



SRINIVAS UNIVERSITY

(PRIVATE UNIVERSITY ESTABLISHED UNDER KARNATAKA STATE ACT NO.42 OF 2013)

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LEADERSHIP

Chancellor

Shri Dr. CA A. Raghavendra Rao



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

Shri Dr. CA A. Raghavendra Rao established the A. Shama Rao Foundation to achieve his stated aim of transforming society through quality education which will be in harmony with the social, economic and ecological environment. This firm belief was the driving force which created the Srinivas Group of Colleges under the umbrella of A. Shama Rao Foundation. Shri. CA A. Raghavendra Rao has a unique and focused approach towards life. He dons different hats in his service to the cause of 'Nation Building'. He is successful Chartered Accountant

with offices in Seven cities across India, he is a hotelier par excellence who has created one of the first and finest 3 –Star hotel with a vegetarian restaurant as its hallmark. His most notable contribution has been in moulding the careers of thousands of students through a chain of colleges imparting professional

education in such varied fields as Engineering, Medicine, Physiotherapy, Hotel Management, Business Management, Computer application, Nursing and Pharmacy. His dedication and excellence in his field makes him a completely reliable person and hence he has set an example to his clients, staff, students and admirers.

Pro Chancellor

Dr. A. Srinivas Rao



Dr. A. Srinivas Rao, Vice President of A. Shama Rao Foundation and Srinivas Group of colleges, Mangalore, received his Doctorate Degree in “Education Management” for his Thesis on “Quality in Higher Education – A case study of Srinivas Institute of Management Studies” from Ashley University, an international University based in California, USA, established in the year 1981. The university has also recognized his contribution in Managing higher education institutions effectively during the past 32 years and presently Srinivas group has 17 higher education institutions including Srinivas University in three campuses, 220 U.G, P.G. and research courses with 3,400 employees and about 12,000 students.

Dr. A. Srinivas Rao was born on 22nd December 1967 and pursued his BBM degree, PGDM and CA. Married in the year 1997 to Smt. Mitra, he is blessed with three children – Meghana, Samana and Eshana.

Dr. A. Srinivas Rao has shown his commitment and zeal in steering the Srinivas group. He has a penchant for recognising individuals with talent and grooming them for higher causes. He is an inspiration for the youth and connects with them wherever he goes. A person with sterling character, he firmly holds together the reins of the University.

Vice Chancellor

Prof. K Satyanarayan Reddy



Greetings to all! As the Vice Chancellor of Srinivas University, Mukka, Surathkal, I am honored to be part of this dynamic educational institution, a beacon of knowledge, innovation, and transformative learning experiences.

Our commitment to excellence at Srinivas University is a guiding principle permeating every academic facet. We envision an education that transcends boundaries, empowers young minds, and shapes leaders contributing meaningfully to society. Built on academic rigor, holistic development, and a relentless pursuit of knowledge, this institution stands as a testament to the transformative power of education.

Our Vision: Srinivas University aims to foster an environment nurturing curiosity, celebrating creativity, and making innovation a way of life. We aspire to be globally recognized, producing graduates as thought leaders, change-makers, and pioneers.

A Legacy of Excellence: Dedication, enthusiasm, and support have propelled our journey, marked by milestones. Our commitment to providing quality education aligns with industry needs and NEP 2020.

Academic Rigor: “समग् रज् ज्ञानम् ” Excellence is at the core of our diverse programs, cutting-edge curriculum, and industry-relevant courses, preparing students for professional, environmental and societal challenges. We instill deep rooted knowledge alongside critical thinking skills, ethical values, and a global perspective.

Holistic Development: Beyond classrooms, our focus is on nurturing well-rounded individuals excelling in academics, extracurricular activities, sports, and community engagement. We develop leaders who are competent professionals and responsible citizens.

Innovation at the Core: Innovation is the driving force, and we foster a culture of it through state-of-the-art facilities, research centers, and collaborative initiatives with industry partners. We encourage our community to dream big and contribute to positive societal impacts.

Embracing Diversity: Diversity is our strength, enriching the learning environment. Exposure to diverse ideas prepares students for the globalized world post-graduation.
Student-Centric Approach: Our students are at the center of everything. Through mentorship, career counseling, and industry interactions, we empower students to make informed decisions.

Technologically & Medically Advanced Campus: Our campus is equipped with the latest technological & Medical infrastructure, ensuring students can leverage their knowledge of Technology, Management and Medicine to solve real-world problems.

Research and Innovation Hub: Beyond learning, Srinivas University is a hub for research and innovation. We encourage faculty and students to engage in groundbreaking research addressing societal, environmental challenges vying continuously for sustainability.

