and air transportations. Especially the air transportation is indispensable from the geographically scattered settlements, where land transport is chronophagous. The enhancing scope for air transportation created ample scope for the Aviation making it an industry providing employment and income generation opportunities to the youngsters. The demand for aviation professionals has created opportunity for aviation education to produce efficient human resource to serve the customers better. The Profession seeks skilled personnel's in the areas of customer service, operations, ground handling, piloting, supporting staffs, safety, air trafficking, cabin crews, hospitality assistance, custom, revenue staffs, consultants etc. It is essentially required to integrate professionalism along with the specialized technical and non technical knowledge to achieve glory over the service. With the aim of developing competent aviation professionals, several international, national institutions have initiated Professional Aviation Education at under graduate, post graduate and research levels. Aviation degree is considered to be the super specialty programme to connect trained professionals with appropriate career. The Aviation education provides job oriented training based on simulation, technical assistance, grooming, customer relation, practical training, internships, industry visits, research etc to empower students to compete with the dynamic job market. This paper evaluates opportunities and challenges in the Aviation Education in India during the twenty first century.

**Keyword:** Transportation, Aviation, Professionals, Education, Competency, Career.

Paper 34

## **A STUDY ON AWARENESS AND UTILIZATION OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN HIGHER EDUCATION**

**Dr. Prasanna Kumar M. G.**

Associate of Professor, College of Management and Commerce, Srinivas University,  
Karnataka, India

E: prasannak1946@gmail.com

### **ABSTRACT**

Mobile phones have become ubiquitous. Almost anyone who can have a mobile phone has one. The amount of information and access to it has grown exponentially, thereby the potential for using varied resources for instruction and learning have increased. Despite improvements in educational indicators, such as enrolment, significant challenges remain with regard to the delivery of quality education in developing countries, particularly in rural and remote regions. In the attempt to find viable solutions to these challenges, much hope has been placed in new Information and Communication Technologies (ICTs), mobile phones being one example. This article reviews the evidence of the role of mobile phone-facilitated M-Learning (Mobile learning) in contributing to improved educational outcomes in India. Day by day mobile phones converted as PDA (Personal Digital Assistants), which can also be used for higher education. The mobile applications and Value Added Services are innovatively approach students to utilise more and more services.

**Keywords:** M-Learning, Information and Communication Technologies (ICTs), quality education, awareness

Paper 35

## **HIGHER EDUCATION AUTONOMY TO BUILD EXCELLENCY WITH RESPONSIBILITY AND ACCOUNTABILITY**

**P. S. Aithal & Shubhrajyotsna Aithal**

Faculty, College of Engineering & Technology, Srinivas University, Mangalore, India

E-mail : [shubhraaithal@gmail.com](mailto:shubhraaithal@gmail.com)

### **ABSTRACT**

Autonomy is considered as life blood of innovation. The higher education institutions which have autonomy in their operations have opportunities to substantially improve the overall quality of education and hence show their existence globally. Such global brand building exercise is crucial for development and growth. Due to enhanced challenges through online courses and online universities, many existing campus based universities are redefine their quality and teaching-learning model for either survival, or sustainability, or differentiation, or monopoly, or growth & prosper depending on their present status and future plan. In this paper we have analysed the challenges of present generation campus based universities and how such challenges can be addressed using their operational autonomy to aim for excellence through responsibility and accountability. This include the challenges of campus based universities to improve the quality of higher education at low cost by awaking the responsibilities of stakeholders along with imposing accountability, and the nature and usage of autonomy given to higher education institutions for academic, research, and technology based innovations, and autonomy for collaboration and expansion. The results of the research to develop suitable frameworks for autonomy with responsibility at different organizational level in higher education system, the consequences for autonomy with accountability at different levels of organization in higher education system are included. Finally, the Autonomy and Theory of Accountability for achieving Excellence are correlated.

**Keywords :** Autonomy in higher education, Excellence in higher education, Responsibility & accountability, Theory of Accountability.

## **STUDENT CENTERED LEARNING IN CLASSROOMS: A STRATEGY FOR INCREASING STUDENT MOTIVATION AND ACHIEVEMENT**

**Vaikunth Pai**

College of Computer and Information Science, Srinivas University, Karnataka, India

Email: vpaistar@yahoo.com

### **ABSTRACT**

In facing challenges such as rapid globalization, tremendous impacts of information technology, international transformation towards knowledge-driven economy, strong demands for sustainable societal developments, and international competitions in the new century, numerous educational reforms and changes have been initiated in the different parts of the world. Policy-makers and educators in most countries have to think how to reform their education and prepare next generations for meeting challenges of the future. Student-centered learning is an approach to learning in which learners choose not only what to study but also how and why. At the heart of the learning environment are learner responsibility and activity, in contrast to the emphasis on instructor control and coverage of academic content found in conventional, didactic teaching. Student Centered learning, as the term suggests, is a method of learning or teaching that puts the learner at the centre. With the application of an SCL approach in higher education, there is necessarily a shift in focus from academic teaching staff to the learner. This approach has many implications for the design and flexibility of curriculum, course content, and interactivity of the learning process. The fact that conventional teaching predominantly places its focus on the design, organization and follow-through of the perspective of the academic teacher has made it difficult to determine what students see as constituting SCL, because often they have never been asked. This paper elaborates why and how Student-centered learning is needed to re-conceptualize the practices of action learning to enhance multiple thinking and creativity in learning.

