



SRINIVAS UNIVERSITY

HIGHLIGHTS

An IQAC Initiative

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DE-LIGHTS 2k22

The Spark of Happiness

Pandeshwar: Srinivas University Institute of Hotel Management & Tourism and Department of Interior Design organised "DE-LIGHTS 2k22" The Spark of Happiness on 28th October 2022.

Under the guidance and blessings of Dr. CA A. Raghavendra Rao, Honorable Chancellor, Srinivas University, Mangaluru, the festival was inaugurated by the President of the programme Dr. A. Srinivas Rao, Honorable Pro-Chancellor, Srinivas University, Mangaluru. Smt. A. Vijayalakshmi R Rao Trustee-Member, Board of Governors, Srinivas University, Mangaluru and Prof. Er. Smt. A. Mitra S. Rao Trustee-Member, Board of Governors, Srinivas University, Mangaluru were the Chief Guests. Dr. P. S. Aithal, Vice Chancellor, Srinivas University, Mangaluru, was the guest of honour of the programme. Prof. Swaminathan S, Dean, of Srinivas University Institute of Hotel Management and Tourism and other faculty members were present on the occasion. The welcome speech was delivered by Ms. Arya Savan Shirodkar of IV Year BHMCT and the vote thanks was delivered by Mr Prem Kiran D Souza of II Year BSc.ID. The



programme was compared by Mr. Tanmay Bhadbuje of II Year Bsc. HM

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ORIENTATION PROGRAMME

Valachil: An orientation programme was conducted by Srinivas Institute of Nursing Sciences & A. Shama Rao Nursing School, Valachil Mangalore, for the 20th B.Sc. (N) and 18th GNM Batch on 20.10.2022.

Dr. CA A. Raghavendra Rao, President, A. Shama Rao foundation and Honorable chancellor, Srinivas University, Mangalore presided over the function. Dr. A. Srinivas Rao, Vice President, A. Shama Rao Foundation and Honourable pro-Chancellor, Srinivas University, Mangalore. Smt. A. Vijayalakshmi R. Rao, Trustee member, Board of Governors, A. Shama Rao foundation and Trustee member, Board of Governors, Srinivas University, Mangalore. Prof. Er. Smt. A. Mitra S. Rao Secretary, A. Shama Rao Foundation, Trustee member, Board of Governors, Srinivas University, Mangalore. Dr. Florine Clara Fernandes, Principal, Srinivas Institute of Nursing Sciences & A. Shama Rao Nursing School, Valachil Mangalore, Prof. Pradeepa M, Vice Principal, Convener, Srinivas Institute of Nursing Sciences & A. Shama Rao Nursing School, Valachil Mangalore, also attended the function.



Mega Expo -2022



Pandeshwar: Srinivas University – Institute of Port shipping and Supply chain Management, Bachelor of Business Administration Logistics and Supply chain management department organized a Mega Expo for First, Second and Final Year students on October 20, 2022.

Arvind Shrivastav Centre head of Fiza Nexus and Sunil K S Senior Manager – of operations of Fiza Nexus were the Chief Guest for this Programme.

The Chief guest addressed the gathering about the innovation that needs to be implemented in the futuristic system and discussed the logistic sector which is progressing and how the country is supporting this sector. They also enlightened about digitalization. Logistics and supply chains are interconnected to all the production industries around the globe.

Dr. P S Aithal, Vice Chancellor, Srinivas University, Prof. Keerthan Raj, Dean of the Institute of management and commerce, Dr. Sonia Noronha, Dean of the Institute of Port shipping and Supply chain, Course Coordinator – Prof. Nelson Periera, Student Coordinators- Mr Joel Monteiro and Anvith Shetty, were present for the programme.

Miss Prapthi Student of the III BBA Master of Ceremony for the Mega Expo, and Mr. Mahesh Prasad student of the III BBA welcomed the gathering. Mr. Joel Monteiro student of III BBA introduced the Mega Expo. Mr. Adithya Shetty Student of III BBA proposed the vote of thanks.

Prof. Chirag M.S announced the winners of the Mega Expo, Joyston and Team Emerged as winners of Mega Expo 2022 Whereas Hithesh and Team were the Runners up of this event.

SU AIKONOMAS

Pandeshwar: On 22nd October 2022, Srinivas University, Institute of Management and Commerce, MBA Department, Pandeshwar city campus, organised a Management & Marketing exhibition in the auditorium for the MBA students to showcase their knowledge and conceptual base of various management topics. The exhibition was held under the theme of "AIKONOMAS." The event was organized by the MBA department, IMC, under the patronage of Honourable Chancellor, Dr. CA. A. Raghavendra Rao and Honourable Pro-Vice Chancellor, Dr. A. Srinivas Rao.