Global Collaborations: Strategic partnerships with international universities open global opportunities, fostering cultural exchange and research collaborations.
Looking Ahead: Entering a new academic year, optimism abounds. Together, as a university community, we will raise the bar of excellence, embrace innovation, and empower students for a changing world.

At Srinivas University we continuously strive in pursuit of knowledge, integrity, and excellence. We offer a diverse range of new-age programmes in leading domains like Management, Hotel Management, Technology, Design, Physiotherapy, Health Services, Nursing, Education and Social Sciences and many more are in the pipeline. Let's create an environment where ideas flourish, talents are nurtured, and every individual reaches fullest of their potential.

Registrar

Dr. Anil Kumar



Dr. Anil Kumar is a highly experienced management educator and researcher with comprehensive skills in strategic planning, content development and administration. He has 30 years of rich experience in teaching Business Management, Economics and Operations Research. He has always been a passionate motivator; being able to synergize employee energy and enthusiasm to meet organisational objectives. He is a highly organized manager and coach; able to quickly identify needs and provide tools to resolve difficulties and has built a reputation for building cohesion among disparate groups and individuals.

His vibrant optimism has made him a Member of the Mangalore University Syndicate 2011-2012, Member of the Mangalore University Academic Council 2010-2012 and Member of the Mangalore University Board of Studies for Hospitality Sciences (2006-09)

He has taught courses on Business Economics, Applied Behaviour Sciences, Human Resource Management, Marketing Management, Business Mathematics and Enhanced students' employment potential through interventions like Interpersonal skill development and leadership training workshops.

He has utilized employee empowerment and positive work ethics to establish a spirited organisational Culture and built a strong team of faculty members, fostering both independence and cohesive team environment.

Registrar Evaluation

Dr. Shrinivasa Mayya D



Dr. Shrinivasa Mayya D, an eminent professor in Mechanical Engineering, Management Studies and Research, in addition he is an experienced engineer as well as a distinguished administrator and strategic planner both in teaching and industrial fields. Professor Mayya, graduated from Mysore University in 1988 with Mechanical Engineering. Did his Masters from Pune University in 1994 and PhD from Visvesvaraya Technological University in the area of organizational behaviour under Mechanical Engineering Department.

After completion of his graduation in Engineering, Dr. Mayya worked for 3 years in M/s PMT machine tools, Pune as a Design engineer and 3.5 years in M/s Advani Oerlikon Ltd. Pune as a Assistant Manager. In 1995 Prof Mayya shifted from Industry to academics. He worked for 12 years in KVG College of engineering, Sullia as a lecturer, Asst Prof., from 2007 to 2020 he has worked as a Principal and in 2021 he joined Srinivas University as Registrar Evaluation.

He is guiding 6 PhD and 12 Mtech students. Prof. Mayya has published about 54 papers in national/international journals and National/International Conferences and written 5 books.

Registrar Development

Prof. Dr. Ajay Kumar



The Registrar (Development) of Srinivas University, Prof. Dr. Ajay, is a Professor in the department of Physiotherapy. Having completed his graduation in Physiotherapy followed by his Post-graduation MPT in Orthopaedics, he finished a Diploma in Yoga Therapy (DYT). Continuing his further studies, he ventured into the field of management by achieving his Post Graduation in Management (PGDM). He started his career as a lecturer in Srinivas College of Physiotherapy in the year 2001. Promotions soon followed as an Assistant Professor and later as a Professor.

During his professional career, he has dedicated his services to Rajiv Gandhi University of Health Sciences, Bangalore as a member of the LIC committee, Academic Council & Board of Studies. In the field of research in orthopaedics specialty, he has guided several Post-Graduate students. He has also been deputed as an examiner for undergraduate and postgraduate courses under Rajiv Gandhi University to different colleges in Karnataka.

Having a rich academic and administration experience, he has served for several years as the Public Relations Officer of Srinivas Group of Colleges. Meeting new people, building up and maintaining Public relations is his passion. As an educationalist, he has deployed his knowledge towards analysis, synthesis and fine tuning of the organization and was tasked with the responsibility to suit the dictates of the given environment.

Registrar Academics & Development

Mr. Adithya Kumar Maiya



Developed, implemented and executed strategic marketing plans for multiple organisations and start-ups, over the last 5 years. Set up merchandising, Franchisee management and Vendor management for business development and brand promotion. In the current role, responsible for liaison, development of University activities across various cities and for setting up and building new ventures and Academic activities.

A handwritten signature in blue ink, appearing to be "Adithya", written over a horizontal line.