**Keywords:** Globalization, Knowledge-driven economy, Higher education, Policy makers and educators, Educational reforms etc.

## **EVALATION APPROACHES FOR OUT COME BASED EDUCATION**

**Subrahmanya Bhat B.**

College of Computer and Information Sciences  
Srinivas University, Mangaluru, Karnataka,  
itsbhat@gmail.com

### **ABSTRACT**

Evaluation is the process which determines the level of understanding on a specific course by an individual. Traditional evaluation methods adopted by majority of the higher educational systems in India focus mainly on theory examinations at the end of the course and based the marks scored by an individual. But such systems have failed in really measuring the outcome of a given course. These days where outcome based education has been getting popular among the higher education systems, institutions needs to adopt new evaluation strategies so as to measure the outcome of a given course by an individual. Various evaluation approaches could be considered during the course time mainly, Entry Test, Summary Sessions, Presentation assignments, Case study along with Application of the course concepts by using available software tools. This paper will discuss on these evaluation process and also correlating its results on the outcome of a given course.

**Keywords:** Evaluation, Outcome Based Education, Entry Test, Summery Sessions, Case Study.

## **A STUDY TO UNDERSTAND UTILITY OF VARIOUS MARKETING TECHNIQUES USED FOR STUDENT ADMISSION AT SRINIVAS INSTITUTE OF MANAGEMENT STUDIES WITH SPECIAL REFERENCE TO MBA COURSE**

**Shreepathy Ranga Bhatta B.**

\*Dept. of Business Management, Srinivas Institute of Management Studies, Mangalore-India

### **ABSTRACT**

A. Shama Rao foundation's Srinivas group of colleges has started many professional colleges in Mangalore since 1988. One of its flagship endeavor is Srinivas institute of management Studies [SIMS]. Having obtained the Private University status in the year 2013 under the Karnataka State Act, SIMS under Srinivas Research University is undergoing through a transition phase. With the autonomy granted, SIMS is continuously engaged in improvising its quality of service delivery. Reputation of any college will be totally reliant on high level of students' satisfaction and high level of satisfaction has substantial dependence on publicity and marketing. It is this aspect which makes this study so necessary. In this research, we attempt to understand the utility of various marketing and promotional techniques used by the institution in student admission at Srinivas institute of management studies with special reference to MBA course. A survey was made to collect empirical data to complete the study. These results can guide managerial decisions regarding the actions a college should take to improve the effectiveness and efficiency of all its marketing activities to enhance student intake.

**Keywords:** Srinivas group of colleges, Srinivas institute of management Studies, SIMS, Utility of Marketing Techniques, Marketing strategies, student admission.

Paper 39

## **PEDAGOGIES TO BUILD COMPETENCY OF UNDER GRADUATE STUDENTS - A STUDY**

**Nelson Pereira<sup>1</sup> & Pradeep M. D.<sup>2</sup>**

<sup>1</sup>Lecturer, College of Management and Commerce, Srinivas University, Karnataka, India  
Email: [anelsonpereira@gmail.com](mailto:anelsonpereira@gmail.com)

<sup>2</sup> Assistant Professor, College of Social Sciences and Humanities, Srinivas University, Karnataka, India  
Email: [mdpradeepnair767@gmail.com](mailto:mdpradeepnair767@gmail.com)

### **ABSTRACT**

In order to concentrate on graduation rates and attainment levels policy makers have ignored the danger signs of gradual reduction of learning among the students over the decade. College students spend less time on their studies compared to their predecessors 50 years ago hence learn less. Increasing graduation rates and levels of educational attainment will accomplish little if students do not learn with lasting value. Low competency is the major impediment to attain educational standard. The Undergraduate experiences contributes to the non economic benefits in the later life with low health, less civic participation, substance abuse and other forms of self destructive behaviour. By understanding this reality, educators shall increase the lasting value of a collegiate experience by providing stronger empirical basis to derive lifelong benefit through empowering them to lead independent life. It is essential to explore to find out how the remedial education can be improved. There is an urgent need for more and better research both to improve the quality of undergraduate education and to increase the number of students who complete their studies. This paper describes various innovative pedagogies to improve the competency and critical thinking among the students.