The chief guest for this exhibition was Dr K V M Varambally, former director of, the Institute of Management, MAHE, Manipal and was presided over by the Honourable Vice Chancellor, Dr. P.S. Aithal. The exhibition started at 11:00 am. and was open to all the students of PG. Dr. P S Aithal, Vice-chancellor of Srinivas University in his presidential address applauded the efforts of the students and said that such events bring forth exceptional industry readiness amongst students which the institution is always incorporating into its curriculum



continuously.

As the exhibition started, various students presented their projects. Models of rural marketing, new product development, market research methodology, Digital marketing, and product pyramid, were built by the students. Dr K V M Varambally gave a lot of interesting insights and ideas to students and appreciated their skills. Dean of the Institute of Management & Commerce, Prof. Keerthan Raj, motivated and appreciated the students. The Head of the department, Prof. Amith Menezes supported the students. Prof. Venkatesh A.S organized the event.



MANAGEMENT ACTIVITIES

Pandeshwar: The Srinivas University – Institute of Management and Commerce B.COM Department (Management Forum) has organized Management activities to the students of I.B.COM (HN/ACCA/CMA) on 11/10/2022. Management activities to improve students Communication skills, motivation, Team building and to give insights on future opportunities after their Graduation. Prof. Venkatesh Amin, IMC, Srinivas University, has taken the session on Management Activities. Students Participated with great Joy

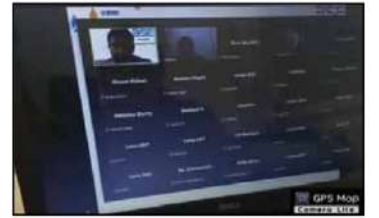


and learned by participating in management activities like Group Discussion, Newspaper Reading, and in management games.

Dean - Prof. Keerthan Raj. Course Coordinators - -Prof. Vinutha H K and Prof. Yashaswi, Guest Lecture Coordinator-Prof. Meghashree and Prof. Souparnika, Faculty Members and all the Students were present at the session.

CAPITAL MARKET AWARENESS

Pandeshwar: The Srinivas University –B.COM Department organized webinar on “Capital Market Awareness, Introduction to Mutual Fund & Financial Planning” for Final Year (Honors/ CMA) students by Mr. Manoj Louis Ambrose, on 15.10.2021 at 02:00 PM using the Zoom platform. The resource person clearly explained the trading of stock market and importance of investment over the savings, made the students aware about the problems faced by the investors and given suggestions to overcome the problems faced by them.



In-charge Course Coordinator Prof. Vinutha H K, Guest Lecture Coordinators-Prof. Meghashree and Prof. Souparnika, Faculty Members and all the Students were virtually participated in the session. Guest introduction is given by Prof. Meghashree and Vote of thanks rendered by Prof. Souparnika.

GUEST LECTURE

Dean: Prof. Keerthana Raj. Course Coordinators –Prof. Yashaswi Ail and

UNIQUE DISABILITY IDENTITY CARD CAMP

Mukka: Department of Clinical Psychology, Institute of Allied Health Sciences, Srinivas University in association with Srinivas Hospital, Mukka jointly collaborated with District Health and Family Welfare Department, Mangalore Taluk, Dakshina Kannada, Karnataka, for the Unique Disability Identity Card (UDID) Camp at Moodbidri, on Thursday,13-10-2022.

The Camp was organised with the intention to assess differently abled like Intellectual disability and mental disorders, Children with learning disabilities like Dyslexia,



Dysgraphia, Dyscalculia Vision Impairment, Hearing Impairment, Speech and Language disability, Attention Deficit Hyperactivity disorder etc to certify and provide the UDID Card.

Team of three members, attended and assessed the applicants in the camp. Dr. Guru Prasad,

Psychiatrist, Srinivas Hospital, under the guidance of Ms.Priyadhersini.S, Clinical Psychologists Ms. Harshitha D and Ms. Akshatha, Department of Clinical Psychology, IAHS, Srinivas University assessed and certified more than 100 applicants for UDID.

Basic Lighting Techniques

Pandeshwar: workshop on “Basic Lighting Techniques” organized by Institute of Social Sciences and Humanities of Srinivas University on 18th October, 2022 at



city campus. Mr. Adithya Kumar, Asst. Professor, Digital Film Making and VFX, Srinivas University was resource person. Dr. Laveena D'mello, Dean of the Institute of Social Sciences and Humanities presided over the workshop, Asst. Professor Shreeraj S Acharya, Coordinator of the Workshop, Asst. Professor Joyson, Research Scholar Shivaraj were present in the workshop. Students of the Bachelor of Journalism and Mass Communication were actively participated in the workshop.

Dual-Degreeprogramme



Mangalore: Srinivas University, Mangalore has decided to offer the following Dual-Degree programmes to its existing students and students of other Universities as full-time, Evening/Weekend

Programmes in accordance with new UGC guidelines & NEP 2020. The programmes will commence from the academic year 2022-23: BA in Yoga & Hindu Philosophy, BA in Music with many Electives, BA & MA in Performing Arts including Yakshagana, BA in Islamic Philosophy, BA in Cristian Philosophy, BA & MA in Public Administration with a focus on Civil Services, BA & MA in Communicative Languages (English, Sanskrit, Hindi, etc.), BA in Vaastu, Astrology, & Numerology, BBA in Event & Sports Management, BBA in Digital marketing & Retail Management, BA & MA in Sustainable Development Goals, P. G. Diploma in Yoga, P. G. Diploma in Sanskrit literature, Diploma & P.G. Diploma in Sustainable Development Goals. Classes will be held in the evening/weekends & blended mode. Existing SU students of any year and other University students can take up the Courses. There will be 5 Subjects of 24 Credits per Semester. Students can exit after the first year with Diploma, after the second year with P.G. Diploma, after 3 rd year with a Pass degree, and after 4 th year with an Honours degree. The proposed fees will be low compared to other daytime courses and a further 50% scholarship will be provided to Srinivas university students to pursue dual degrees. Further details can be obtained from the University Office at Mukka and Pandeshwar. Dr. P.S. Aithal, Vice Chancellor, Srinivas University, Dr. Anil Kumar, Registrar, Srinivas University, and Dr. Ajay Kumar Development Registrar, Srinivas University were present at the press meeting.



SRINIVAS UNIVERSITY INTER COLLEGIATE TOURNAMENTS 2022 OCTOBER 20th to 28th



CULTURAL PERFORMANCE AT MANGALORE INTERNATIONAL AIRPORT



Mangalore: The beauty of the nation lies in the diversity of its people. India is known for its festivals and celebration and Dasara is one among them.

Festivals are an expressive way to celebrate glorious heritage, culture, and traditions. Dasara is the festival of the victory of good over evil. To enhance this day students from the Institute of Aviation Studies, Srinivas University, Mangalore on 3rd oct 2022 participated in the Dasara program organized by the Mangalore International Airport. At the event, students showcased their talents with their vibrant performances. Students enchanted Veda Gosham also performed various dance forms such as Bharatanatyam, Semi- classical, Kathak, Garba, Tiger dance and Yakshagana depicting the cultural heritage and tradition of the land and also signifying the festival Dasara.



Women Carrom Tournament



Pandeshwar: The Carrom Tournament was organized by Srinivas University, were the students from various institutes of Srinivas university took part in large numbers.

1st place Carom is one of the popular games in India. It is a game that is based on Physics and Geometry. It requires a thorough knowledge of angles, the deftness of touch, a keen sigh, and deep concentration.

Srinivas University organized an inter-collegiate Carrom Tournament for women and men's doubles for its institutes on 23rd Oct 2022. Students from various Institutes of Srinivas University participated in the tournament. The winners of the carrom women's doubles were Deekshitha A.C and Prithika, students from the Institute of Aviation Studies. Institute of Aviation studies congratulated the winners.

Ghovardhanotsava

Pandeshwar; Students from the Institute of Aviation Studies, Srinivas University Bagged second prize in Ghovardhanotsava 2022.

Dance is the hidden Language of the soul, of the body. Students from the Institute of Aviation Studies,

Institute of Aviation Studies, Bagged second prize Srinivas University enthusiastically took part in Ghovardhanotsava organized by Shri Krishna Bajana Kendra, Govardhangiri, Mudipu, Mangalore on 29 th oct 2022. The team performed folk dance form Pooja Kunitha a dance

form in praise of Shakti Devata and bagged second prize in Ghovardhanotsava 2022. The participants, dressed in folk costumes and set the stage on fire with their enthralling and energetic performance. Institute of Aviation Studies, Srinivas University congratulated their students for bagging a second place in the contest.



Third prize in Kunitha



Pandeshwar: Students from Institute of Aviation Studies, Srinivas University Bagged third prize in Kunitha 2022.

Who doesn't love good contest? It is time when people compete for a chance to show that they're the best at what they do. Students from the Institute of Aviation Studies, Srinivas University actively took part in Kunitha , Folk Dance competition 2022 on 29 th oct 2022 organized by Avinash Folk Dance Mangaluru at Dr. B.R Ambedkar Bhavana, Urwastore, Mangalore. The team performed Pooja Kunitha a dance form in praise of Shakti Devata and bagged third prize in Kunitha 2022. The participants, dressed in folk costumes and set the stage on fire with their enthralling and energetic performance. Institute of Aviation Studies, Srinivas University congratulated their students for bagging third place in the contest.