**Keywords:** Graduation, Learning, Competency, Empowering, Pedagogy



## NEW APPROACHES TO TEACHING AND LEARNING THROUGH ONLINE EDUCATION AND EVALUATION METHODS

**Dr. Krishna Prasad K**

Associate Professor, College of Computer and Information Sciences,  
Srinivas University, Mangaluru-575001, Karnataka, India

E-mail: [krishnaprasadkcci@srinivasuniversity.edu.in](mailto:krishnaprasadkcci@srinivasuniversity.edu.in)

### ABSTRACT

As literacy increases in youth, the dream of acquiring university degree and getting a job in the same profession remains a constant desire of those who attend regular courses in various universities of the globe. As the world is continuously changing, the online education system and evaluation methods are also changing at the same speed in order to meet the demand and changing requirements of the aspirants or youth. Due to many constraints people not able to continue classroom-based teaching and learning and want to acquire the same amount of knowledge and experience through online education. Online learning is the greatest revolution for interested learners; otherwise, they have to pay lacks of the amount to attend a prestigious institution for traditional classroom or school-based degrees. Due to the increasing demand for online education, there is a great necessity for new approaches to improve the quality of online education in terms of student engagement and practical experience. Swayam Prabha, Swayam NPTEL, EDX are some the best online education platforms which have taken some new approaches like continuous assessment through regular assignments, quizzes, student feedback, video lecturing, and mock tests. The evaluation systems are very important to scale or know the students' knowledge they have acquired through online education and which cannot be fulfilled with a merely final examination. For the continuous evaluation, there is a great necessity of changes or new approaches in the existing online education evaluation system and which will help to make more students turn to the online education system. This paper discusses various new approaches for teaching and learning, through online education and evaluation methods with its pros and cons. Some of the new approaches for online education are ICCT enabled mobile learning, animated video lecturing. Some of the new approaches for evaluation methods are a weekly assignment, group discussions, mock test, knowledge check test, etc. This paper could play an active role in understanding the lacunae and advantages of an online education system and to know the new approaches for online education and evaluation methods.

**Keywords:** ICCT, Evaluation Methods, Mock Test, Online Education, New Approaches, Teaching and Learning.

## **EMERGING TRENDS IN HIGHER EDUCATION IN INDIA**

**V. T. Shailashri, Anumesh Kariappa**

Professor, Srinivas University, Pandeshwar, Mangalore 575001, India  
shailashrivt@gmail.com

### **ABSTRACT**

The education system is evolving and gaining new momentum in the present year's. The youth are well informed and have abundant information on the happenings of the education sector. The youth are talented but do not have the right direction of the future. Meanwhile the education institutions are facing a varied number of challenges with the advent of technology, newer teaching –Learning methods, more expectations from the students, globalization and changes in the economic climate. This paper is an attempt to see the changes happening in the field of education. It is based on secondary data available, expert opinion and a number of reviews. It is identified that the government is taking a number of newer steps in bringing about digitization in education, more funds in to the sector, focusing more on research and creating an entrepreneurial spirit in the young minds. The paper studies these areas in detail to get better insights of the changes happening.

**Keywords:** Recent Trend, Government involvement, Digitization, Teaching–learning Process

## ON THE SIGNIFICANCE OF CRYPTOGRAPHY AS A SERVICE

**Shylesh S, Chaitra, Mangesh Nayak**

College of Computer and Information Sciences, Mangalore, India

E-Mail: [shylesh.s@live.com](mailto:shylesh.s@live.com)

### ABSTRACT

This article surveys the literature on social engineering. There are lots of security application and hardware in market; still there are several methods that can be used to breach the information security defenses of an organization or individual. Social engineering attacks are interested in gaining information that may be used to carry out actions such as identity theft, stealing password or gaining information for another type of attack. The threat lies with the combinations of social engineering with another type of attacks like Phishing and Watering hole attack which make it hard to defense against. This research aims to investigate the impact of modern Social Engineering on the organization or individual. It describes the categories of Social Engineering, and how the attacker takes advantage of human behavior. At the same time, we also discuss the direct and indirect attack of social engineering and the defense mechanism against this attack.

**Keywords:** Cryptography, Software as a Service, Cryptography as a Service, Mobile, Cloud Computing.

## **For Details Contact**

**THE SECRETARY**

**A. Shama Rao Foundation**

**G.H.S. Road, Mangalore – 575 001.**

**Phone: 0824 – 2425966, 244891 Fax: 0824 – 2442766**

**Email: [info@srinivasgroup.com](mailto:info@srinivasgroup.com)**

**SRINIVAS INSTITUTE OF MANAGEMENT STUDIES**

**A Unit of A. Shama Rao Foundation's Srinivas Group of Colleges**

**Srinivas Campus, Pandeshwar, Mangalore – 575 001. Phone:**

**0824-2441022, 2411383; Fax: 0824-2426766**

**E-mail: [principalsims@srinivasgroup.com](mailto:principalsims@srinivasgroup.com)**

**[www.srinivasgroup.com](http://www.srinivasgroup.com)**



# SRINIVAS GROUP OF COLLEGES

A Unit of A. Shama Rao Foundation's Srinivas Group of Colleges

Srinivas Campus, Pandeshwar, Mangalore – 575 001.

Phone: 0824 - 2441022, 2411383 ; Fax : 0824 - 2426766

[www.srinivasgroup.com](http://www.srinivasgroup.com)

SRINIVAS INSTITUTE OF MANAGEMENT STUDIES  
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